A STUDY ON EMPLOYEE TURNOVER IN INFORMATION TECHNOLOGY INDUSTRY IN TAMILNADU

*Dr.T.J.Arun

Abstract

Information Technology industry in India plays vital role in economic development and in creating employment opportunities. More than 2.5 lakh people are employed directly and indirectly in the IT industry in Tamil Nadu. In the Information Technology Industry certain number of employees leave their jobs every year due to various reasons. To fill up these vacancies and to meet the need for additional hands, certain number of employees may be appointed. The study focused on major five IT Industries in Tamil Nadu namely TCS, WIPRO, INFOSYS, HCL and IBM. The research paper may help the organization to make the necessary measures to retain their employees. This may bring down the causes of employee turnover and helps the management to reduce the employee turnover to a certain level by which both the employers and employees can be benefited.

Introduction

The rate of turnover varies from company to company. The highest level of turnover normally found in private sectors than public sectors. The levels of turnover also vary from region to region. The highest rates are found where unemployment rate is lower and where it is easy for people to get alternative employment. Sometimes employee turnover benefits organizations positively. This might happen when a poor performer is replaced by a more skilled employee and when a retired employee replaced by a younger one. Employee turnover may be also costly as it requires different cost to take account such as administrative costs of recruitment, cost of covering during the period of vacancy, training cost for the new employee etc.

Turnover occurs for many different reasons. Sometimes new job attracts employees and pull them to leave the old one. In contrary employee also pushed to leave job due to the dissatisfaction in their present workplace or by domestic circumstances when someone reallocates with their spouse or partner.

A poor relationship with the management can be an important reason for the employees to leave their jobs. It is relatively rare for people to leave jobs in which they are happy even offered by higher salary elsewhere.

A lack of proper training and development is also major cause for voluntary turnover. Employees have a preference for security of their jobs. Turnover could be minimized through considering different preventive measures by the management. These may include providing training to the line managers for an effective supervision before appointing or upgrading them, providing security of jobs with good working environment etc. There may be an offer for re-training the existing managers who have a poor record at keeping their staff happily. Supervising managers could be accountable for employee turnover in their teams. Maximization of opportunities for individual employees such as accommodate individual preferences on working hours, regular appraisals, providing as much job security as possible can help to reduce turnover.

Statement of the Problem

The researcher selected the present topic to study the various causes and measures of employee turnover in IT industry with special reference to Tamil Nadu, a Number of factors are attributing to the employee turnover. The aim of the study is to focus the different problems faced by the employees and IT companies with respect to employee turnover.

Objectives of the study

1. To find out causes of Employee Turnover in IT industry with Special reference to Tamil Nadu.
2. To study the impact of work environment on job satisfaction of employees in IT industry with special reference to Tamil Nadu.

Study Area:

The researcher has selected Chennai district for this study because, Chennai has more number of IT companies in Tamil Nadu, of which five leading IT companies namely TCS, INFOSYS, IBM, WIPRO AND HCL have been selected for the present study.

Sampling Size of the Study

The sample respondents for the study have been selected on the basis of the following Cochran’s sample size formula.

Sample size \( n = \frac{(ZS/E)^2}{\text{Where}} \)

- \( Z \) = Standardized value corresponding to a confidence level of 95% = 1.96
- \( S \) = Sample SD from Pilot study of 50 sample = 0.578
- \( E \) = Acceptable Error = 5% = 0.05. Hence,

Sample size \( n = \frac{(ZS/E)^2}{(1.96*0.578/0.05)^2} = 513.37 \)

Final sample of the study = 513.

The total sample respondents (513) are distributed equally among the five study units (Table No. 1). The sample respondents from each
sample units are collected on the basis of average method.

Table No.1
Distribution of the Study Units
And Sample Size

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Units</th>
<th>Total No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TCS</td>
<td>103</td>
</tr>
<tr>
<td>2.</td>
<td>INFOSYS</td>
<td>103</td>
</tr>
<tr>
<td>3.</td>
<td>IBM</td>
<td>103</td>
</tr>
<tr>
<td>4.</td>
<td>WIPRO</td>
<td>102</td>
</tr>
<tr>
<td>5.</td>
<td>HCL</td>
<td>102</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>513</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

Analysis of Employee Turnover

Table No. 2
Pearson Correlation co-efficient between causes of employee turnover and satisfaction of job, employee expectations

<table>
<thead>
<tr>
<th>Causes of employee turnover</th>
<th>Satisfaction of job</th>
<th>Employee expectations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior behaviour</td>
<td>Pearson Correlation</td>
<td>-.282(**)</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>513</td>
</tr>
<tr>
<td>Management policies</td>
<td>Pearson Correlation</td>
<td>-.330(**)</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>513</td>
</tr>
<tr>
<td>Impact of employee turnover</td>
<td>Pearson Correlation</td>
<td>-.435(**)</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>513</td>
</tr>
<tr>
<td>Overall causes of employee turnover</td>
<td>Pearson Correlation</td>
<td>-.594(**)</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>513</td>
</tr>
</tbody>
</table>

Note: 1. ** Correlation is significant at the 1% level.
      2. * Correlation is significant at the 5% level.

Findings of the Study
1. The correlation co-efficient between non-financial support and welfare measures of employees are 0.387 which indicate 39 percentage positive relationships. The correlation co-efficient between welfare measures and Benefits for dependents of employees are 0.419 which indicate 42 percentage positive relationships.
2. The correlation co-efficient between Superior behaviour and Impact of employee turnover is 0.239 which indicate 24 percentage low degree of positive relationships. The correlation co-efficient between Management policies and Impact of employee turnover of employees is 0.236 which indicate 24 percentage of positive relationships
3. The correlation co-efficient between overall motivation employees and over all causes of employee turnover is -0.514 which indicate negative relationship. The correlation co-efficient between personal development and over all causes of employee turnover is -0.519 which indicate negative relationship. The correlation co-efficient between non-financial support and overt all causes of employee turnover is -0.477 which indicate negative relationship.
4. The correlation co-efficient between Personal development and Employee an expectation is 0.252 which indicate 25 percentage positive relationships.

International Journal of Research & Business Innovation (IJRBI)
relationships. The correlation co-efficient between Welfare measures and Employee an expectation is 0.122 which indicate 12 percentage positive relationships. The correlation co-efficient between Benefits for dependents and Employee an expectation is 0.29 which indicate 29 percentage positive relationships.

5. The correlation co-efficient between overall causes of employee turnover and job satisfaction of employee is -0.594 which indicate negative relationship and job satisfaction is -0.435 which indicate negative relationship. The correlation co-efficient between management policies and job satisfaction is -0.330 which indicate low degree of negative relationship. The correlation co-efficient between superior behavior and job satisfaction is -0.282 which indicate low degree of negative correlation.

Suggestions of the Superior
1. The superior should avoid in allocating too much work load to the employees, to reduce the negative impact of work pressure, which may reduce the employee turnover.
2. There should not be any gender preference with respect to the employees in allocating the work, welfare measures, financial and non-financial motivation etc.,
3. In case of awareness with the respect to motivational measures the youngsters i.e., up to 40 years age need to be made aware of fully about the motivational measures.
4. Employees those who have completed 4-8 years of service should be made fully aware of motivational measures given by the employer.
5. The employees those who are new to the present company need to be educated about the motivational measures by the superior.

Suggestions to the Employees:
1. Both male and female employees should try to maintained better relationship with the superior.
2. Irrespective of educational qualification most of the employees are not shown interest in knowing the motivational measures. So the employees should make themselves aware of the motivational measures provided by the employer.
3. Professionally qualified employees should try to maintain excellent relationship with the superior.
4. Employees those who have completed 8 years of service should try to maintain good / excellent relationship with superior.
5. Even though the employees those who have completed 4-6 years experience in the present company they are not maintaining good/ excellent relationship with the superior. Those employees should avoid this kind of attitude towards the superior.
6. Employees in the income group of Rs. 40,000-50,000 should maintain good/ excellent relationship with the superior.
7. Employees to get promotion on the basis of merit they must work hard for long hours in the company.

Conclusion
Turnover is burning issue for any type of organizations for the steady productivity of an organization it is essential to maintain its skilled workforce. There are many factors that affect turnover. Satisfactory salary helps to reduce turnover though job security also an important issue too. An employee does not stay in an organization only for salary but he/she may stay for many other reasons such as, rearranging employees, good stream relation, better working environment, preferable job location etc. A skilled employee is an asset to any type of organization. It is therefore, crucial to maintain a constant workforce particularly for the skilled ones in an organization to reduce turnover for the betterment of the organization.

The researcher has attempted to study some of the factors which may be the reasons for the employees to leave the organization. The study found that the IT companies are facing the problems of employee turnover because of dissatisfaction with working environment which are provided to the employees is not up to the expectations.

Employee turnover arises not only due to motivational factors but also other factors like superior behavior, management policy, job satisfaction and expectations of the employees also leads to employee turnover in the IT Industry.

The research paper may help the organization to make the necessary measures to retain the employees. This may bring down the causes of employee turnover and helps the management to reduce the employee turnover to certain level. Suitable working condition and safety measures leads to the organization to retain their employees for long run.

References


SERVICE QUALITY AND BEHAVIOUR INTENSIONS OF BANKING SECTOR IN TAMIL NADU

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Abstract
Financial system is the most important institutional and functional vehicle for the economic transformation in the country. Banking sector is reckoned as the hub and barometer of the financial system. As a pillar of the economy, this sector plays a predominant role in the economic development of the country. Financial system is the most important institutional and functional vehicle for the economic transformation in the country. Banking sector is reckoned as the hub and barometer of the financial system. As a pillar of the economy, this sector plays a predominant role in the economic development of the country. These results confirmed the past research results. Improved human, technical and tangible aspects of service quality increase customer satisfaction. Out of the three aspects of service quality people aspect of service quality contributed maximum in influencing customer satisfaction on Central Cooperative banks than other two banks namely ICICI and Canara Banks. Finally the study reveals that customer perception on service quality in cooperative banks more positive and significant relationship with service quality than other two banks.

Introduction
Banking is as old as the authentic history. The banking has its origin as early as 2000 B.C., when Babylonians developed the system of banking using their temples as banks (Khubchandani, 2000). One finds a reference to the money changers in the New Testament (Hajela, 1987). The rudimentary bank practices’ found in the Egyptian and Phoenician history (Harish Chand Sharma, 1969 and Vaish, 1991). In ancient Rome also, banking was developed on the lines of Greek system (Vaish, 1991 and Anil Gupta, 1998). When Romans conquered the Greeks, the Temple Priests no longer acted as financial agents. The Romans introduced the rules and regulations for the conduct of private banking. The growth of banking was seen only in 12th Century A.D in Venice and Geneva. Some people opined that the word ‘banking’ is originated from the German word (Johnson, Iran and Roberts, William, 1982 and Suresh & Sachdeva, 1998) meaning ‘a mound or heap of money’ (Parameswaran and Natarajan, 2001) which was Italianised into “Banco” (Sethi, 1987). Some other opined that the word “Bank” is derived from the French word ‘banque’ which means a ‘Bench’ where business is transacted (Ajit Singh, 1986: Parameswaran and Natarajan, 2001). Thus, it is understood that there is no unanimity among the economists about the origin of the word ‘Banking’ (Vaish, 1991).

Banking in India has also been referred to Manu, the great Hindu Jurist and others in the early vedic literatures. The banking was carried on by the members of the Vaish community and Manu speaks of earning through interest as the business of Vaishyas (Khan Masood Ahmad, 1992 and Vaish, 1991). During the Buddhist period, business of banking was further refined and decentralized (Punnadikkar, 1963). Till the Buddhist period, banking was practiced only by ‘Vaishyas’. Then, Brahmins and Kshatriyas entered in to the lucrative business of banking. Thus, the transition from money-lending to banking must have occurred before Manu developed a special section to the subject of deposits and pledges (Buhler, 1986).

Tamilnadu witnessed pioneer in the field of cooperative movement in India by establishing the first village cooperative credit society in Thirur in Thiruvalluvar district, the urban bank in Periyakancheepuram and the Triplicane Urban Cooperative Bank (TUCS) in Chennai, the then Madras even before enacting of the Cooperative Credit Societies Act, 1904 in India. The then Madras government was the pioneer in organising formal cooperatives by deputing Sir F. Nicholson in 1892 to European countries to study and submit the report on the possibility of starting Land Development banks on cooperative lines in Madras as in Europe.

After the enactment of the first cooperative credit societies Act (1904) the movement in Tamilnadu gained support and expertise from dedicated Cooperators such as Messers, S.K. Chenniappa Gounder of Erode, The movement progressed in leaps and bounds over the ten decades and made a significant contribution to the vast network of cooperative institutions in Tamilnadu (Seminar Report on An Alternative Act for people’s cooperatives, 1998).

Financial system is the most important institutional and functional vehicle for the economic transformation in the country. Banking sector is reckoned as the hub and barometer of the financial system. As a pillar of the economy, this sector plays a predominant role in the economic development of the country. The banking sector is considered as growth facilitator. In recent years, the banking industry around the world has been undergoing a rapid transformation. In India also the wave of deregulation took place in early 1990s, which has created a stiff
competition and greater risk for banks and other financial intermediaries. The cross-border flows and entry of new players and products have forced banks to adjust the product-mix and undertake rapid changes in their processes and operations to remain competitive. The deepening of technology has facilitated better tracking and fulfillment of commitment multiple delivery channels for customers and faster resolution of customer responsive system.

Unlike in the past, the banks today are market driven and market responsive. The utmost concern in the mind of every bank’s CEO is increasing or at least maintaining the market share in every line of business against the backdrop of heightened competition with the entry of new players and multiple channels, customers (both corporate and co-operative) have become more discerning and less “loyal” to banks. This makes it imperative that banks most provide best possible products and services to ensure customer satisfaction and enhance the service quality. To address the challenge of retention of customer, there have been active efforts in the banking circles to switch over to customer-centric business model. The success of such model depends upon the approach adopted by the banks with respect to understanding customer behavioral intentions through improving service quality.

Significance of the Study

As India is moving towards a service economy marketers require knowing more about marketing service product. Service has increasingly assumed a vital position in the Indian Economy. There is a prospective market for services and increasing supremacy of services in economies contribution of service sector have drawn growing attention to the issues of the service sector. Quality has been recognized as a strategic tool for attaining efficiency and improved business performance. This is necessary for both the goods and services sectors. However, the main problem with the management of service quality in service firm is that quality is not easily identifiable and measurable due to special characteristics of services which make them different from product. However, the concept of service has been discussed extensively in the literature of services. But, none of these studies show the status of service quality in case of credit schemes and general operation of the bank. This study is to measure the service quality and behaviour intention of Indian commercial banks by applying the Factor analysis. This paper includes the review of literature on service quality and behaviour intention and discussed in relation to each of the research question. The paper concludes with a summary and description of implication of the findings.

The research has examined the customer service in banking sector in this paper under three major headings, i) pre sale service , ii) product features iii) office services iv) Behavioural Response v) post sale services and with regard to satisfaction on service quality on people, physical evidence and processes.

Review of Related Literature

Customer Satisfaction

Customer is the backbone of a business. He is also a core component of a business. Mahathma Gandhi aptly stressed the significance of the customer in a business. According to him “ A customer is the most important visitor on our premises. He is not depended on us, we are dependent on him. He is not an interruption to our work. He is the purpose of it. He is not an outsider on our business. He is a part of it. We are not doing him a favour by serving him. He is doing us favour by giving an opportunity to do so”

This is a strong indication that a business cannot survive without customers and a well built customer base. The extension of proper consideration to the customers with care and affection thus becomes a pre requisite for the survival and success of a business. The banking sector, one of the major service sector components is not an exception to this. The customer is the prime mover of banking activities. In the global competition, one of the biggest challenges for banks is to meet the rising customer needs and expectations. The needs and requirements of customers are varied, complicated and dynamic in nature and are very hard to satisfy. What is deemed good today may become obsolete in days to come. The task of attracting, winning and retaining profitable customers is a complicated and tiresome affair to achieve. However, banks should exercise vigilance to identify the changing needs of the customer and monitor his moves and reactions towards the actions taken by the banks for pleasing him. The customers today are very hard to please, because they have some peculiarities and uniqueness. Their likes and dislikes are not alike. They are smart in nature. They are price and time conscious. They demand more and never tolerate lapses. They want all the services under one roof. They hate to deal with complicated procedures. The lists of their satisfaction are changing day by day. Thus, today performing banking business is becoming a challenging affair. To register a win in this situation banks should possess a mind and a broad mechanism to gauge the changing needs and aspirations of the customers. Moreover they should be more liberal incorporating changes and novelties in the service portfolio offered by them to please and retain the customers. “Once good service is extended to customer a loyal customer will
work as an Ambassador to the bank and facilitate the growth of business”.

Customer satisfaction is the buzz word of marketing. According to Oliver(1980) Customer satisfaction is a summary psychological state when the emotions surrounding disconfirmed expectations are coupled with the consumers prior feelings about consumption experience’. Kotler (2006) also expresses that satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance in relation to his or her expectation. Howard and Sheth (1969) defined customer satisfaction as ‘the buyer’s cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone’. Customer satisfaction results when customers confirm their pre -purchase expectations for a purchased service or positively disconfirm their expectations regarding purchased services, resulting in some level of post purchase affect toward the experience (Cardozo, 1965)

**Study gap areas**

Based on literature review, the present study mainly concentrates on addressing the following identified study gap. Most of the studies have used general service quality as an assessment of customer satisfaction and ignored process through advance technology aspect of service quality. According to Bedi(2010), further research can concentrate on building a broader conceptual model of factors that influence service quality such as the front line personnel’s conducted during the encounter and the interaction of the user with the advance technology employed during the provision of the service. Therefore, this present study focuses on People, Physical evidence and Process through technology aspects of service quality cooperative sector.

**Objectives of the study**

The present study focuses on the following objectives

1. To compare the performance of the cooperative bank and nationalized banks
2. To examine the whether there is any difference in the quality of customer services rendered by the banking sectors and cooperative banks
3. To give Suggestion for improvement of service quality of banking sectors in the competitive world.

**Scope of the study**

The Coimbatore District is one of the important Districts in Tamil Nadu and Industrial Sector is the Backbone of the district economy. In Coimbatore district there are *** taluk are there of which Periyanakkenpalayam taluk is the most important one for economic development of this district. In this taluk is main occupation are industrial activities, educational institution and agricultural activities were play a vital role for development of semi-urbanization economy and also provide employment opportunities to the agriculture labour, industrial labour and educational employees to the need people. Hence, the researcher have selected the periyanaickenpalayam taluk for the study

**Limitation of the study**

The study confined to three banks only like i) Central Cooperative Bank, ii) Nationalized Bank (Canara Bank) iii) Multinational bank (ICICI bank). The customer respondents have been approached with in the block of Periyanakkenpalayam in Coimbatore District.

**Methodology**

A total of 450 customers from three (Central Cooperative Bank, ICICI and Canara Bank) banks which comprising each bank 150 respondents at Periyanakkenpalayam taluk in Coimbatore district in Tamil Nadu were approached personally to fill the questionnaires. Customers were contacted through convenience sampling. Demographic factors of customer in shown in the table given below. Apart from variable like age, gender, and year of transaction, data o service quality and customer satisfaction were also collected.

**Sampling**

A self designed questionnaire was administered face to 450 prospective buyers randomly interviewed while they were involved in the banking activities during the bank hours in the month of May -2013 at Periyanakkenpalayam in Coimbatore District of TamilNadu in India. The questionnaire tool contained demographic details and a structure list of 34 statement related to the service quality, Service loyalty and service behaviour intension of the bank customers to be marked on 1- 7 scale, where 1 - Very poor, 2- Poor, 3- Slightly poor, 4- Average, 5- Slightly good, 6- good and 7- Very good.

**Table - 1**

**Demographic Factors**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Classification of Variable</th>
<th>CCB</th>
<th>ICICI</th>
<th>Canara</th>
<th>Total</th>
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<tr>
<td>Age</td>
<td>20 to 29</td>
<td>16 (10.66)</td>
<td>23(15.33)</td>
<td>14(9.35)</td>
<td>53(11.77)</td>
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<tr>
<td></td>
<td>30 to 39</td>
<td>38(25.23)</td>
<td>49(32.66)</td>
<td>36(24.00)</td>
<td>123(27.33)</td>
</tr>
<tr>
<td></td>
<td>40 to 49</td>
<td>43(28.86)</td>
<td>24(16.00)</td>
<td>27(18.00)</td>
<td>94(20.88)</td>
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4. Figures in brackets are percentage to column total

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<thead>
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<th>Educational Qualification</th>
<th>Illiterate</th>
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<tr>
<td>Primary level</td>
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<tr>
<td>Secondary level</td>
<td>21(14.00)</td>
<td>150(100)</td>
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<tr>
<td>Higher secondary</td>
<td>35(23.33)</td>
<td>150(100)</td>
</tr>
<tr>
<td>Diploma/ITI</td>
<td>18(12.00)</td>
<td>150(100)</td>
</tr>
<tr>
<td>Professional Education</td>
<td>14(9.33)</td>
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<tr>
<th>Place of Domicile</th>
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<th>Urban</th>
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<th>Agriculture</th>
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<td>150(100)</td>
<td>150(100)</td>
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<thead>
<tr>
<th>Income</th>
<th>less than 100000</th>
<th>100001 to 200000</th>
<th>200001 to 300000</th>
<th>300001 to 400000</th>
<th>above 400000</th>
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<tr>
<td>Total</td>
<td>150(100)</td>
<td>150(100)</td>
<td>150(100)</td>
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<thead>
<tr>
<th>Monthly saving</th>
<th>&lt;5000</th>
<th>5001-10000</th>
<th>10001-15000</th>
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<td>150(100)</td>
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<table>
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<tr>
<th>Frequency of bank transaction</th>
<th>less than 5</th>
<th>5-10</th>
<th>11-15</th>
<th>16-25</th>
<th>26 and above</th>
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<tbody>
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<th>Type of bank account</th>
<th>saving accounts</th>
<th>current account</th>
<th>salary account</th>
<th>Demat account</th>
<th>Recurring deposit account</th>
<th>Fixed deposit account</th>
<th>loan account</th>
<th>NRI Account</th>
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<td>Total</td>
<td>150(100)</td>
<td>150(100)</td>
<td>150(100)</td>
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<table>
<thead>
<tr>
<th>Overall service quality</th>
<th>very poor</th>
<th>Poor</th>
<th>Slightly poor</th>
<th>Average</th>
<th>Slightly good</th>
<th>Good</th>
<th>very good</th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
<td>1(0.66)</td>
<td>6(4.00)</td>
<td>8(5.33)</td>
<td>7(4.66)</td>
<td>22(13.33)</td>
<td>80(55.00)</td>
<td>26(17.33)</td>
<td>150(100)</td>
</tr>
</tbody>
</table>
Analysis and Discussion

Age: It is evident from the above table shows that, the majority of the CCB come under the age group of 40-49 (28.86) percent, followed ICICI and Canara banks come under 30-39 age group.

Gender: The Statistical data shows that majority of them come under male category respondents.

Educational Qualification: From the table indicate that the Educational qualification of the respondents under CCB having higher(27.33 percent) level education (UG/PG Degree). Besides, ICICI bank 30.66 percent and 24 percent are comes under UG degree level. The study inferred that majority of them did Degree level

Place of Domicile: Majority (62.22 per cent) of them comes under Semi Urban areas.

Occupation: It is evident from the table in CCB, majority (62 per cent) are comes under employed followed ICICI bank 68.66 percent and Canara Bank also under employed categories of respondents which implies that among them are under employed categories of the respondents.

Income: The table shows that CCB and Canara bank respondents have earned income category of 1 lakh to 2 lakh (34 per cent). The ICICI bank income wise category of 3 to 4 lakhs.

Monthly Savings: All the three banks has evolved, majority (81.56 percent) of them having saving account out of their annual income.

Frequency of bank Transaction: In CCB bank of respondents, majority of them (5-10) times are frequently access the banking services followed by ICICI and Canara bank respondents less than 5 time have access their transaction

Type of Bank Account: In the case of CCB most of them are accessing Recurring Deposit account, the ICICI and Canara bank majority of them are accessing saving account.

Overall performance of the Bank: In the case of CCB, Customer Perception on the overall performance of the bank have good performance i.e.55 per cent. In ICICI bank for 50 per cent have good performance and only 42 per cent have overall performance of the bank are good.

Analysis of Variance

Table – 2
Service Quality on Banking Sector

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Sum of Squares</td>
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<tr>
<td>Diversity and Range of Services from the bank.e.g. deposits, retirement accounts, loans fr purchase of cars, houses, travelers cheques etc.</td>
<td>Between Groups</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Intensity and depth of services ( having more number options in every services/ transaction etc.</td>
<td>Between Groups</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Service Innovation ( providing information on a regular basis through mobile SMS, telephonic banking, ATM, Room Service facility etc.</td>
<td>Between Groups</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Availability of most service operations in every branch of the bank</td>
<td>Between Groups</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Convenient operation hours and days</td>
<td>Between Groups</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
</tr>
<tr>
<td>Providing service as promised</td>
<td>Total</td>
</tr>
<tr>
<td></td>
<td>Between Groups</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Effectiveness of the employees skills and ability for action when critical incident takes place</td>
<td>Between Groups</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
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</table>
Whenever a critical incident take place the degree to which the organization succeeds in bringing the condition bank to normality by satisfying the customer

<table>
<thead>
<tr>
<th></th>
<th>Between Groups</th>
<th></th>
<th>Within Groups</th>
<th></th>
<th>Total</th>
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<tbody>
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<td>8.749</td>
<td>1.495</td>
<td>685.564</td>
<td>449</td>
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<tr>
<td>Providing Services right the first time and highly simplified and structured delivery process so that delivery times are minimum</td>
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<td>2</td>
<td>9.096</td>
<td>1.677</td>
<td>628.758</td>
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<tr>
<td>Providing services as per the promised schedule and Enhance the technological capability</td>
<td>11.898</td>
<td>2</td>
<td>5.949</td>
<td>2.184</td>
<td>620.098</td>
<td>449</td>
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<td>Apprising the customer of the nature and schedule of services available in the bank, Adequate and necessary personnel for good customer service and facilities.</td>
<td>11.418</td>
<td>2</td>
<td>5.709</td>
<td>1.648</td>
<td>748.091</td>
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<td>Prompt service to customer and Degree to which the procedures and process are perfectly fool proof</td>
<td>9.204</td>
<td>2</td>
<td>4.602</td>
<td>2.744</td>
<td>758.791</td>
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<td>Willingness to help and respond to customers request/ Employees who understand the need of the customer</td>
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<td>2</td>
<td>4.642</td>
<td>2.125</td>
<td>985.591</td>
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<td>Extent to which the feedback from customer are used to improve service standards</td>
<td>24.031</td>
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<td>6.781</td>
<td>816.064</td>
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<td>Regularly apprising the customer about information on service quality and actual service performance versus target in the organization</td>
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<td>.616</td>
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<td>Employee who instill confidence in customers by proper behavior</td>
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<td>Making customer feel safe and secure in their transaction</td>
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From the above table, it is inferred that in one way Anova, the total variable is partitioned into two components between groups represents variation of the other groups means around the overall mean and within groups represent variation of each individual scores around their respective group
means significance indicators the significant level of
the 'F' test. Small significant value (0.05) indicate
group difference from the above table, it is inferred
that the significant level is observed to be less than
0.005 per cent level. Hence, the Null Hypothesis is
rejected and alternate hypothesis is accepted and
inferred that there is a significant difference observed
between other banks group with that of services
quality observed by the customers.

Multiple comparisons (Post Hoc- Bonferroni Test)

<table>
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<tr>
<th>Dependent Variable</th>
<th>(I) type of the bank</th>
<th>(J) type of the bank</th>
<th>Mean Difference (I-J)</th>
<th>Std. Error</th>
<th>Sig.</th>
<th>95% Confidence Interval</th>
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<td>-.6521 - .2121</td>
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<td>.12932</td>
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<td>.2092 - .8308</td>
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<td>-.2041 - .4174</td>
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and days

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<th>Central Cooperative banks</th>
<th>Canara bank</th>
<th>Central Cooperative banks</th>
<th>ICICI banks</th>
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<td>.000</td>
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<td>.004</td>
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* The mean difference is significant at the 0.05 level.

Conti...

### Multiple Comparisons

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<th>Bonferroni</th>
<th>Dependent Variable</th>
<th>(I) type of the bank</th>
<th>(J) type of the bank</th>
<th>Mean Difference (I-J)</th>
<th>Std. Error</th>
<th>Sig.</th>
<th>95% Confidence Interval</th>
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<th>Upper Bound</th>
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* The mean difference is significant at the 0.05 level.
### Multiple Comparisons

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* The mean difference is significant at the 0.05 level.

From the above table, it is inferred that there is a significant difference between the groups (CCB, ICICI and Canara Banks). The mirror image of the same was reflected in the original table. The following table given the summary report of the Multivariate Analysis.
Table - 3

A summary Report on Service Quality on Banking Sector by Using multivariate Analysis

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<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Y- Indicate Significant level  X- indicate not significant

Conclusion
Findings revealed that improved people, process and physical evidence aspect of service quality help in increasing customer satisfaction. These results confirmed the past research results. Improved human, technical and tangible aspects of service quality increase customer satisfaction. Out of the three aspects of service quality people aspect of service quality contributed maximum in influencing customer satisfaction on Central Cooperative banks than other two banks namely ICICI and Canara Banks. The Efficient interpersonal interactions between customers and employees can improve customer satisfaction. Physical evidence aspect of service quality includes parking, furniture, brochure, ATM card, etc. Due to intangibility of services, customer evaluates services on the basis of physical evidence. Good quality physical evidence helps in increasing customer satisfaction. Process through technology helps in overcoming problems of heterogeneity. This study is restricted to Coimbatore District only and sample size is also small. Therefore, results should be generalized with caution. It is advisable to increase the sample size and include more Districts of Tamil Nadu to have a better insight of customer of bank. Finally the study reveals that customer perception on service quality in cooperative banks more positive and significant relationship with service quality than other two banks.
References
USAGE OF TECHNOLOGY IN BANKING SECTORS: A STUDY WITH REFERENCE TO THANJAVUR DISTRICT OF TAMILNADU

Dr. N. Santhoshkumar

Abstract

In today’s hi-tech world, technology support is very important for the successful functioning of the banking. This research focuses on the usage of technology in banking sector. Today banks are the backbone of the Indian economy. Banking in India originated in the last decades of the 18th century. The first banks were Bank of Hindustan (1770-1829) and the General Bank of India (1786). Without information technology and communication, we cannot think about the success of a banking sector. It has enlarged the role of banking sector in the economy. The financial transactions and payment can be processed in easy and quick way. The use of ATM, credit card, tele-banking, mobile banking internet banking etc., provides more security in banking. It also highlights the effective use of technology in banking and product awareness among people.

The study shows how people can make use of technology in banking. Among the total population in Thanjavur District, 200 respondents were taken as sample for this study. Data collected were analyzed and drawn meaningful inferences with the help of various tools such as simple percentage analysis, factor analysis and chi square. The study provides various suggestions for the banks to improve the effective utilization of technology.

Key Words: Awareness, Banking, Customers, Technology, Usage

Introduction

The term “Banking Technology” refers to the use of sophisticated information and communication technologies together with computers to enable banks to offer better services to its customers in a secure, reliable, affordable manner and sustain competitive advantage over other banks. In the competitive financial market, the banks with the latest technology and techniques are more successful in the modern civilization. Through this banking, business can generate more and more profitability thus retaining customers. Now a day’s Banks are not following the traditional or conventional banking with manual operations. Banks have moved from disbursed to a centralized environment, which shows the impact of technology on banks. Banks are using new tools and techniques to find out their customers’ needs and satisfaction and offer them tailor made products and services to make it convenient. Through this people are benefitted and are comfortable to operate the nearer branch for all payments and transactions. People can take advantage in saving time and distance which was inconvenient in early days. Banks provide a lot of products and services combined with technology are of great use today. The technological development in the banking sector began its usage with Advanced Ledger Posting Machines (ALPM) in the 1980s and later used core-banking solution (CBS) for providing better services to their customers. Over the years, several studies have proved the impact of Information Technology on banking productivity and profitability.

Literature Review

Dr. C. Rangarajan Committee [1983] had drawn up in 1983-84 the first blue print for computerization and mechanization in banking industry. Computerization has improvement in customer service, decision-making, housekeeping and profitability.

W.S. Saraf Committee [1994] the committee looked into technological issues related to the payment system and to make recommendations for widening the use of modern technology in the banking industry.

Narasimhan Committee [1998] The committee dealt with the issues on technology up gradation and observed that the most of the technology that could be considered suitable for India in some form or the other has been introduced in some diluted form or as a pilot project, but the desired success has not been achieved because of the reasons inter-alia lack of clarity and certainty on legal issues.

Daniel (1999), described e-banking as the newest delivery channel offered by the retail banks in many developing countries. Restriction and limitation within organization to operate the services and its market share or strength were viewed as important to decide and operate the e-banking services.

Wenninger (2000) evaluated the emerging role of electronic commerce in banks. E-commerce had created new form of competition and compelled banks to make choices about the services they offer, the size of their branch network and extent of their support to inter-bank payments network.

Deol (2009) Since the beginning of deregulation of the financial sector in the late 1980s, banks have started operating in the six segments namely retail banking, corporate banking, investment banking, asset management, life insurance and general insurance.

Malhotra and Singh (2010) in their research study on Indian banking shows that the private and foreign banks are performing relatively better in offering a diversified range of products and services including e-banking facilities as compared to public...
sector banks. The experience, size, financing pattern and ownership of the bank were found out to be major factors influencing the extent of e-banking services for urban customers.

Objectives of the Study
- To examine the awareness of technology in accessing banking products.
- To analyze the usage of technology in banking.
- To determine the factors that influences a customer towards technology in banking services.
- To suggest measures to improve effective utilization of technology in banking services.

Research Methodology

This research is about usage of technology in banking sector and how the people make use of its products and services. To find the factors that attracts people to use technology effectively in banking. Descriptive research design has been used for the study. Purposive quota sampling has been derived from non-probability sampling method to select people who have bank accounts in Thanjavur. From the total population of Thanjavur District, 200 people are chosen as sample size for the study and the data is collected through a Structured Questionnaire.

Composition
The sample constituted about 47 percent of male and 52 percent are female. 48 percent of the respondents are within the age group of 21-30. About 31 percent of the respondents are postgraduates.

Analysis and Interpretation of Data

Table – 1 Awareness of technology in accessing banking products (Percentage of respondents)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Awareness</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ATM</td>
<td>Internet</td>
</tr>
<tr>
<td>Yes</td>
<td>94.5</td>
<td>77.0</td>
</tr>
<tr>
<td>Some What</td>
<td>04.0</td>
<td>14.5</td>
</tr>
<tr>
<td>No</td>
<td>01.5</td>
<td>08.5</td>
</tr>
</tbody>
</table>

Source: Compiled from collected data

From the above table it reveals that 94.5 percent of the respondents are aware of ATM technology provided by banks, 77 percent are aware of Internet banking & about 50.5 percent are aware of mobile banking. 73 percent of the respondents use banking to book tickets and about 61 percent to pay bills online.

Table-2 Advent of technology (Percentage of respondents)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Preference on mode of banking</th>
<th>Usage of Service in last 12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Online Banking</td>
<td>Mobile Banking</td>
</tr>
<tr>
<td>Yes</td>
<td>61.0</td>
<td>11.5</td>
</tr>
<tr>
<td>Some What</td>
<td>07.5</td>
<td>17.5</td>
</tr>
<tr>
<td>No</td>
<td>31.5</td>
<td>71</td>
</tr>
</tbody>
</table>

Source: Compiled from collected data

From table 2 it can be inferred that even with the advent of technology, 72.5 percent of the respondents still prefer the mode as direct banking and about 61 percent prefer online banking. About 94 percent of the respondents have used ATM in the last 12 months & 58.5 percent have used Internet. It also reveals that most of the respondents do not opt for phone and mobile banking.

The following hypotheses were tested using chi-square analysis:

**H₀:** The mode of using direct banking does not depend on Age of customers.

**H₁:** The mode of using direct banking does not depend on Age of customers.

Table – 3 Chi-Square Analysis
From the above table it is inferred that $p < 0.05$ hence there is a strong evidence to reject the null hypothesis. Therefore, the mode of using mobile banking depends on education of the customers.

$H_{03}$: The mode of using mobile banking does not depend on education of the customers.

Table – 5 Chi-Square Analysis

<table>
<thead>
<tr>
<th>Pearson Chi-Square</th>
<th>Calculated Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>6</td>
<td>0.009</td>
</tr>
</tbody>
</table>

Source: Output generated from SPSS 19

From the above table it is inferred that $p > 0.05$. There is a strong evidence to accept the null hypothesis. Therefore, the mode of using online banking depends on gender.

$H_{04}$: Considering ATM as safe & secure does not depend on gender.

Table – 6 Chi-Square Analysis

<table>
<thead>
<tr>
<th>Pearson Chi-Square</th>
<th>Calculated Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>0.210</td>
</tr>
</tbody>
</table>

Source: Output generated from SPSS 19

From the above table it is inferred that $p > 0.05$. There is a strong evidence to accept the null hypothesis. Therefore considering ATM as safe & secure does not depend on gender.

$H_{05}$: The mode of cash transactions through internet does not depend on income.

Table – 7 Chi-Square Analysis

<table>
<thead>
<tr>
<th>Pearson Chi-Square</th>
<th>Calculated Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>24</td>
<td>0.003</td>
</tr>
</tbody>
</table>

Source: Output generated from SPSS 19

From the above table it is inferred that $p < 0.05$. There is a strong evidence to reject the null hypothesis. Therefore, the mode of cash transactions through internet depends on income.

Factor Analysis

The various factors that influence a customer towards technology in banking services analyzed with the help of factor analysis. The several factors, which influence a customer towards technology, are grouped into four factors such as Convenience, Confidence, Safe, and Easy.

Table – 8 Factors influencing customers towards technology

<table>
<thead>
<tr>
<th>Components</th>
<th>Initial Eigen values</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tota l percent of Variance</td>
<td>Cumulative percent</td>
<td>Tota l percent of Variance</td>
</tr>
<tr>
<td>Convenien c e</td>
<td>3.875</td>
<td>29.810</td>
<td>29.810</td>
</tr>
<tr>
<td>Confident</td>
<td>1.772</td>
<td>13.631</td>
<td>43.441</td>
</tr>
<tr>
<td>Easy</td>
<td>1.002</td>
<td>7.708</td>
<td>60.309</td>
</tr>
</tbody>
</table>

Source: Output generated from SPSS 19

Findings of the study
47 percent of the respondents are male and 52 percent of the respondents are female.

48 percent of the respondents are within the age group of 21-30.

84 percent of the respondents have their bank account as Savings account.

94.5 percent of the respondents are aware of ATM technology.

72.5 percent of the respondents still prefer the mode as direct banking and about 61 percent prefer online banking.

About 94 percent of the respondents have used ATM in the last 12 months.

The mode of using direct banking depends on age of the customers.

The use of banking through mobile depends on education of the customers.

The mode of using online banking depends on gender.

The mode of cash transactions through internet depends on income.

Suggestions

Measures to improve effective utilization of technology in banking services

People still have a grit to deposit cash through ATM’s. Therefore, banks can create awareness among people to effectively utilize the technology provided. Banks can list the instruction procedures on all ATM outlets so that people can use it effectively.

People do not prefer to use phone banking, as language is a major constraint. Banks can consider state language as their first priority instead of national language. This not only refers to the customer service representatives but also statements can be provided in their preferred language.

Another major hurdle why people do not prefer phone banking is that people are kept on ‘waiting mode’ for a long time. Banks shall consider this and help people to make effective utilization phone banking.

People do not prefer to use ATM card, as the minimum balance is high for a savings account. It is difficult to maintain the same amount. However, it is not in the case of salary account, as they provide zero balance. This facility should be available to all accounts so that there would be more usage of ATM.

Conclusion

This study reveals that in spite of the advent of technology people still prefer for direct banking for cash transactions, which in turn is loaded with crowd in banks. People feel direct banking as a platform of convenience. Customers are forced to go to banks for payments and still they do not feel comfortable due to long queues. Yet people are not aware of the utmost utilization of technology since they have a threat towards safety. The study emphasizes on the percentage of awareness on maximum utilization of technology. Banks should take effective measures in creating awareness towards the effective usage of technology.

References


Abstract
Empowerment can be viewed as means of creating a social environment in which one can make decisions and make choices either individually or collectively for social transformation. It strengthens the innate ability by way of acquiring knowledge, power and experience. Women’s empowerment is very essential for the development of society. Woman Empowerment means individuals acquiring the power to think and act freely, exercises choice and fulfill their potential as full and equal members of society. This paper has been specially framed to let the readers know about the meaning and concept of empowerment; women empowerment; internet the tool of women empowerment; economic benefits of women empowerment; challenges or barriers to women empowerment; and actions taken to empower women. This paper is mostly based on secondary data that has been collected using various websites, journals, books, newspapers and research papers. To give it some more real picture we have also used some primary data also. To collect the primary data we have used personal interactions and telephonic interviews with the learned persons and some women candidates.

Key Words: Decision making; Development; Empowerment; Knowledge; Society; Women Empowerment.

Introduction:
Reducing gender inequalities is imperative not only for reasons of fairness and equity but also out of economic necessity. Education, employment and entrepreneurship are key fields of action to overcome existing gender gaps. In developing countries, gender equality is not only critical for women’s empowerment, but also for improving development outcomes such as child health and overall educational attainment. Women’s access to resources is an issue around the globe, with women in many developing countries still denied access to land and credit. More women than men hold ‘bad’ jobs, typically in the informal sector, where they are exposed to discrimination, poor working conditions and low or no pay. All these factors have major implications for women’s health, well-being, economic and physical security, and often also on the conditions of their children. Gender equality is also an issue in developed countries where, despite much progress in terms of education, health and employment opportunities, women are often confined in lower paid occupations and poorly represented in management positions and elected assemblies. Measuring progress in terms of empowering women is very difficult, due to lack of good data, and to the assumption – used in all analysis of household economic conditions – that both men and women share equally in household economic resources. Women represent half of the world population and yet, up until now, much of the work they do within the family has been excluded from conventional measures of economic resources. Moreover, the share of women in the older age cohorts is increasing rapidly. In old age, a whole lifetime of discrimination faced by women is aggravated by increased vulnerability resulting from financial insecurity, disability and widowhood.

What is Empowerment:
Empowerment refers to increasing the spiritual, political, social or economic strength of individuals and communities. It often involves the empowered developing confidence in own capacities. Empowerment is probably the totality of the capabilities like – decision-making power of their own; having access to information and resources for taking proper decision; having a range of options from which you can make choices (not just yes/no, either/or.); ability to exercise assertiveness in collective decision making; having positive thinking on the ability to make change; ability to learn skills for improving one’s personal or group power; ability to change others’ perceptions by democratic means; involving in the growth process and changes that is never ending and self-initiated; increasing one’s positive self-image and overcoming stigma.

What is Woman Empowerment:
Woman empowerment is also called gender empowerment. It is the process and the outcome of the process, by which women challenge gender based discrimination against women/men in all institutions and structures of society.
As per the United National Development Fund for women (UNIFEM), the term women’s empowerment means:
• Acquiring knowledge and understanding of gender relations and the ways in which these relations may be changed.
• Developing a sense of self-worth, a belief in one’s ability to secure desired changes and the right to control one’s life.
Gaining the ability to generate choices exercise bargaining power.

Developing the ability to organize and influence the direction of social change, to create a more just social and economic order, nationally and internationally.

Thus, empowerment means a psychological sense of personal control or influence and a concern with actual social influence, political power and legal rights. It is a multi level construct referring to individuals, organizations and community. It is an international, ongoing process centered in the local community, involving mutual respect, critical reflection, caring and group participation, through which people lacking an equal share of valued resources gain greater access to the control over these resources.

Objectives of the study:
The main objectives of this research paper are:
- To let the readers know about the meaning and concept of empowerment; women empowerment; internet the tool of women empowerment; economic benefits of women empowerment; challenges or barriers to women empowerment; and actions taken to empower women.

Research Methodology:
This paper is totally based on secondary data. Secondary data has been collected from the books, professional magazines, websites, journals, research papers and news papers. Some primary data has been used to make the study more authentic. Primary data has been collected with the help of telephonic interactions and personal interviews with the learned people.

The Internet as a tool of woman empowerment
The growing access of the web in the late 20th century, has allowed women to empower themselves by using various tools on the Internet. With the introduction of the World Wide Web, women have began to use social networking sites like Facebook and Twitter to start online activism. Through online activism, women are able to empower themselves by organizing campaigns and voicing their opinions for equality rights without feeling oppressed by members of society. For example, on May 29, 2013, an online campaign started by 100 female advocates forced the leading social networking website, Facebook, to take down various pages that spread hatred about women. In recent years, blogging has also become a powerful tool for the educational empowerment of women. According to a study done by the University of California, Los Angeles, medical patients who read and write about their disease are often in a much happier mood and more knowledgeable than those who do not. By reading others’ experiences, patients can better educate themselves and apply strategies that their fellow bloggers suggest.

With the easy accessibility and affordability of e-learning (electronic learning), women can now study from the comfort of their home anywhere, anytime. By empowering themselves educationally through new technologies like e-learning, women are also learning new skills that will come in handy in today’s advancing globalized world.

Economic benefits of women empowerment
Most women across the globe rely on the informal work sector for an income. If women were empowered to do more and be more, the possibility for economic growth becomes apparent. Empowering women in developing countries is essential to reduce global poverty since women represent most of the world’s poor population. Eliminating a significant part of a nation’s work force on the sole basis of gender can have detrimental effects on the economy of that nation. In addition, female participation in counsels, groups, and businesses is seen to increase efficiency. For a general idea on how an empowered women can impact a situation monetarily, a study found that of fortune 500 companies, “those with more women board directors had significantly higher financial returns, including 53 percent higher returns on equity, 24 percent higher returns on sales and 67 percent higher returns on invested capital (OECD, 2008).” This study shows the impact women can have on the overall economic benefits of a company. If implemented on a global scale, the inclusion of women in the formal workforce (like a fortune 500 company) can increase the economic output of a nation. Therefore, women can also help businesses grow and economies prosper if they have, and if they are able to use, the right knowledge and skills in their employment.

Findings of the Study:
- Challenges/Barriers to the empowerment of women
  Many of the barriers to women's empowerment and equity lie ingrained in cultural norms. Many women feel these pressures, while others have become accustomed to being treated inferior to men. Even if men, legislators, NGOs, etc. are aware of the benefits women’s empowerment and participation can have, many are scared of disrupting the status quo and continue to let societal norms get in the way of development.

Research shows that the increasing access to the internet can also result in an increased exploitation of women. Releasing personal information on websites has put some women's personal safety at risk. In 2010, Working to Halt Online Abuse stated that 73% of women were victimized through such sites. Types of
victimization include cyber stalking, harassment, online pornography, and flaming.

Recent studies also show that women face more barriers in the workplace than do men. Gender-related barriers involve sexual harassment, unfair hiring practices, career progression, and unequal pay where women are paid less than men are for performing the same job. Such barriers make it difficult for women to advance in their workplace or receive fair compensation for the work they provide.

There are several challenges that are currently plaguing the issues of women’s rights in India. A few of these challenges are presented below. While a lot of these are redundant and quite basic issues faced across the country, these are contributory causes to the overarching status of women in India. Targeting these issues will directly benefit the empowerment of women in India.

1. Education
While the country has grown from leaps and bounds since its independence where education is concerned, the gap between women and men is severe. While 82.14% of adult men are educated, only 65.46% of adult women are known to be literate in India. Not only is an illiterate women at the mercy of her husband or father, she also does not know that this is not the way of life for women across the world. Additionally, the norms of culture that state that the man of the family is the be-all and end-all of family decisions is slowly spoiling the society of the country. Eradicating this gap and educating women about their real place in the world is a step that will largely set this entire movement rolling down the hill to crash and break the wall of intolerance, negligence and exploitation.

2. Poverty in the Country
About a third of the country’s population lives on less than 1.25USD per day. The GINI index keeps rising slowly over the years, indicating that the inequality in the distribution of wealth in the country is increasing, currently hovering a little close to 33.9.

Poverty is considered the greatest threat to peace in the world, and eradication of poverty should be a national goal as important as the eradication of illiteracy. Due to abject poverty, women are exploited as domestic helps and wives whose incomes are usurped by the man of the house. Additionally, sex slaves are a direct outcome of poverty, as unearthed by Davinder Kumar:-

Andhra Pradesh accounts for nearly half of all sex trafficking cases in India, the majority involving adolescent girls. According to police estimates, a shocking 300,000 women and girls have been trafficked for exploitative sex work from Andhra Pradesh; of these just 3,000 have been rescued so far.

The state is relatively prosperous, ranking fourth in terms of per capita GDP in India, but it is also home to some of the poorest people in the country. If poverty were not a concern, then the girl child will be able to follow her dreams without concerns of sexual exploitation, domestic abuse and no education or work.

3. Health & Safety
The health and safety concerns of women are paramount for the wellbeing of a country, and is an important factor in gauging the empowerment of women in a country. However there are alarming concerns where maternal healthcare is concerned.

In its 2009 report, UNICEF came up with shocking figures on the status of new mothers in India. The maternal mortality report of India stands at 301 per 1000, with as many as 78,000 women in India dying of childbirth complications in that year. Today, due to the burgeoning population of the country, that number is sure to have multiplied considerably. The main causes of maternal mortality are:-

- Haemorrhage: 30%
- Anaemia: 19%
- Sepsis: 16%
- Obstructed Labour: 10%
- Abortion: 8%
- Toxaemia: 8%

While there are several programmes that have been set into motion by the Government and several NGOs in the country, there is still a wide gap that exists between those under protection and those not.

Poverty and illiteracy add to these complications with local quacks giving ineffective and downright harmful remedies to problems that women have. The empowerment of women begins with a guarantee of health and safety.

❖ Actions Taken to Empower Women:

1. Millennium Development Goal
The United Nations Development Programme constituted eight Millennium Development Goals (MDG) for ensuring equity and peace across the world. The third MDG is directly related to the empowerment of women in India. The MDGs are agreed-upon goals to reduce certain indicators of disparity across the world by the year 2015.

The third MDG is centered towards promoting gender equality and empowering women: “Eliminate gender disparity in primary and secondary education, preferably by 2005, and in all levels of education by no later than 2015”

While India’s progress in this front has been brave, there are quite a few corners that it needs to cut before it can be called as being truly revolutionary in its quest for understanding what is women empowerment. As UNDP says:- India missed the 2005 deadline of eliminating gender disparity in primary and secondary education. However, the country has
hastened progress and the Gender Parity Index (GPI) for Gross Enrolment Ratios (GER) in primary and secondary education has risen. Given current trends, India is moderately or almost nearly on track. However, as the Government of India MDG Report 2009 notes, “participation of women in employment and decision-making remains far less than that of men, and the disparity is not likely to be eliminated by 2015.” Achieving GPI in tertiary education also remains a challenge. In addition, the labor market openness to women in industry and services has only marginally increased from 13-18 percent between 1990-91 and 2004-05.

2. Ministry for Women & Child Development

The Ministry for Women & Child Development was established as a department of the Ministry of Human Resource Development in the year 1985 to drive the holistic development of women and children in the country. In 2006 this department was given the status of a Ministry, with the powers to:

- Formulate plans, policies and programmes; enacts/amends legislation, guiding and coordinating the efforts of both governmental and non-governmental organizations working in the field of Women and Child Development.
- It delivers such initiatives such as the Integrated Child Development Services (ICDS) which is a package of services such as supplementary nutrition, health check-ups and immunization. As mentioned earlier, the empowerment of women begins with their safety and health and this Ministry is committed to providing them.

3. Swayamsidha Programme

Additionally, the Ministry is also implementing the Swayamsidha programme – an integrated scheme for the empowerment of women at a total cost of Rs. 116.30 Crores. Core to this programme will be the establishment of women’s self-help groups which will empower women to have increased access to all kinds of resources that they are denied, in addition to increasing their awareness and skills. This programme will benefit about 9,30,000 women with the setting up of 53,000 self-help groups, 26,500 village societies and 650 block societies.

4. National Commission for Women

The National Commission for Women is a Department within the Ministry of Women and Child Development. It was set up exclusively to help women via the Constitution – by reviewing Legal and Constitutional safeguards for women, recommending remedial legislative measures, by facilitating quick redressal of grievances and by advising the Government of India on all policy matters affecting women. The website allows for online submission of complaints and fast redressal exclusively for women. Additionally it is also a good resource of information for women and the Commission is committed to helping out women in need.

The Road Ahead

India as a country is still recovering from years of abuse in the time of the Raj and more years of economic suffering at the hands of the License Raj. It is only now that globalization, liberalization and other socio-economic forces have given some respite to a large proportion of the population. However, there are still quite a few areas where women empowerment in India is largely lacking.

To truly understand what is women empowerment, there needs to be a sea-change in the mind-set of the people in the country. Not just the women themselves, but the men have to wake up to a world that is moving towards equality and equity. It is better that this is embraced earlier rather than later, for our own good.

Swami Vivekananda once said “arise away and stop not until the goal is reached”. Thus our country should thus be catapulted into the horizon of empowerment of women and revel in its glory.

Conclusion:

Women empowerment means acquiring knowledge and understanding of gender relations and the ways in which these relations may be changed; developing a sense of self-worth, a belief in one’s ability to secure desired changes and the right to control one’s life; gaining the ability to generate choices exercise bargaining power; and developing the ability to organize and influence the direction of social change, to create a more just social and economic order, nationally and internationally. Challenges or barriers to women empowerment include illiteracy; poverty in country; and health and safety factors.

References:

A STUDY ON SECTORIAL SHARE OF NPA IN SBI AND ITS ASSOCIATES BANKS IN INDIA*

Dr. V. Dheenadhayalan

**Abstract**

The Sectoral distribution of Non Performing Assets (NPAs) showed a growing proportion of priority sector NPAs between 2009 and 2010. Priority sector NPAs, which constituted approximately half of the total NPAs of domestic banks up to 2008, exhibited a steep decline in 2009 attributable primarily to the Agricultural Debt Waiver and Debt Relief Scheme of 2008. Between 2009 and 2010, the share of priority sector NPAs increased for domestic banks, partly a reflection of the impact of the financial crisis and the economic slowdown that had set in thereafter.

It can be inferred that during 2001 to 2005 and 2009 Non-priority sector share in the amount of NPAs of SBI and its Associates Banks is more as compared to priority and public sector and during 2006 to 2008 and 2010 to 2012 Priority sector share in the amount of NPAs of SBI and its Associates Banks is more as compared to public sector share and non-priority sector. It can be concluded that Priority sector is the troubling sector for SBI and its Associates Banks in the amount of NPAs. Lending to priority sector creates many problems for the Indian banks like low profitability, high NPAs, transaction cost etc. It is a need of the hour to find out solutions for these problems otherwise progress of the Indian banks will cease.

**Key Words:** NPA, SBI and its Associates Banks, Sector wise NPA, Priority Sector NPA, Non-Priority Sector NPA.

1. To understand the concept of Non-performing assets (NPA).
2. To assess the comparative position of sector wise share in the amount of NPAs in State Bank of India and its Associates Bank in India
3. To offer suggestion to curb the mounting Non-Performing assets in State Bank of India and its Associates Bank 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 are 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, Lok Sabah press releases, Annual Reports of Banks, 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, ANOVA and Duncan Analysis 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 twelve years starting from 2000-2001 to 2011-2012.

**Population of the study**

The study covers Nationalised Banks in India operating as on 2012 end by adopting census
method.

V. Results and Discussions

This paper made an attempt to assess the comparative position of sector wise share in the amount of NPAs in State Bank of India and its Associates Bank in India.

The below table depicts the sector wise share in the amount of NPAs of SBI and its Associates in India. From the above table it is observed that, in the year 2001 priority sector share was 44.22 per cent, Non-priority sector was 51.87 per cent and public sector share was 3.91 per cent in the amount of NPAs of SBI and its Associates. During 2002, priority sector, Non-priority sector and public sector share was 47.01 per cent, 50.42 per cent and 2.57 per cent respectively. In the year 2003 priority sector share was 47.49 per cent, Non-priority sector share was 49.41 per cent and public sector share was 3.10 per cent. During 2004 priority sector share was 47.08 per cent, Non-priority sectors share was 51.47 per cent and public sector share was 1.45 per cent. In the year 2005 priority sector, Non-priority sector and Public sector share was 47.38 per cent, 51.49 per cent and 1.13 per cent respectively. In the year 2006 priority sector, Non-priority sector and public sector share was 57.14 per cent, 44.10 per cent and 0.95 per cent respectively. During 2007 priority sector share was 57.24 per cent, Non-priority sector share was 41.36 per cent and public sector share was 1.50 per cent in the amount of NPAs of SBI and its Associates. In the year 2008 priority sector share was 58.48 per cent, Non-priority sector share was 40.88 per cent and public sector share was 0.64 per cent respectively. In the year 2009 priority sector, Non-priority sector and public sector share was 47.26 per cent, 51.75 per cent and 0.99 per cent respectively. During the year 2010 priority sector share in the amount of NPAs of SBI and its Associates was 51.11 per cent, 48.77 per cent and 1.12 per cent. In the year 2011 priority sector, Non-priority sector and public sector share was 55.32 per cent, 44.66 per cent and 0.22 per cent respectively. During 2012 priority sector share in the amount of NPAs of SBI and its Associates was 52.33 per cent, Non-priority sector share was 47.62 per cent and Public sector share was 0.05 per cent.

In case of composition of priority sector advances in NPAs of SBI and its Associates Banks ranged from Rs.239.11 billion in the year 2012 to Rs.70.17 billion in the year 2005. The growth rate of the priority sector NPAs showed a wide variation during the study period and it was ranged from 267.82 per cent in the year 2012 to 78.60 per cent in the year 2005.

The trend value of Non-priority sector NPAs fluctuates over the study period and it was ranged from 207.76 per cent in the year 2012 to 49.58 per cent in the year 2007.

\[\text{Chart No. 1: Sector Wise Share of NPAs in SBI and its Associates}\]

In case of composition of public sector advances in NPAs of SBI and its Associates Banks ranged from Rs.2.44 billion in the year 2010 to Rs.0.06 billion in the year 2011. The growth rate of the public sector NPAs showed a wide variation during the study period and it was ranged from 316.67 per cent in the year 2012 to -97.54 per cent in the year 2011. The trend value of public sector NPAs decreasing over the study period and it was ranged from 30.92 per cent in the year 2009 to 0.76 per cent in the year 2011.

The average sector wise of composition of NPAs in SBI and its Associates Banks in the study period was Rs.101.92 billion, Rs.96.14 billion and Rs.2.55 billion for priority sector, Non-priority sector and public sector respectively. It was found that in priority sector the average of NPA was high about Rs.101.92 billion and in public sector the average of NPA found lower about Rs.2.55 billion.

\[\text{Chart No. 1: Sector Wise Share of NPAs in SBI and its Associates}\]

In case of composition of public sector advances in NPAs of SBI and its Associates Banks ranged from Rs.2.44 billion in the year 2010 to Rs.0.06 billion in the year 2011. The growth rate of the public sector NPAs showed a wide variation during the study period and it was ranged from 316.67 per cent in the year 2012 to -97.54 per cent in the year 2011. The trend value of public sector NPAs decreasing over the study period and it was ranged from 30.92 per cent in the year 2009 to 0.76 per cent in the year 2011.

The average sector wise of composition of NPAs in SBI and its Associates Banks in the study period was Rs.101.92 billion, Rs.96.14 billion and Rs.2.55 billion for priority sector, Non-priority sector and public sector respectively. It was found that in priority sector the average of NPA was high about Rs.101.92 billion and in public sector the average of NPA found lower about Rs.2.55 billion.

\[\text{Chart No. 1: Sector Wise Share of NPAs in SBI and its Associates}\]
The Standard Deviation of sector wise composition of NPAs in SBI and its Associates Banks was found Rs.49.29 billion, Rs.43.94 billion and Rs.2.32 billion for priority sector, Non-priority sector and public sector respectively. It was found that in priority sector the standard deviation of NPA was high about Rs.49.29 billion and in public sector the standard deviation of NPA found lower about Rs.2.32 billion.

The Co-efficient of Variation of sector wise composition of NPAs in SBI and its Associates Banks was found 48.36 per cent, 45.71 per cent and 90.98 per cent for priority sector, Non-priority sector and public sector respectively. It was found that in public sector the co-efficient of variation of NPA was high about Rs.90.98 per cent and in Non-priority sector the co-efficient of variation of NPA found lower about Rs.45.71 per cent.

The Compound Annual Growth Rate of sector wise composition of NPAs in SBI and its Associates Banks was found 8.56 per cent, 6.28 per cent and -25 per cent for priority sector, Non-priority sector and public sector respectively. It was found that in priority sector the compound annual growth rate of NPA was high about Rs. 8.56 per cent and in public sector the compound annual growth rate of NPA found lower about Rs.-25 per cent.

To find the significant difference between the sector wise share in the amount of NPAs in SBI and its Associates Banks in India during the study period, ANOVA test was further used and presented in the following table.

### Table 2: ANOVA for sector wise share in the amount of NPAs in SBI and its Associates

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>74670.37</td>
<td>8</td>
<td>37335.18</td>
<td>25.65</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>48016.17</td>
<td>33</td>
<td>1455.036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>122686.5</td>
<td>35</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It was found from the table 2, that the “F” value of loan assets in SBI and its Associates banks in India showed 25.659 and the significant at 5 per cent level is “0.000”. It found that the significant value is less than 0.05; hence it concluded that there is a significant differences between sector wise share in the amount of NPAs in SBI and its Associates Banks in India during the study period. Therefore to find the significant among the sector wise NPA in SBI and its Associates Banks in India during the study period the Duncan analysis is applied on the sectorial share of NPA in SBI and its Associates Banks in India during the study period to identify the mean difference microscopically. It was found from the Duncan analysis that the priority sector has the major contributing share in the total NPA of SBI and its Associates Banks in India during the study period followed by non priority sector and public sector contribute Non performing assets in SBI and its Associates Banks in India during the study period.

### Table 3: Duncan analysis for sector wise share in the amount of NPA in SBI and its Associates

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Subset for alpha = .05</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>PUBLIC SECTOR</td>
<td>12</td>
<td>2.5458</td>
</tr>
<tr>
<td>NON PRIORITY</td>
<td>12</td>
<td>96.1358</td>
</tr>
<tr>
<td>SECTOR</td>
<td>12</td>
<td>101.9192</td>
</tr>
<tr>
<td>PRIORITY SECTOR</td>
<td>12</td>
<td>.713</td>
</tr>
<tr>
<td>Sig.</td>
<td>1.000</td>
<td></td>
</tr>
</tbody>
</table>

Means for groups in homogeneous subsets are displayed.

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### VI. Findings

It was found and concluded that the average composition of sector wise NPA in SBI and its Associates Banks ranged from Rs.101.92 billion in priority sector to Rs.2.55 billion in public sector. Further the Standard Deviation of NPA was Rs.49.29 billion in priority sector to Rs.2.32 billion in public sector, the Co-efficient of Variation of NPA was Rs.90.98 per cent in public sector to 45.71 per cent in Non-priority sector and the Compound Annual Growth Rate of NPA was Rs. 8.56 per cent in priority sector to Rs.-25 per cent in public sector. It can be inferred that during 2001 to 2005 and 2009 Non-priority sector share in the amount of NPAs of SBI and its Associates Banks is more as compared to priority and public sector and during 2006 to 2008 and 2010 to 2012 Priority sector share in the amount of NPAs of SBI and its Associates Banks is more as compared to public sector share and non-priority sector. It can be concluded that Priority sector is the troubling sector for SBI and its Associates Banks in the amount of NPAs.
VII. Conclusion

The sectoral classification of NPAs revealed that, during 2011-12, the share of agriculture in total NPAs increased marginally. However, despite the subdued industrial performance, the share of micro and small enterprises in total NPAs of the Banking sector came down as compared with the previous year. During 2011-12, total priority sector NPAs increased at a significantly higher rate than the growth rate of credit to the priority sector. However, the share of the priority sector in total NPAs declined compared with the previous year.

Study concludes that priority sector advances of all the SBI groups are increasing. Inspite of increasing advances, Indian banks have not achieved some targets fixed by RBI. Lending to priority sector creates many problems for the Indian banks like low profitability, high NPAs, transaction cost etc. It is a need of the hour to find out solutions for these problems otherwise progress of the Indian banks will cease.

Reference
EMPOWERMENT OF WOMEN IN INDIAN ORGANISATIONS AND THE COMPANIES ACT

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Abstract

India has a brand new company law that’s more appropriate for the 21st century and its challenges. The new Companies Act is a landmark in the history of Corporate India. The 1956 Act was passed in the first decade of Free India; the business landscape has changed radically in the last 60 years. The Act replaces the existing Companies Act, 1956, which has been amended at least 25 times in the past 57 years, with many of its provisions found to be outdated and inadequate. The new Act introduces a new provision relating to Women Directors. It stipulates at least one woman director’s appointment on the Board of a company. This is a step in the right direction. The world over, many women professionals have succeeded in eliminating the invisible glass ceiling – and Indian women are not far behind. Women constitute 24 per cent of the Indian workforce. The 1980s and 90s witnessed increasing number of women enrolling in engineering and management institutions in India. Many of these graduates find employment in software, banking, consulting, telecom, hospitality, even entertainment. In some B-schools, women outnumber men in class strength.

Keywords: Women, Women Directors, Amendment, Companies Act 2013

Introduction

The status of women in India has been subject to tremendous changes over the past few millennia. From equal status with men in ancient times, through the low points of the medieval period, to the promotion of equal rights by many reformers, the history of women in India has been eventful. In modern India, women have held high offices in India including that of the President, Prime Minister, Speaker of the Lok Sabha and Leader of the Opposition. As of 2011, the Speaker of the Lok Sabha and the Leader of the Opposition in the Lok Sabha (Lower House of the parliament) were women. However, women in India continue to face atrocities such as rape, acid throwing, and dowry killings while young girls are forced into prostitution. According to a global poll conducted by Thomson Reuters, India is the “fourth most dangerous country” in the world for women and the worst country for women among the G20 countries. The Economic Times, Aug 13, 2013 GMI Ratings’ Women on Boards Survey 2013, even on the world’s best-known companies, women account for only 11 percent of total directorships.

In India, a sample of 89 companies with more than $1 billion in market valuation, the women percentage is less than 7 percent. And we are talking only about the biggest companies’ here.According to The Economic Times, Aug 13, 2013 though we have women CEOs in banking, IT, media and hospitality industries – and yet this is more the exception than the rule. The number of women reaching top management positions is still low. Women constitute only 14 per cent of senior management positions in India, against the global average of 24 per cent. This number falls to a paltry 5 per cent when it comes to top management or board positions.

Workforce participation

Contrary to common perception, a large percentage of women in India work. National data collection agencies accept that statistics seriously understates women’s contribution as workers. However, there are far fewer women than men in the paid workforce. In urban India, women participate in the workforce in impressive numbers. For example, in the software industry 30% of the workforce is female. In some of the workplace women enjoy parity with their male counterparts in terms of wages and roles. In rural India in the agriculture and allied industrial sectors, females account for as much as 89.5% of the labour force. In overall farm production, women’s average contribution is estimated at 55% to 66% of the total labour. According to a 1991 World Bank report, women accounted for 94% of total employment in dairy production in India. Women constitute 51% of the total employed in forest-based small-scale enterprises.

One of the most famous female business success stories is the Shri Mahila Griha Udyog Lijjat Papad. In 2006, Kiran Mazumdar-Shaw, who founded Biocon, one of India’s first biotech companies, was rated India’s richest woman. Lalita D. Gupte and Kalpana Morparia were the only businesswomen in India who made the list of the Forbes World’s Most Powerful Women in 2006. Gupte ran ICICI Bank, India’s second-largest bank, until October 2006 and Morparia is CEO of JP Morgan India. On the brighter side of our nation where the developed society resides names like Chanda Kochhar, Naina Lal Kidwai, Indra Krishnamurthy Nooyi, Shikha Sharma, Eka Kapoor, Sunita Narain, Neelam Dhawan, Sulajja Firodia Motwani, Vinita Bali, Mallika Srinivasan, Sara Mathews, Aruna Jayanthi etc., dominate the Corporate Sector. These names are few and can be counted on hands.
But when we look at the overall picture, we find that in India the presence of women in board rooms is worse than the globally bad ones. The presence of women in board rooms and their contributions has been rather rare case in India. Considering the fact that Indian corporate sector is the world’s second fastest growing economy, it has no reassuring numbers of women as boards of directors. Business Today, September 2011 edition says that, Women constitute only 5.3% of the total number of board members in the top 100 companies by market capitalization on the Bombay Stock Exchange (Report by Standard Chartered Bank, 2010). The IPOs issued in India since 2002 and listed on Bombay Stock Exchange were investigated for the women presence on board of directors. The sample for gender diversity of boards includes 404 IPO issuing companies during the period April 2002 to March 2012.

The New Companies Act, 2013

On 29 August 2013 the new Companies Bill finally received the President’s assent that made it into a law, thereby replacing the six decade old regulations under the Companies Act, 1956. The Companies Act, 2013 allows for a contemporary legislation for regulation of the corporate sector in India. The Act, amongst other aspects, provides for business friendly corporate regulations, better corporate governance, focus on corporate social responsibility, enhanced disclosure norms, investor protection, introduction of class action suits, one-person companies, capped auditors’ tenures and increased the number of independent directors on the boards of listed companies in an effort to improve governance etc. One of the most interesting features of the law is that, it seeks to ensure more female oversight on how companies are run in the world’s largest democracy that is battling the worst sex ratio since independence in 1947.

Corporate leaders in India have been watching the new Companies Bill’s passage through the houses of parliament closely. The bill mandates at least one woman on the board of a certain class of companies — to be determined by the rules that are being framed potentially based on market cap. While there are murmurings of quotas, in reality, this is a progressive step that continues the move to increased discipline in governance and an innovation orientation. Almost half of the top 100 companies traded on BSE Ltd., including the biggest two by market value, don’t have a single female member, according to data compiled by Bloomberg. As many as 6,000 women directors will be needed as firms look to fill the seats, estimates Ms. Preeti Malhotra, who helped draft the law. Firms that don’t have a female board member include billionaire Mukesh Ambani’s Reliance Industries Ltd., Dilip Shanghvi’s Sun Pharmaceutical Industries Ltd., Asia’s largest generic drug maker, and Tata Consultancy Services Ltd., the continent’s No. 1 software exporter by value.

The presence of females as directors on board in various countries and the huge variation from the highest 36.3% in Norway to the lowest 1.1%T in Japan is observed. Michaels III, E. G in his study clearly says that the case for diversity is proven. A group comprising people with different mind wiring and experiences can deliver intellectually superior and innovative outcomes on any issue compared to a group which is homogeneous. Fernandez, J. P says that this argument applies to gender diversity on corporate boards. In addition, effective corporate boards are about ‘balance’. They must be fierce watchdogs yet supportive mentors of the management; they must ask tough, detailed questions on business and management performance - even while respecting the management’s freedom to perform. They need to ensure the balance of long- and short-term orientation, and the good of all stakeholders - investors, employees, business partners and society at large, and ensure the right company values and talent pool.

Apart from the famous McKinsey study of 2007, Rovers of Nyenrode University showed that company with female directors performed better, financially, than those that did not. The research argues that besides governance roles, Boards are a critical linkage mechanism to the broader environment, and to that extent diversity is important for all four linking features they establish - understanding otherwise illusive information, communicating to the environment, getting commitments of support from key external stakeholders and legitimizing in the eyes of partners and current/future employees. This last feature is a critical one in the Indian context, where firms struggle with the retention of key talent. A recent study by Booz & Company estimates that if Indian women could achieve employment rates equal to men, the country’s GDP would increase by 27 percent.

In addition, emerging research from the Center for Talent Innovation has strongly correlated diverse boards and diverse leadership with innovation and growth in market share. The research will be public shortly, but we’re talking double digit deltas when compared with companies with non-diverse leadership. A 2007 study by McKinsey & Co. found that European companies with women in senior management reported higher return on equity, better earnings and steeper stock price gains than their peers.
This not only makes the case for balancing intellectual, life and career experiences and skills on boards, but also for balancing masculine and feminine traits. Researcher Sandra Bem a Stanford University psychologist developed the concept of 'androgy nous' behaviour. "Androgy nous people can be aggressive or yielding, forceful or gentle, sensitive or assertive as the particular situation demands," she says. Given a board's job description, androgy nous individuals would make great board members. But we know that while masculine and feminine traits are present in all human beings, the process of socialisation causes one set of traits to dull. So perhaps, the best way to create androgy nous boards is by having a good mix of men and women on them.

But why are there are so few women on Corporate India's boards, and how do we change that? One key constraint in India is that of supply. We just don't have enough board-ready women [executives]. There is need for a talent pool to be identified and prepared for serving on boards. Companies complain that they cannot find enough of them. This is partly true. But the whole truth also includes the way the nominations committee process works in most boards. All too often the short listing is done by asking 'Is there anyone we know who will be good for this board'. Given the skewed ratio of men and women in visible senior positions, the default option usually is a man. There are several qualified women out there, and the way to find them is for nomination committees to spend some money and advertise, or ask a headhunter to systematically create a database from which to choose. If nominations committees were to follow more formal search processes and adopt affirmative action, there will be a quantum jump in the number of women on Indian boards, without lowering entry standards in any way.

At Wipro's recent annual general meeting, Chairman Mr. Azim Premji told shareholders that the company would have a woman on its board the next such gathering. "We are working actively to induct a women director," he said. According to media reports, Wipro has been on this task for quite some time now. In February last year, in an interview with business daily The Economic Times, Mr. Ashok Ganguly, an independent director and chairman of the nominations committee of Wipro's board, had said that the company was talking to several women candidates. Mr. Ganguly noted: "The discussions so far have been very encouraging.... Women leaders come in with a lot of experience and they bring different perspectives.... We are actively searching."

Ms. Vasan thi Srinivasan, associate professor of organizational behavior and human resources management, and Ms. Rejie George Pallathitta, associate professor of corporate strategy and policy, at the Indian Institute of Management Bangalore, recently presented a study on women directors on corporate boards in India. According to them, “In most organizations, the process of identifying and grooming potential women directors is not a structured or formal one. The talent management process must work toward developing the required skills and competencies and create a pipeline of potential women directors.”

According to the Bloomberg Business Week, October 2013, the research from the Center for Talent Innovation has shown that there has been a significant Off Ramp issue as women drop out at mid-management levels due to a combination of pull factors (societal expectations, the pressure to be the care provider to children and to parents, the lack of infrastructure for childcare and education, etc.) and push factors - unfriendly work environments play a significant role: 72% of Indian women professionals leave because their careers are not satisfying or enjoyable; 66% leave because they feel their career progression is stalled. The good news: An overwhelming 91% of Indian women want to return to work, similar to the US (89%) and significantly more than Germany (78%). However, there’s bad news for employers: 72% do not want to return to their former employer. There is a stereotype of success - for example, 73% of women at multinational companies and 55% at Indian companies say they need to compromise their authenticity to conform to their company’s standards of executive presence.

Hence, such an initiative can have a significant directional impact. Larry Senn first wrote about the Shadow of the Leader in 1970. It gestures at the reality of how leaders through their likes, dislikes, treatment of subordinates, language and idioms, beliefs and values tends to shape the characteristics, culture and ways of doing business in the organisation. When you have a highly male leadership, norms emerge that tacitly exclude - think of the "let's do business over a round of golf" or "over a drink" and you'll get the picture of how excluded an average Indian woman leader might be.

A cautionary word - there is much written about how difficult it can be for a single representative of a minority (be it a woman, minority, young leader or a different capability like a non-engineer in a group of engineers) to be heard. I will watch this space closely to see how the first generation of brave business leaders fare, as they
make inroads into large promoter and family-controlled boards and boards that have never had a tradition of engagement with diversity.

**Mentoring of Women**

Mr. Arun Duggal, chairman of Shriram Capital and a veteran international banker along with Ms. Anjali Bansal, managing director of Spencer Stuart India has initiated a mentoring programme to get more women onto corporate boards and . Mr. Duggal, who is running the programme in his individual capacity, has also roped in several leaders including M Damodaran, Deepak Parekh and GM Rao, to mentor women for directorship positions in the country.

"The fundamental objective behind the programme is to have better gender balance in boardrooms and to mentor competent women who can go on to become independent directors," says Mr. Duggal, who is also a visiting faculty at the Indian Institute of Management (IIM), Ahmedabad, and is on the boards of several companies. Otherwise, a big part of a company’s stakeholders — employees, customers etc. — is not adequately represented and the perspective is not broad enough to have multiplicity of views. Ms Bansal focused on the studies of Biggins, J. V. [10] and she believes that women at all levels in corporate India can play a major role but they do require mentoring. “We have very high-quality women entering the workforce, but there is a lot of leakage at the middle management level. Having enough role models will prove that there are different ways of making it work,” she says. Mr. Duggal adds: “Our goal is to mentor and place 100 women in board positions in the next one year. But there is also an issue of mindset [of other board members]. We need to ensure that these women are effective as board members. And we hope that in due time this program will no longer be needed.”

The concept of a mentoring program came to the duo after an interaction with the New York-based Catalyst Group, which last year did a pilot project in the U.S. under which 15 women executives were mentored for board positions. “That initiative went off well and is now being done in places like the U.K., Canada and Australia. So I thought we could try something similar in India,” says Mr. Duggal. Mr. Duggal will be the programme director for the first year and will assist the mentors and the participants when required. He will initially run the programme in partnership with Ms. Anjali Bansal, MD of Spencer Stuart India, after which they will try to institutionalise the initiative and seek an industry body, management institute or agroup like the Catalyst of the US to take it forward. He might take on a mentoring role at that point. The idea, he adds, is to expand the availability for boards a pool of women who are distinguished in their own field and ambitious enough to move to the next level and contribute to improving corporate governance. "We reached out to chairpersons of BSE 100 companies and found that corporate leaders agree on the need to increase the representation of women on board. This programme is an outcome of that initiative," says Bansal. "Indian boards need more diversity of all sorts. Gender diversity is one very important aspect," says M Damodaran, former chairman of Sebi. "Corporate boards need more women board members, who can often bring a different perspective. Initiatives such as mentoring can help identify potential directors and equip them to graduate to board positions."

Mr. Duggal and Ms. Bansal have recruited around 50 India Inc. leaders with board experience to act as mentors and around 100 women executives have signed up for mentoring. One batch of mentor-mentees has already been matched. The mentoring will go on for around three months and includes a prescribed reading list, weekly calls and meetings to understand the responsibility of board members. Wherever possible, mentees will get the opportunity to attend board meetings after getting the required permission from the respective boards and signing the requisite confidentiality agreements.

Women - including Mukeeta Jhaveri, a former investment banker and wife of Citi India CEO Pramit Jhaveri, Vinati Kastia, partner with AZB & Partners; SC Sharada, director of Lex Valorem India, and Mythily Ramesh, co-founder and CEO of NextWealth have signed up so far. Hari Bhartia, co-chairman and managing director of Jubilant, Saroj Kumar Poddar, chairman of Adventz Group; Saurabh Srivastava, chairman of CA Technologies India, DA Prasanna, chairman and managing director of Ecron Acunova, Nihal Kaviratne, chairman of Akzo Nobel India, and MS Verma, former chairman of SBI, have also signed up as mentors.

The mentoring process will start from August and take around three months during which the mentees will get first-hand experience of how things work in boardrooms and understand the roles boards play in corporate governance, policy making and strategy. The mentee will be invited to attend a few board meetings, committee meetings and the company AGMs, after signing a confidentiality agreement. After completing the programme, the mentee will be assisted in joining a suitable board with the help of the mentor, programme director and executive search firms.
Boards Need Diversity

Mattis, M. highlights that having more women on boards can benefit companies in several ways. For companies where women are key customers, a woman board member can bring valuable insight. Women also bring a unique skill set of creative inputs, out-of-the-box thinking, collaboration and more wisdom to the table where ethical issues are concerned. "In companies where 30% to 50% of the workforce is female, a woman board member can bring into discussion aspects pertaining to women employees that men can't easily think about," says Kaviratne, whose earlier global career with Unilever spanned 40 years. Agrees Mukeeta Jhaveri, who Kaviratne will mentor: "More women in the workplace and on boards will result in a better work-life balance for families overall." Javeri, who has a background in finance, investment and marketing and was formerly with DSP Financial Consultants in international capital markets, feels this is the ideal way for her to get back into corporate India after having a ring side seat for 18 years.

Conclusion

Compared to the stiff quotas in the Europe, the norm proposed in India is a modest, yet important, beginning. Research studies indicate a more representative Board enhances governance, ethical behavior and shareholder value. The conclusion drives us to fact of the situation being grim but the ray of hope lies in the mandate provided by the provision in Companies Act, 2013 on this issue.

Compulsion of appointing at least one woman as a director can prove to be the balancing act but does that happen in spirit would have to be investigated. At the face of it, it is a corrective action to bring in the balance in board rooms in terms of gender, talent and skills. It is important for corporate boards to ensure gender diversity, but before that happens, a supply of women eligible for board positions needs to be created. Clearly, major efforts will have to be made to create more women directors, but before that there have to be more women reaching the top of the corporate hierarchy. The legislation should act as a spur to women’s empowerment, but compliance could be years away.

References

FII INVESTMENTS IN INDIAN STOCK MARKET – A SECTOR-WISE ANALYSIS

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Abstract

FIIs are well educated investors in the markets with the help of experts they analyse the market and make investment. All the sectors in an economy are not performing well. FII do not concentrate to invest in all sectors and they choose performing sectors and make their investment. In the view of understanding sector wise investment of FII in India, the study has been undertaken. The study is made with secondary data related to amount of investment made by FII in each important sectors in Indian for this purpose data was collected for the period of three years from 2011-12 to 2013-14 for 20 important sectors. The study evidenced that finance sector was the most attracted sector by FII; more than one fourth of their investment went to this sector. Next to this FII invested more in IT sector. More than 10 per cent of the total investment of FII went to this sector. FIIs investment in all other sectors was found less than 10 per cent of their total investment. Among them Hotel, Restaurants and Tourism, General Industries, Coal, Chemicals and Petrochemicals and Realty sectors were least concentrated sectors by FIIs. It was also observed that major part of FIIs debt investment went to other sectors other than the leading sectors where FIIs equity investment was more. Their debt investment was also high in Finance sector with 20 per cent of the total and around 75 per cent of their debt investment went to other sectors.

Key Worlds: FII, sector, BSE, NSE, Stock market and GDP.

Introduction

Finance sector is the major contributor to GDP in India. Stock market is one of the important components of financial sector. Indian stock market is pioneer in Asia and it also one of the fastest growing stock markets in the world. Now stock market attracts many people to invest both in equity and debt of corporate. It helps our economy by way of capital formation. In India there are 21 registered stock exchanges. Stock exchanges in India are regulated by the statutory body called Securities Exchange Board of India (SEBI). Among the registered stock exchanges in India, Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) are extending their services throughout the country. SENSEX of BSE and Nifty of NSE are the popular indices in India. Market capitalisation of BSE was Rs. 74,15,296 crore during 2013-14 and market capital of NSE was Rs. 72,77,720 crore. Among the 21 registered stock exchanges BSE and NSE together traded 99.93 per cent of total number of shares traded in Indian stock markets and they accounted 99.96 per cent of the total value of shares traded in Indian stock market.

Various kinds of investors are investing in stock market of India, such as Individual investors, domestic institutional investors and foreign institutional investors. Indian stock market is one of the most attractive markets in the world because it gives high return rather than developed markets and most of the developing markets. This attracts more FIIs in the market. FIIs are the financial institutions of foreign countries registered in India with SEBI for the purpose of marketing investment in stock market. During 2013-14 there are 1739 registered FIIs in India.

FIIs are large investors; they pour very high money in the market with the aim of getting more return. So they analyse the market by appointing experts in the field of market and invest carefully. This paper has made an attempt to study sector wise investment made by FIIs in India.

Review of Literature

Rakesh Kumar (2011) found in a study that there was no way causation between stock market returns and net foreign inflows. Renuka Sharma and Kiran Metha (2012) found in their study that there was lower degree of relationship between capital inflows by FIIs and stock market moment in India. Ganesamoorthy and Shankar (2012) evidenced positive relationship between FII net investment and stock market returns and the result was found strong during 2005-06 to 2009-10. Tanu Agarwal (2013) found high degree of positive correlation between FIIs net investments and mutual funds net investment. Narayan Sethi (2013) found positive and direct impact of private foreign capital inflows on economic growth in India.

Statement of the Problem

FIIs are well educated investors in the markets with the help of experts they analyse the market and make investment. All the sectors in an economy are not well performing sectors and in all the time some sectors are performing good and some are not so. FIIs try to know good performing sectors and they make their investment to get high return. Sometimes they shift their investments from one sector to another on the basis of their performance. In the view of understanding sector wise investment of FII in India, the study has been undertaken.

Objective of the Study

The study has been undertaken with the following objective.
Results and Discussions

The FIIs are investing in Indian stock markets for getting high returns than other developed and under-developing markets. There are various sectors in India and all the sectors are not performing uniformly. There is variation among the sectors in terms of return in stock markets. FIIs try to find out best performing sectors in the view of getting more return and prevent from losses. The following table gives sector wise investment of all the FIIs and percentage of their investment in each sector on their total investment for the leading sectors for the years 2011-12, 2012-13 and 2013-14.

The total investments of FIIs in both equity and debt in each sector. It shows that FIIs have given preference for financial sector. More than one fourth of their investment poured into financial sector. During year 2011-12, 27.6 per cent of their investment went to financial sector and the total amount invested in this sector was Rs. 308,713 crore. It increased during 2012-13 to Rs. 3,81,271 crore and it accounted 28.53 per cent of the total amount invested. During year 2013-14 the amount invested in financial sector went up to Rs. 4,14,484 crore. But the percentage of FIIs investment went down to 26 per cent of the total amount. Information Technology (IT) was another sector which attracted more by FIIs. During 2011-12, 11.11 per cent of the total investment of FIIs went to this sector and the amount invested was Rs. 1,24,174 crore, it increased to Rs. 1,58,120 crore during 2012-13 and the percentage of FIIs investment in this sector stood at 11.83 per cent. The percentage of FIIs investment in IT sector increased during 2013-14 to 13.99 per cent and the amount invested in the sector stood at Rs. 2,23,040 crore.

The percentage of FIIs investment in all other sectors was less than 10 per cent in each sector. FIIs investment in Food, Beverages and Tobacco sector was increasing. Percentage of FIIs investment in this sector was 4.67 per cent during 2011-12, it increased to 5.84 per cent during 2012-13 and it stood at 5.68 per cent during 2013-14. The percentage of FIIs investment in Oil and Gas sector was decreasing. Percentage of FIIs investment in Oil and Gas sector during the year 2011-12 was 6.67 per cent of the total amount invested and it decreased to 6.18 per cent during the year 2012-13, which further decreased during the year 2013-14 and stood at 6.11 per cent of the total amount invested. In the Capital Goods sector the percentage of FIIs investment was fluctuating. During the year 2011-12, 6.08 per cent of the total amounted invested by FIIs was invested in this sector, which decreased to 4.63 per cent during the year 2012-13. During the year 2013-14 it increased to 5.55 per cent of the total amount invested. Automobiles was the another sector in which the percentage of FIIs investment was fluctuating. It was 4.52 per cent during the year 2011-12, which decreased to 4.12 per cent during the year 2012-13. During the year 2013-14 the percentage of FIIs investment increased and stood at 4.76 per cent of the total amount invested. In the Metal and mining sector the percentage of FIIs investment during the year 2011-12 was 4.00 per cent, which went down to 2.56 per cent during the year 2012-13, during the year 2013-14 it increased and stood at 2.74 per cent of the total amount invested.

In the Pharmaceuticals and Biotechnology the percentage of FIIs investment was increasing which was 4.32 per cent during 2011-12, it went up to 5.21 per cent during the year 2012-13 and it further increased during the year 2013-14 and stood at 5.69 per cent of the total amount invested. In the Utilities sector the percentage of FIIs was 3.46 per cent of the total amount invested which decreased to 3.05 per cent during the year 2012-13 and increased in the year 2013-14 and stood at 3.18 per cent. In the Household and personal production sector the percentage was fluctuating which was 2.89 per cent during the year 2011-12, went up to 3.36 per cent during the year 2012-13 and decreased to 2.77 per cent during the year 2013-14. In the sectors like Construction Material, Media, Transportation, Reality, Coal, and Textiles, Apparels and Accessories the percentage of FIIs investment was between 0.60 per cent and 2.00 per cent in each sector during the year 2011-12 to 2013-14. In the sectors Chemicals and Petrochemicals, General Industries, and Hotels, Restaurants and Tourism was less than 1.00 per cent during these years. FIIs investment in other sectors other than selected sectors was around 12 per cent of their total investment. It revealed that other sectors were neglected by FIIs.

In India Equity market is preferred more both by domestic investors and foreign investors. Because this market gives more return than debt market. The following table gives the particulars of FIIs investment in Equity market and the percentage of their investment in each sector on the total investment made by them in the sectors together.
Table 2 shows the FIIs investments in equity in each sector. It shows that FIIs have given more preference for financial sector. More than one fourth of their investments went into financial sector. During year 2011-12, 28.22 per cent of FIIs equity investment went to financial sector and total amount invested in equity was Rs. 2,73,576 crore. It decreased to Rs. 3,38,178 crore during the year 2012-13 but the percentage increased to 29.41 per cent. During the year 2013-14, the amount invested in equity in the financial sector increased to Rs. 3,79,076 crore but the percentage went down to 26.47 per cent of the total amount invested. It was another eye catching sector for the FIIs equity investment after finance sector. During the year 2011-12 12.82 per cent of the total amount invested in equity by FIIs investments went to this sector and the total amount invested was Rs. 1,24,274 crore, which increased to Rs. 1,58,120 crore during the year 2012-13 and it accounted 13.75 per cent. During the year 2013-14, the percentage of FIIs equity investment in equity by FIIs investments in this sector increased to Rs. 2,23,040 crore which accounted 15.57 per cent of the total amount invested by FII.

The percentage of FIIs investments in equity in all other sectors was less than 10.00 per cent in each sector. FIIs investment in equity in Food, Beverage and Tobacco was fluctuating during the three years. During the year 2011-12 the percentage was 5.38 per cent, which increased to 6.78 per cent during the year 2012-13 and then decreased to 6.32

<table>
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<tr>
<th>S NO.</th>
<th>SECTORS</th>
<th>2011 12</th>
<th>% ON TOTAL</th>
<th>2012 2013</th>
<th>% ON TOTAL</th>
<th>2013 2014</th>
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<th>2013 2014</th>
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<td>IT</td>
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<td>12.82</td>
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<td>44,092</td>
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<td>34,006</td>
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<td>UTILITIES</td>
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<td>16</td>
<td>CHEMICALS &amp; PETROCHEMICALS</td>
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<td>18</td>
<td>HOTELS RESTAURANTS &amp; TOURISM</td>
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<td>4,652</td>
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<td>TEXTILES APPARELS &amp; ACCESSORIES</td>
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<td>20</td>
<td>PHARMACAEUTICALS AND BIOTECHNOLOGY</td>
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<td>4.96</td>
<td>69,248</td>
<td>6.02</td>
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<td>21</td>
<td>OTHER SECTORS</td>
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<td>4.10</td>
<td>53,495</td>
<td>4.65</td>
<td>77,254</td>
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<td>TOTAL</td>
<td>9,69,449</td>
<td>100.00</td>
<td>11,49,883</td>
<td>100.00</td>
<td>14,32,232</td>
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Source: various reports of SEBI
per cent during the year 2013-14. In Oil and Gas sector the FIIs investments in equity was 6.69 per cent of the total amount invested in equity by FIIs during the year 2011-12. It went up to 6.74 per cent during the year 2012-13 and then during the year 2013-14 it decreased to 6.61 per cent. In the Capital Goods sector the FIIs investment in equity was fluctuating. During the year 2011-12 it was 6.98 per cent of the total amount invested in equities by FIIs, it decreased to 5.34 per cent during the year 2012-13 and then increased to 6.16 per cent during the year 2013-14. In the Automobiles sector the percentage of FIIs investments in equity was 5.21 per cent of the total amount invested in equity by FIIs during the year 2011-12, it decreased to 4.79 per cent during the year 2012-13. It increased to 5.30 per cent during the year 2013-14. In the sector of Household and Personal Production the percentage of FII investment on total was fluctuating. It was 3.33 per cent, 3.90 per cent and 3.08 per cents during the years 2011-12, 2012-13 and 2013-14 respectively.

In the sector of Utilities the percentage of FIIs investments in equity was 3.95 per cent during the year 2011-12, it decreased to 3.47 per cent during the year 2012-13 and stood at 3.47 per cent during the year 2013-14. The percentage of FII investments in equity in the Telecom Services sector was 2.99 per cent during the year 2011-12. It decreased to 2.33 per cent during the year 2012-13 it means FII shifted their investment from this sector to some other sector, and then increased to 2.37 per cent during the year 2013-14. In the Metal and Mining sector the percentage of FIIs investment in equity was 4.53 per cent during the year 2011-12. It went down 2.94 per cent during year 2012-13 and during the year 2013-14 it stood at 3.03 per cent. The percentage of FIIs investment in equity in the Construction Material was 2.22 during the year 2011-12. It went up to 2.28 during the year 2012-13 and during the year 2013-14 it decreased to 2.19 per cent of the total amount invested by FIIs in equity. The percentage of the total amount invested by FIIs in the equities of sectors Media, Transportation, Realty, Coal, and Textiles, Apparel, and Accessories was between 0.5 per cent and 2 per cent in each sector. In the sectors Chemicals and Petrochemicals, General Industries, and Hotels, Restaurants and Tourism the percentage of total amount invested by FII in equity is less than 1.0 per cent in each sectors. It means they were the least concentrated sectors by FII in their equity investment.

The results showed that finance sector was the most attracted sector by FII, for equity investment followed by IT sector. Hotel, Restaurants and Tourism, General Industries, Coal and Chemicals were the least concentrated sectors in equity investment made by FII. Other than these selected sectors in all other sectors together FII invested only around 5 per cent of their total Equity investment.

Debt investment is chosen by investors for safety. Fluctuation in the returns of Debt investment is very limited. It also should be accepted their returns on debt investment is also limited. Investors who do not ready to face risk and who want safety will go for debt investment. On the basis of market conditions also investors shift their investments from equity to debt. When compared to equity investors less concentrated on debt investment. The following table gives the particulars of amount invested in debt of each sector by FII for the period of three years from 2011-12 to 2013-14

Conclusion

The study analysed sector wise investment of FII in India. It also analysed equity and debt investment made by FII for the period of 3 years from 2011-12 to 2013-14. The study evidenced that finance sector was the most attracted sector by FII; more than one fourth of their investment went to this sector. Next to this FII invested more in IT sector. More than 10 per cent of the total investment of FII went to this sector. FIIs investment in all other sectors was found less than 10 per cent of their total investment. Among them Hotel, Restaurants and Tourism, General Industries, Coal, Chemicals and Petrochemicals and Realty sectors were least concentrated sectors by FIIs. It was also observed that major part of FIIs debt investment went to other sectors other than the leading sectors where FIIs equity investment was more. Their debt investment was also high in Finance sector with 20 per cent of the total and around 75 per cent of their debt investment went to other sectors.

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AN ANALYSIS ON IMPACT OF BRANCH OF STUDY ON LEADERSHIP SKILLS

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Introduction
Entrepreneurship plays a crucial role in the growth of any society particularly in a fast developing country like India. The entrepreneur is an important agent in our society who can be a catalyst of social and economic change[1].

Entrepreneurship offers excellent scope for women to give expression to their urge for independence, to surpass men and to prove their mettle as a potent economic factor[2].

As a career, it can offer unlimited scope for development, and diversity of choices. It is the only profession where there is absolutely no bar of any sort be it age, sex, education or any other. If there is any bar whether traditional, social or even personal, it is the bar imposed by women themselves[3].

Entrepreneurship gives women the chance to own property and help commodity production in the state which in turn would help sustain the social sector. Not like in a paid job scenario, women can have personal freedom and decision-making authority. This will help them get empowered and create a better image and place for women in the Society. The status of women can be improved. In most developing countries even to-day women deny themselves their legitimate position, ignore the resources for their own growth and continue to live for others in this context if women are encouraged to become entrepreneurs who are economically sound, it will help them to stand on their own legs, while living for their children and family.

Need for the Study
India is a developing country and has been facing acute and chronic problem of unemployment and underemployment. It is believed that tremendous latent entrepreneurial talents exist in women which if properly harnessed, could help in solving the unemployment problem and hence there is an urgent need to promote development of entrepreneurship amongst the Indian women graduates so that they can effectively contribute to the nation’s social and economic development.

Statement of the Problem
Entrepreneurship is relatively a new discipline informal education and the curriculum presented at different levels of formal education should include school, college and professional course. The success of the course depends on how many students are prepared to take up business as a career.

The girl student normally finishes her higher secondary course at the age of seventeen. In India children grow in a very protective atmosphere specially girl children due to social concerns. They are always accompanied by a family member and this has made girl children feel very insecure and different. When they finish their higher secondary, however great may be the economical need of the family, the girls are kept at home safely, till they are comfortably married. Even if they search for a job, they do not get a decent job with a good salary and even if they are lucky to obtain a job, they get a very meagre salary which in no way suits their level of education. Majority of the girls prefer to remain at home and obey their parents for the sake of getting a good earning partner to get settled in life.

In this context, entrepreneurship education given in the curriculum, may not be effective at the school level the theoretical knowledge they get during school education may not be fresh in their mind , by the time. They get married and look for sources to improve the economical standing of their families. Though the interest of entrepreneurship can be inculcated in their little hearts, the seed sown in them may not take root as expected to bear fruits in the future years of their lives. If the entrepreneurship education is given also at the college level the grasping power, reasoning and judgment of a graduate, student would be at a higher degree due to the three years of education in the college. The girl would be more mature and would develop a critical outlook on life by the time she reaches the final year of her study. This study attempts to measure the existing levels of entrepreneurial skills in the students and also to suggest ways and means of motivating them in the classrooms to respond to the needs of the time and to address the problem of unemployment in the country.

Reviews of literature
Akhouri and Mishra (1990)in their article , “entrepreneurship education”, stated that entrepreneurs played an important role in developing and contributing to the economy of a nation in most of the developing countries including India ,entrepreneurship did not find a place in educational curriculum education was a strong interventional or influencing media that set values developed attitudes and created drive in people to move in the
professional and vocational direction. With confidence, education had the prime role of moulding human resources in a particular direction. They felt that there was a need to develop a conceptual base for evolving a curriculum which could be used in the school system that ensured the emergence of entrepreneurial spirit including values, attitudes, motivation and competencies among masses at a very early stage of their development to successfully take up entrepreneurial pursuits. K. Natarajan and M. Jeyarathanam (1991) in their article titled, “Entrepreneurship A means to Women Development” explained that women had succeeded in managing affairs when men had failed. Vasant Desai (1992) in his book “Dynamics of Entrepreneurial Development and Management” pointed out that types of skills varied according to location, products, clientele and the like. Entrepreneurship in the past in most of the developing countries had been confined traditionally trade-oriented families, now there was an emphasis on new classes of entrepreneurs, these would include women from non-traditional families. Women entrepreneurs the author felt, special training facilities should be provided owing to the special difficulties faced by them as compared to men. M. Gandhara Rao (1992) in his book “Entrepreneurship and Entrepreneurial Development”, stated that in order to change the social and economic structure of society and to uplift its disadvantaged section like women, greater emphasis should be given to entrepreneurial development programmes particularly directed towards women. Such programmes could provide women with economic security, family and social status and individual dignity. He further stated that it was necessary to take care of their aspirations by creating a conducive environment and also by developing entrepreneurial ability which could

Objectives of the study
To identify whether the respondents have entrepreneurial traits - systematic working and planning and
To find out whether the sample respondents differ significantly or not over the influential entrepreneurial skill based on their branch of study

Methodology
The study is based on survey method and depends on primary data. The primary data is collected from the sample respondents by using interview schedule, in the study area. It also depends on secondary data to know the concepts with regard to entrepreneurship. The secondary data are collected from Journals, Books, websites and so on

Area of the study
The study is carried on in Tuticorin district (Tamil Nadu) and sample respondents are selected from the Polytechnic colleges in Tuticorin District.

Sampling of the study
In Tuticorin District there are 7 Polytechnic colleges: Bharathiars Centenary Memorial Girls Polytechnic College, Ettayapuram Government Polytechnic College, Tuticorin Chandy Polytechnic College, Thoothukudi, Jeya Polytechnic College, Thoothukudi, Jeyaraj Annapackiam C.S.I. Polytechnic College, Tiruchendur, Lakshmi Ammal Polytechnic College, Kovilpatti, Samuel Polytechnic College, Vaigaikulam.
It was found that there are 372 students in these colleges and out of this total, 170 students were chosen by proportionate random sampling method

Tool for Analysis
The objectives are analysed with the help of the following tools:
Percentage, One way ANOVA Test or H-Statistic

Hypothesis
There is no median significance difference between the branches of study and opinion statement - I Always Accept Leadership when Chance given to me

Analysis on the study
Due to unemployment, now a days the government - the state and central government insisted that the entrepreneurship culture should be inculcated among the youth especially among the graduated or who are yet to be graduated. For that they are sponsoring in different ways to develop entrepreneurship. But the efforts of them will be succeeded only if the students possess entrepreneurial traits - innovative, perseverance and hard work, leadership and motivating ability, need for achievement, risk taking ability, decision making, planning, foresight and problem solving, information seeking and receiving feedback, interpersonal skills and so on
Hence, in this paper an attempt is made to analyse whether the respondents possess the skill - systematic and planning reasonably to be an entrepreneur and whether there is any relationship between their branch of study and their opinion. The findings are presented in the following tables.
To analyse it, some statements are given to them to elicit whether they have the skill or not. These statements are related to how they behave in their premises. Based on their opinion to these statements, they are classified.

Findings of the study

The results are given in the following tables as 1. Classification of respondents according to their branch of study 2. Opinion on statements to assess the skill and 3. Application of one way ANOVA Test or H-Statistic to test whether there is any relationship between branch of study and their opinion level.

2. Opinion on statements to assess the skill

<table>
<thead>
<tr>
<th>Branch of Study</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>No Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>DCE</td>
<td>20</td>
<td>46.51%</td>
<td>23.26%</td>
<td>0%</td>
<td>9.30%</td>
</tr>
<tr>
<td>%within count</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DME</td>
<td>3</td>
<td>16.67%</td>
<td>11.11%</td>
<td>0%</td>
<td>22.22%</td>
</tr>
<tr>
<td>%within count</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DICE</td>
<td>2</td>
<td>28.5%</td>
<td>0%</td>
<td>0%</td>
<td>14.29%</td>
</tr>
<tr>
<td>%within count</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DCSE</td>
<td>9</td>
<td>20.93%</td>
<td>23%</td>
<td>0%</td>
<td>22.22%</td>
</tr>
<tr>
<td>%within count</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECE</td>
<td>4</td>
<td>46.15%</td>
<td>23.26%</td>
<td>0%</td>
<td>9.30%</td>
</tr>
<tr>
<td>%within count</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEEE</td>
<td>5</td>
<td>37.93%</td>
<td>24.14%</td>
<td>0%</td>
<td>13.79%</td>
</tr>
<tr>
<td>%within count</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>35.29%</td>
<td>18.24%</td>
<td>8.82%</td>
<td>12.94%</td>
</tr>
</tbody>
</table>

Source: primary data computed

It is observed from the above table shows that 46.5 per cent of the DCE respondents are agreed that I always accept leadership when there is a change given to me. 50.0 per cent of the DME branch respondents are strongly agreed that I always accept leadership when there is a change given to me. 57.14 per cent of the DICE branch respondents are strongly agreed that they I always accept leadership when there is a change given to me. 70.59 per cent of the DCSE branch respondents are strongly agreed that I always accept leadership when there is a change given to me. 44.68 per cent of the DECE branch respondents are strongly agreed that I always accept leadership when there is a change given to me. 77.78 per cent of the DGT respondents are strongly disagreed that I always accept leadership when there is a change given to me. 37.93 per cent of the DEEE respondents agreed that I always accept leadership when there is a change given to me. It is decided that most of the respondents are strongly agreed (35.29 per cent).

Kruskal-Wallis Test

This technique is the nonparametric analog to the one-way analysis of variance for independent samples. It is useful whenever the usual assumptions underlying the analysis of variance cannot be met.

Table 2

<table>
<thead>
<tr>
<th>Branch of Study</th>
<th>N</th>
<th>Mean Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>DCE</td>
<td>43</td>
<td>86.35</td>
</tr>
<tr>
<td>DME</td>
<td>18</td>
<td>71.03</td>
</tr>
<tr>
<td>DICE</td>
<td>7</td>
<td>74.36</td>
</tr>
<tr>
<td>DCSE</td>
<td>17</td>
<td>89.47</td>
</tr>
<tr>
<td>DECE</td>
<td>47</td>
<td>89.16</td>
</tr>
<tr>
<td>DGT</td>
<td>9</td>
<td>109.00</td>
</tr>
<tr>
<td>DEEE</td>
<td>29</td>
<td>80.36</td>
</tr>
<tr>
<td>Total</td>
<td>170</td>
<td></td>
</tr>
</tbody>
</table>

Chi-Square = 5.482
Df =6
Asymp. Sig. = 0.484

Hypothesis
Null hypothesis: There is no median significance difference between the branches of study of I take decisions even if I am not sure of the outcome.

Alternative Hypothesis: There is a significant difference between the branches.

The above table shows that the Kruskal Wallis test statistic value is 5.482 with degrees of freedom 6. The significance of p value is less than 0.484. We conclude that there is no significance difference between the branches study based on the question I take decisions even if I am not sure of the outcome. It is means that take decisions even if not sure of the outcome not depends on branch of study.

Suggestion and Conclusion

As there are emerging needs, the field of education demands an appropriate curriculum to satisfy the demands of the students. Today most of the students pursue higher education in order to acquire jobs or to be independent financially. It education can be offered with entrepreneurship orientation it could change the attitude of the students from the “take a job mentality” to the “make a job mentality”. Here, it is apt to recall the words of Dr. A.P.J. Abdul Kalam, former president of India, “Educational system should highlight the importance of entrepreneurship and prepare the students right from the college stage to get oriented towards setting up of enterprises which will provide them creativity, freedom and ability to generate wealth. Diversity of skills and perseverance in work make an enterprise”.

This calls for change of attitude of the younger generation. Therefore, the parents, universities, private business enterprises and the state should form a holy alliance with an agenda to motivate the younger generation to become job providers instead of job seekers. Similar kind of studies shall be conducted on higher secondary school students, Industrial Training Institute (IIT) students, polytechnic college (boys) & any other diploma course students on various aspects related to entrepreneurship.

References
3. Nalinaksha Mutsuddi, OP. Cit. P.183
11. “ A Study on Branch of Study of College Students And Entrepreneurial Skills” Dr. N. Murugan Professor, Dept. of Management Studies, PSNA college of Engineering and Technology, Dindigul, Tamil Nadu, India (2013).
TOWARDS SERVICE QUALITY OF PUBLIC AND PRIVATE SECTOR RETAIL BANKS

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Abstract

Acquiring customers and retaining them forever is the key to any successful business, as every business organization depends on its customer to earn revenue. Banks which are not innovative or are unable to match customer expectations will be left behind in the fiercely competitive marketplace. With the entry of new innovative banks in the market, it has become very difficult for traditional banks to cater to customer needs with just plain vanilla products and services. In this paper an attempt was made by the authors to analyze the customers’ perception regarding the service quality dimension especially their expectations and satisfaction by taking Cuddalore district as the study area. A well-structured schedule was administered to elicit opinion from 525 sample respondents.

Key words: service quality, customer expectation, customer satisfaction.

Introduction

Acquiring customers and retaining them forever is the key to any successful business, as every business organization depends on its customer to earn revenue. Banks which are not innovative or are unable to match customer expectations will be left behind in the fiercely competitive marketplace. With the entry of new innovative banks in the market, it has become very difficult for traditional banks to cater to customer needs with just plain vanilla products and services. At the same time, customer expectations from banks have increased, as customers are now accustomed to various facilities offered by other service sectors. Customers today are more concerned about experiencing high-quality services while banking. The expectation is not just receiving an investment or financing offer from the bank in form a commodity. They rather expect the bank to have a personality of its own with wider recognition, which delivers services in an atmosphere with entertainment and fun. In the banking sector the quality of service is turning out as an important differentiator among the rivals.

Statement of the Problem

Service quality has become an important factor among the customers in retail banking. For the success and survival in the banking sector, provision of high service quality is necessary in meeting several requirements such as customer satisfaction and its consequent loyalty, attracting new customers and to increase the market share and profitability. Service quality is consistently viewed in the literature as a unique construct from customer satisfaction. A full understanding of its antecedents has therefore become a critical issue for both researchers and practitioners.

Objectives of the study

1. To analyze the perception of the customers towards the service quality dimension of public and private sector retail banks in Cuddalore district.
2. To offer suggestions to improve the service quality based on the findings of the study.

Sampling

There are 16 public sector retail banks and 11 private sector retail banks in operation in Cuddalore district. 7 banks (25% of the banks) were selected based on the bank which is having large number of branches. Convenient sampling technique has been used to select the sample respondents for the study. From each bank 25 savings bank account holders, 25 current account holders and 25 other account holders were selected on the purposive basis for the study. Therefore the sample size consists of 525 customers.

Customers’ Expectation

Customers today are more concerned about experiencing high-quality services while banking. The expectation is not just receiving an investment or financing offer from the bank in form a commodity. They rather expect the bank to have a personality of its own with wider recognition, which delivers services in an atmosphere with entertainment and fun. In the banking sector the quality of service is turning out as an important differentiator among the rivals. The researcher measure the customers’ expectation with regard to various attributes relating to five service quality dimensions.
TABLE 1
SERVICE QUALITY EXPECTATION OF CUSTOMERS

<table>
<thead>
<tr>
<th>Service Quality Dimensions</th>
<th>Types of Bank</th>
<th>Level of Importance</th>
<th>Mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Highly Important</td>
<td>Important</td>
</tr>
<tr>
<td>Tangibility</td>
<td>Public</td>
<td>125</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>73</td>
<td>56</td>
</tr>
<tr>
<td>Reliability</td>
<td>Public</td>
<td>137</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>82</td>
<td>75</td>
</tr>
<tr>
<td>Empathy</td>
<td>Public</td>
<td>132</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>103</td>
<td>77</td>
</tr>
<tr>
<td>Assurance</td>
<td>Public</td>
<td>130</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>90</td>
<td>63</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>Public</td>
<td>140</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>90</td>
<td>62</td>
</tr>
</tbody>
</table>

TABLE 2
SERVICE QUALITY SATISFACTION OF CUSTOMERS

<table>
<thead>
<tr>
<th>Overall Satisfaction</th>
<th>Public Sector Banks</th>
<th>Private Sector Banks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean Score</td>
<td>SD</td>
</tr>
<tr>
<td>Tangibility</td>
<td>Public</td>
<td>3.79</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>4.16</td>
</tr>
<tr>
<td>Reliability</td>
<td>Public</td>
<td>3.77</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>4.08</td>
</tr>
<tr>
<td>Empathy</td>
<td>Public</td>
<td>3.97</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>4.08</td>
</tr>
</tbody>
</table>

In order to understand the overall satisfaction level with respect to tangibles, a score of 5 was given for the response of highly satisfied, 4 for satisfied, 3 for neither satisfied nor dissatisfied, 2 for dissatisfied and 1 for highly dissatisfied. All the scores were added and converted into percentage score and further, these scores were rated as follows. A score of less than 40 was rated as low, 41-60 as average, above 60 as high. The following table projects the overall satisfaction level with regard to tangibles of the public and private banks in the study area.

TABLE 3
LEVEL OF SATISFACTION OF CUSTOMERS

<table>
<thead>
<tr>
<th>Service Quality Dimension</th>
<th>Types Of Bank</th>
<th>Low Averages</th>
<th>High Averages</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangibility</td>
<td>Public</td>
<td>75.33</td>
<td>21.67</td>
<td>21.67</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>58.00</td>
<td>21.67</td>
<td>20.33</td>
</tr>
<tr>
<td>Reliability</td>
<td>Public</td>
<td>63.33</td>
<td>21.67</td>
<td>15.00</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>50.00</td>
<td>21.67</td>
<td>28.33</td>
</tr>
<tr>
<td>Empathy</td>
<td>Public</td>
<td>50.00</td>
<td>26.67</td>
<td>23.33</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>38.33</td>
<td>21.67</td>
<td>40.00</td>
</tr>
<tr>
<td>Assurance</td>
<td>Public</td>
<td>60.00</td>
<td>21.67</td>
<td>18.33</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>50.00</td>
<td>21.67</td>
<td>28.33</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>Public</td>
<td>54.00</td>
<td>21.67</td>
<td>24.33</td>
</tr>
<tr>
<td></td>
<td>Private</td>
<td>52.00</td>
<td>21.67</td>
<td>26.33</td>
</tr>
</tbody>
</table>

Suggestions
Assurance and empathy which can be addressed as the quality of social interaction between
the customer and the service provider. Customers want employees to be competent, helpful and polite, to understand their needs, to respect them as individuals and to provide clear and understandable information. Although the banks are becoming more and more high tech the identification of a dimension that is high touch shows that personal contact still needs to be addressed.

Reliability and responsiveness which relation performance standards and can be addressed as process quality. Considering the banking sector the identification of this dimension seems sound as consumers do not want to have problems when dealing with their financial matters. They want to get a service without error, performed to high standards, correctly, promptly and timely. Access represents the convenience of location and working hours of a bank. Customers want enough parking space, locations close to their homes and suitable working hours. Even though bank services are moving on-line there are still many customers that go to the bank and want convenience. Tangibles which represent the appearance of a bank’s interior, equipment, staff members and printed materials. They expect employees to be properly dressed, a bank interior needs to be appropriately arranged, printed materials attractive and equipment up-to-date.

References:
TRANSITION OF INDIAN NON-LIFE INSURANCE – AN OVERVIEW
(WITH A SPECIAL REFERENCE TO HEALTH SEGMENT)

*Mr. P. Saravana Kumar
**Mr. D. Saravanakumar

Abstract

Health insurance continues to be one of the rapidly growing sectors in Indian insurance industry. The growth of health insurance industry lies mainly in better customer orientation in terms of servicing the customers, standardisation of procedures and definition across the industry. Standardisation provides simple yet innovative products, better understanding of the terms by the public and easy penetration in the market. Increased awareness about the benefits of health insurance, particularly in urban areas has occurred due to rise in the medical costs and also a result of popular government schemes. This in turn, has steered the authority to take a number of initiatives through health insurance regulations, 2013 and guidelines for standardisation in Health Insurance, 2013. The insurance sector is a colossal one and is growing at a speedy rate of 15-20%. Together with banking services, insurance services add about 7% to the country’s GDP. A well-developed and evolved insurance sector is a boon for economic development as it provides long-term funds for infrastructure development at the same time strengthening the risk taking ability of the country.

Keywords: Health Insurance, GDP, Economy

Introduction

The Indian insurance industry was privatised in the year 2000. While the industry has grown at a steady pace since privatisation, it has also witnessed significant structural changes. The life insurance sector has grown faster than the Indian economy resulting in an increasing insurance penetration (except for recent two years i.e., 2011 and 2012. The non-life insurance has grown at almost an equal rate as the Indian economy, reflecting a steady insurance penetration hovering in the narrow range of 0.60-0.78 per cent over the past decade.

Nevertheless, the segment has grown significantly over the years in terms of number of policies issued by the non-life insurers, which reflects the growing spread of non-life insurance products across the country. Insurance penetration essentially measures the reach of insurance, in terms of “insurance premium” rather than other indicators, such as, number of policies, etc. Thus, it is important to note that although the insurance penetration of non-life insurance has remained steady over the decade; its structure has undergone significant changes during the same period. One change which is significant in this segment is the emergence of health insurance, which has been growing consistently on a different path unlike other lines of business of non-life insurance. This segment has grown with a Compound Annual Growth Rate (CAGR) of 30.05 per cent during the past seven years, which is substantially higher than the CAGR (17.50 per cent) of the Gross Domestic Premium growth for the same period. Accordingly, the insurance penetration of health insurance (health insurance premium divided by total GDP of India) has witnessed a sharp growth, which is in contrast with the rest viz. non-life (less health), which has a CAGR of 15.25 per cent, less than the growth of Indian economy. Insurance can be classified broadly into: (a) life insurance, and (b) general or non-life insurance. General insurance or non-life insurance policies, including automobile and homeowners’ policies, provide payments depending on the loss from a particular financial event. General insurance typically comprises any insurance cover that is not deemed to be life insurance.

Importance of the Study

Indian households are good savers; they do not undertake financial planning and are financially at risk. Households need to understand the risk of both ‘living too long’ and ‘dying too young’. Further, in urban India and amongst the salaried class, insurance is largely used as a tax saving tool, rather than for protection against risk. There is need to reorient the consumer about the benefits of life insurance for both financial protection as well as for long-term wealth creation. The importance of insurance is unquestionable in modern economies as it serves a broad public interest and is vital to individuals’ security. Advocacy of insurance and risk issues is an important tool that complements the insurance regulatory and supervisory framework. This is particularly so given: (i) households’ growing risk exposures and responsibility for covering them; (ii) increasing diversity and complexity of insurance products; and (iii) heterogeneity of insurance providers and distribution channels. Advocacy can typically: (i) heighten individuals’ awareness and responsibility towards potential risks; (ii) enhance understanding of insurance mechanisms that can cover these risks; and (iii) enable the development of consumers’ knowledge and capacity in order to make informed decisions as regards insurance matters.

Global Insurance Markets

As per the world insurance report, published by the reinsurance major “Swiss Re” the global life insurance premium in real term grew by
2.3% in 2012 to USD 2621 billion after a contraction of 3.3% in 2011 mainly driven by the emerging markets. In advanced market premium grew by 1.8% in 2012 as compared to negative growth of 3% in 2011. Advanced Asian market which includes Japan, Hong Kong, South Korea and Taiwan registered a growth rate of 8.8%. Premium increased by 2.3% in USA. Premium in Western Europe continued to contract but the rate of contraction declined to negative 3.1% in 2012 as compared to negative 9.7% in 2011. Emerging market premium increased by 4.9% in 2012. Global Non-Life premium in real term grew by 2.6% in 2012 as compared to 1.9% in 2011. Premium in advanced markets grew by 1.5% in 2012 as against 0.9% in 2011. Premium in advanced Asian market registered a robust growth of 5.8% in 2012 mainly supported by South Korea (14%) and Hong Kong (8.2%). In emerging markets, Non Life premium registered a growth of 8.6% in 2012 as compared to 8.1% in 2011.

### INTERNATIONAL COMPARISON OF INSURANCE PENETRATION (In percent)

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>2011</th>
<th></th>
<th>2012</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Life</td>
<td>Non-life</td>
<td>Total</td>
</tr>
<tr>
<td>United kingdom</td>
<td>11.8</td>
<td>8.7</td>
<td>3.1</td>
<td>11.3</td>
</tr>
<tr>
<td>Switzerland</td>
<td>10.0</td>
<td>5.5</td>
<td>4.5</td>
<td>9.6</td>
</tr>
<tr>
<td>United States</td>
<td>8.1</td>
<td>3.6</td>
<td>4.5</td>
<td>8.2</td>
</tr>
<tr>
<td>Asian Countries</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>17.0</td>
<td>13.9</td>
<td>3.1</td>
<td>18.2</td>
</tr>
<tr>
<td>South Korea</td>
<td>11.6</td>
<td>7.0</td>
<td>4.6</td>
<td>12.1</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>11.4</td>
<td>10.1</td>
<td>1.4</td>
<td>12.4</td>
</tr>
<tr>
<td>Japan</td>
<td>11.0</td>
<td>8.8</td>
<td>2.2</td>
<td>11.4</td>
</tr>
<tr>
<td>Singapore</td>
<td>5.9</td>
<td>4.3</td>
<td>1.5</td>
<td>6.0</td>
</tr>
<tr>
<td>Malaysia</td>
<td>5.1</td>
<td>3.3</td>
<td>1.8</td>
<td>4.8</td>
</tr>
<tr>
<td>India</td>
<td>4.1</td>
<td>3.4</td>
<td>0.7</td>
<td>4.0</td>
</tr>
</tbody>
</table>

Source: Secondary Source “Swiss Re”

As per the report, outlook for non-life insurance industry will remain positive. Growth in emerging markets is expected to be strong due to better economic outlook and increasing penetration. The report also mentioned the global shifts taking place in the insurance market. Over the last fifty years share of premium shifted away from Europe and Anglo-Saxon market to Asian markets. The share of Europe and Anglo -Saxon market in global premium volume fell from 93% in 1962 to 56% in 2012. Over the next ten years, this shift is likely to continue and by 2023 China is expected to become the second largest insurance market after the USA.

### Indian Insurance Sector

The growth in Indian economy remained sluggish even in 2012-13 because of the overall prevailing deteriorating macro economic factors. Against this economic environment, the economy’s growth rate slowed down to 5% in 2012-13 as compared to 6.2% in 2011-12. The slowdown has been across the board, with no sector of the economy unaffected. Service sector grew by 7.1% in 2012-13 as compared to 8.2% in 2011-12. Finance, insurance, real estate and business services within the service sector, grew by 8.6% in 2012-13 as against 11.7% in 2011-12. Declining growth rate of the economy, persistent higher inflation and prices and slower rate of household savings impacted the growth of insurance sector. The total Non life insurance premium increased to Rs.62973 crore in 2012-13 as compared to Rs. 52876 crore in 2011-12. The growth rate of premium of non life insurance sector declined to 19.10% in 2012-13 as compared to 24.19% in 2011-12. As end of the September 2013, there are fifty two insurance companies operating in India of which twenty four are in the life insurance business and twenty seven are in non-life insurance business. The public sector insurers exhibited growth in 2012-13 at 14.60%, as against the previous year’s growth rate of 21.50%. The private sector insurers registered a growth of 25.26%, as against 28.06% achieved during the previous year. Two important indicators of the level of development of the insurance sector in any country are: (i) level of insurance penetration which is measured as the percentage of insurance premium in gross domestic product (GDP); and (ii) insurance density ratio (wherein insurance density is defined as the per capita expenditure on insurance premium and is directly correlated with per capita GDP). Both insurance penetration and density have increased significantly over the years, especially with the opening up of the insurance industry to the private sector.
Initiatives in Health Insurance

The recent initiatives bring into the fold coverage for AYUSH, special provisions for senior citizens etc., apart from streamlining and bringing into the regulations practices relating to file and use of products, portability, nomination and assignment, pre-insurance health check up, etc. The guidelines for standardisation of Health Insurance have brought out standard definitions for commonly used terms in health insurance policies, standard nomenclature and procedures for critical illness, standard pre-authorisation forms for cashless services, standard claim form, list of standard exclusions, etc. The premium underwritten by 17 private sector insurers (other than the insurers carrying on exclusively health insurance business) in 2012-13 was Rs.27,951 crore as against Rs.22,315 crore in 2011-12 (for 15 private Insurers). The additional insurers, viz. Magma HDI General Insurance Co. Ltd., and Liberty Videocon General Insurance Co. Ltd., started operations in 2012 and recorded a Gross Direct Premium of Rs.4,011 crore, leading to an increase in its market share from 6.22 per cent in 2011-12 to 6.35 per cent during the year under review. All the 15 private insurers, which were operating in the year 2011-12, reported an increase in premium underwritten for the year 2012-13.

The total health insurance premium collected by non-life insurers during the year 2012-13 was Rs.15,701 crore. The premium collected during the year was 16.57 per cent more than the health insurance premium collected during the previous year. This segment of the non-life insurance business has continued to grow at double digit figure for the past five years, although the growth rate has receded considerably from the high level witnessed during the period from 2006-07 to 2010-11. The share of the four public sector insurers in the total health insurance premium was 61 per cent in 2012-13. While private insurers contributed 28 per cent of the total health insurance premium, the rest 11 per cent was contributed by the four Standalone Health private insurers. The four public sector insurers continue to be the dominant players in the health insurance domain in India.

<table>
<thead>
<tr>
<th>HEALTH INSURANCE PREMIUM (Rs.Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insurer</td>
</tr>
<tr>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Non – Life Private</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Non –Life Public</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Standalone Health</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Source: Secondary Source (IRDA 2012)

Figures In brackets indicates growth ( in per cent) over previous year.

COMMISSION EXPENSES: NON -LIFE INSURERS

<table>
<thead>
<tr>
<th>COMMISSION EXPENSES: NON -LIFE INSURERS (Rs.Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segment</td>
</tr>
<tr>
<td>----------------------------</td>
</tr>
<tr>
<td>Private sector</td>
</tr>
<tr>
<td>Fire</td>
</tr>
<tr>
<td>Marine</td>
</tr>
<tr>
<td>Motor</td>
</tr>
<tr>
<td>Health*</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>


*excluding standalone Health insurers

Notes: Figures in brackets indicate the ratio (in per cent) of respective segment.

Incurred Claim Ratio

The incurred claims ratio (net incurred claims to net premium) of the non-life insurance industry was 82.79 per cent during 2012-13 which is lower than the previous year figure of 88.90 per cent.
The incurred claims ratio for public sector insurers was 84.79 per cent for the year 2011-12. Thus, the public sector insurers have been reporting a steady decline in the incurred claims ratio which stood at 89.22 per cent in 2011-12. In case of the private sector, the incurred claims ratio for the year 2012-13 was 79.56 per cent reporting a decline from the previous year’s ratio of 88.26 per cent. Among the various business segments, Health insurance and Motor insurance had a high claims ratio at 96.43 per cent and 87.06 per cent respectively. In comparison to the previous year, the incurred claims ratio for all segments (except the “Health” and “Others” segments) exhibited a healthy decrease. The incurred claims ratio was less than 100 per cent cumulatively for all the segments in the year 2012-13.

**INCURRED CLAIMS RATIO: NON –LIFE INSURERS**

<table>
<thead>
<tr>
<th>Department</th>
<th>Private sector</th>
<th>Public sector</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011 -12</td>
<td>2012 -13</td>
<td></td>
</tr>
<tr>
<td>Fire</td>
<td>71.55</td>
<td>67.0</td>
<td>66.37</td>
</tr>
<tr>
<td>Marine</td>
<td>84.32</td>
<td>60.39</td>
<td>72.87</td>
</tr>
<tr>
<td>Motor</td>
<td>92.86</td>
<td>97.6</td>
<td>95.2</td>
</tr>
<tr>
<td>Health*</td>
<td>100.2</td>
<td>103.2</td>
<td>101.4</td>
</tr>
<tr>
<td>others</td>
<td>84.79</td>
<td>88.2</td>
<td>86.49</td>
</tr>
<tr>
<td>Total</td>
<td>89.27</td>
<td>84.79</td>
<td>87.68</td>
</tr>
</tbody>
</table>

Source: Secondary Source (IRDA Report 2012)

**Net Profits of Non-life Insurers**

During the year 2012-13, the total net profit of non-life insurance industry was Rs.3,282 crore as against a profit of Rs.25 crore in 2011-12. The public sector companies reported a net profit of Rs.2,603 crore whereas the private sector insurers reported a net profit of Rs.679 crore. A significant component of these profits were contributed by the Investment Income which had increased by Rs.1,925 crore over 2011-12. All the four public sector insurers reported net profits during 2012-13.

**NET PROFITS/LOSSES: NON –LIFE INSURERS**

<table>
<thead>
<tr>
<th>Insurers</th>
<th>2011 -12</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public sector</td>
<td>1144.71</td>
<td>2602.72</td>
</tr>
<tr>
<td>Private sector</td>
<td>-1120.19</td>
<td>679.11</td>
</tr>
<tr>
<td>Total</td>
<td>24.52</td>
<td>3281.83</td>
</tr>
</tbody>
</table>

Source: IRDA Report 2012

**Conclusion**

The Indian healthcare Industry is estimated to grow to $280 billion by 2020, up from $79 billion in 2012. With over 70% ‘out-of-pocket’ expense burden on the consumers, the market is ripe for health insurance entities including global players. The industry is likely to undergo major reforms. Whichever model evolves, it is clear that the entire healthcare financing and delivery system is poised for a major change. Healthcare transformation must focus on the three key goals of access, cost, and quality. Entities will encounter multiple challenges in catering to the needs of the 1.3 billion populations, stratified on culture, economy, and means. Private entities need to complement public initiatives to develop a comprehensive healthcare delivery and financing system. Targeted product development, proximity to the consumer, and championing efficiency will be the critical success factors. A focused approach encompassing public and private sectors, and leveraging emerging technology will play a disruptive role in the healthcare transformation ahead.

**References**

STRATEGIC STRESS MANAGEMENT

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Abstract

The problem of occupational stress has been extensively studied mainly due to the negative effects it has on the organization and employees. Some organizations have programs designed to help physical and mental health workers to prevent problems due to stress and to help "make do" with work-related stress. Stress management is an important part of maintaining good physical and emotional health and healthy relationships with others. This article presents some strategies to prevent and reduce stress both at the organizational level as well as individually. With rare exceptions, Romanian stress Management programs have not known a great success, the reasons behind this being related to mentality. The occupational stress problem in Romania is still an open question, waiting to be solved.

Key Words: Occupational Stress, Stress Management

Introduction:

Professional stress management strategies on the organizational level

People’s ability to mobilize and successfully or unsuccessfully deal with stress factors is termed coping, adjusting to stress, or stress management self-mobilization. Increasing interest in how people manage to cope with stress has increased dramatically in the 80s. Stress management refers to all the means used to objectively or subjectively respond to a stressful situation perceived by the individual. Anti-stress strategies involve very high costs, but they bring great benefits, which can be measured financially in the improvement of the employees' morale. Some organizations have programs designed to help physical and mental health workers to prevent problems caused by stress and to help "make do" with work-related stress. They have both prophylactic and therapeutic nature, and in order to be effective, emphasis must move in time from treatment to prevention (Stoica, 2007). The best solution is preventive, here we refer to the recruitment and selection (choosing those able to cope with stress levels for those positions), training and development programs (which means acquiring knowledge and abilities that will allow adjusting to job requirements and coping with professional stress), the communication process in the organization (designed to eliminate any aroused ambiguity).

Organizational strategies to prevent occupational stress

The Organization shall keep stress under control by utilizing the following means: by defining the job – by setting specific tasks, by reducing the element of danger caused by the ambiguous and conflicting function, and by granting more autonomy to employees in carrying out their tasks within a well defined organizational structure, by setting objectives and performance standards – the normal and achievable targets, likely to mobilize people, but without burdening the absurd tasks, by way of sharing the burden - careful framing of the people in positions that would match their capacities, by way of career development -development and promotion at work must be based on professional skills, not on an overestimation or underestimation of the employee, through performance management - to stimulate dialogue between managers and employees in connection with the work done, with their problems and their aspirations, by providing advice – creating conditions so that employees can discuss their problems with someone in service personnel, healthcare professionals of the company or in a program assistance for employees, by training managers in the methods of performance analysis and counseling techniques, and in terms of how to mitigate the stress affecting them but also others, by ensuring a balance between service obligations and social obligations – taking up policies that take into account employees’ responsibilities as parents, spouses or legal guardians, or providing them necessary facilities, such as special leaves and flexible work schedules.

Organizational strategies to prevent occupational stress are quite simple; they involve the creation of a suitable working environment in terms of employment characteristics, labor relations, organizational structure and achievement of a healthy organizational culture. The design work must meet certain conditions to create a positive organizational climate, without stress. Positive organizational climate must allow the use of employees skills and freedom, must ensure that the loads of work are sufficiently varied and challenging to maintain interest of the employees, that tasks do not run counter their interests and that they are provided with a consistent way of working; must give employees feedback on performance obtained, take up the responsibility of the employee, enable the individual to participate in decisions concerning their own work, enable professional learning and ensure the existence of clear goals, which do not contradict the aims of others. In terms of labor relations an important role is played by social support provided by superiors. Superiors may adopt a flexible management style, allowing employees to focus both on individual needs and on achieving the tasks of the group and making sure that the group has a spirit of
cooperation. The organizational structure is designed in such a way as to facilitate communication within the organization. Minimizing the height of the structure, designing recipes communication to ensure communication between departments and between different hierarchical levels allows for rapid and discrete procedures of dealing with complaints and also allows for communication of feedback on decision making processes, providing employees at every level with the opportunity to participate in decisions affecting their own work and future projects. In terms of organizational culture, positive attitude toward employees, even if there are other aspects (e.g., customers, production) considered to be priorities. Predominant focus on quality products and services essentially reflects the attention paid to employees’ knowledge and skills. Mistakes are seen as opportunities for learning rather than occasions for criticism, achieving organizational goals is seen as a way of satisfying the interests of employees, and personal development opportunities are available to each individual.

Deaconu, Podgoreanu and Rașca argue that there are three types of anti-stress strategies: primary strategies, secondary strategies and tertiary strategies. Primary, radical strategies are very expensive and very rarely adopted, being used in cases of profound reorganization and for the purpose of a maximum reduction of ambiguity and dissatisfaction at work and cases of relocation of organizations in green places, in offices that offer all necessary facilities to reduce stress. The way of arranging the workspace (tidiness in the office, reducing the possible noise and pollution, natural lighting and appropriate temperature, decorating and maintaining cleanliness on the desk, plants, ensuring adequate storage and filing, ergonomic chairs, the existence of tables for discussion, availability of service for equipment, prompt replacement of damaged equipment) should contribute to a more relaxed atmosphere. Secondary strategies are aimed at minimizing the stress level of the organization by giving all employees access to gyms, diet treatments. Tertiary strategies are designed to assist people with clear signs of stress through anti-tobacco and anti-alcohol programs and confidential advice to people suffering from stress.

Organizational stress reduction measures

Organizational stress reduction measures consist of procedures of offering general and professional advice to employees. General occupational stress reduction measures refer to activities such as: reduction of work of the individual or even implementation of a program of change, simplification of procedures and of secondary tasks of different activities, enabling the individual to express unpleasant feelings about his/her condition. Professional advice made available to employees, including management team members has a significant effect in reducing organizational stress.

Companies have realized the usefulness of anti-stress programs by looking at the reduction of medical costs for their employees. The latest programs of this kind are the so-called “wellness programs” designed to take care of both the physical and psychological aspect of the employee. They may include giving up smoking and alcohol seminars, losing weight and healthy diets, exercise programs. One such program was developed by health Weimar Institute in California and named after an ingenious NEW START (also valued a a symbol) mnemonic formula, The initials designate the factors considered adorable for the subjects eager to control their way of life in a direction that would prepare the body able to allow a reduction in multiple daily stressors. Thus the initials mean the following: N - nutrition (food), E - exercise (physical effort for “clearing the mind”), W - water (daily consumption of more than 2 liters of water), S - Sun (sun, judicious exposure to sunlight), T - Temperance (moderation, including periods of employment adjustment/relaxation), A - air (fresh air), R - rest (sleep and relaxation including weekends) and T - trust (social support, trusting somebody). Price supported the idea that exercise, movement can reduce stress and can counteract some of the adverse physiological effects; many companies introduced fitness programs for employees. Studies have shown that fitness training is associated with a better state of mind, with feeling better about oneself, reduced absenteeism and better reporting of professional performance.

Professional stress management strategies on the individual level

Although the role of the organization in eliminating stress is very important, successful action will be limited unless individuals mobilize in this direction, by taking a series of personal measures. These should be: understanding company policies, organization of personal work space, optimal peer relationships, proper communication, inner balance, periods of physical and mental relaxation, antistress activities during leisure time, observing colleagues or subordinates’ stress and getting involved in solving it.

Understanding organizational policies determined relief on the part of workers, relaxation, in other words, reduction of occupational stress. Radical changes without notifying the employees can lead to extremely stressful situations. Therefore, they must be preceded by previous mature thinking, and by a clear understanding of the reasons behind the decision of the organization. Organizing personal space is another important activity in the struggle with professional stress. Workspace is organized in such a way as to be enjoyable and allow efficient use of time. Many visual stimuli can cause stress, so all things and unnecessary paper work should be
discarded and offices should be adorned with plants, photographs, paintings.

A relaxed and friendly climate is beneficial for the prevention of stress. It is helpful for people who feel under stress to have discussions and exchange points of view with colleagues. Even if they can not get help from them, any advice or encouragement is helpful.

Adequate communication is also absolutely necessary in order to avoid, if this is possible, occupational stress. The way messages are transmitted must be tailored in order to fit the people who receive them. Some prefer written messages whereas others respond better to what they are transmitted in person. Meetings with colleagues or subordinates are very important to establish appropriate working relationships and to obtain useful information and advice from subordinates, which should be listened to carefully. Moreover, criticism must be constructive and confidential; otherwise it could block group communication and might not be received with openness and objectivism. Inner balance or control of reactions to undesirable or inconvenient events that are unavoidable represents an asset in fighting stress. Problems and frustrations should not be ignored, on the contrary one should raise awareness, as they appear and should act to remove the inconvenient situation with objectivity, without leaving place for anger and fury, without becoming intolerant towards the others. Positive thinking and calm can be very helpful in difficult, stressful situations and have a favorable effect on colleagues/subordinates and working climate. Thus, the physical and mental condition of employees will not be affected. Observation of stress in colleagues and subordinates and involvement in solving it are essential in combating occupational stress. It is better for signs of stress to be identified as soon as they appear (e.g. apathy in dealing with others, irascibility, disorganized manner of work, delay in resolving tasks, and repeated delays at meetings, indifference towards one’s appearance). Stress awareness is the first condition for eliminating it. Once the signs of stress are understood, the hard part begins: persuading those with problems that some measure should be taken. This should be done tactfully, during individual discussions in a relaxed pleasant atmosphere, in the company of colleagues with which the individual is in close relationship. People in distress should be treated with patience, and be given the chance to recover. Providing support must follow certain steps: discussion of the problem faced and its causes, identification of the type of support wanted – discussions, training, medical assistance and monitoring of the effectiveness of programs selected. Temporary discharge from tasks, psychiatric counseling, advice for better time management, engaging in a physical exercise program, will help both employees and the organization recover with beneficial effects.

Anti-stress leisure time activities are absolutely mandatory. The work / family conflict is the major source of stress, so allocation of sufficient time to be spent with one’s family (in the evenings and at weekends, on holidays) is an important task in preventing stress. Relaxation by means of pleasant outdoor activities should not be neglected. Sleep and healthy meals, exercise and hobbies are essential. A technique frequently mentioned as an effective stress reduction technique is saying "No". Too often people become stressed due to their inability to refuse doing something because of the embarrassment of telling others that they cannot fulfill their tasks. These phenomena lead to work overload, and stress with all their negative effects. Straining one’s body occurs because of excessive conscientiousness, or too much concern for others or because of pride, and it can contribute to premature and inefficient consumption of the energy necessary for adjustment. This is harmful for the respective person, and for others, creating unpleasant situations and an unfavorable working environment. Other important stress management strategies on the individual level are those presented by Bában: development of stress management skills and behaviors (development of assertiveness, development of positive communication with others, learning the art of saying no, identification and resolution of conflicts whenever they occur, learning methods of problem solving and decision making and learning methods of relaxation – Jacobson progressive relaxation method, Schultz autogenous training), development of a healthy lifestyle (maintaining a normal weight, practice of healthy eating behaviors, regular exercise and practicing relaxation, giving up smoking and alcohol consumption), establishing and maintaining appropriate social support (requesting direct support and responsiveness to it and develop and maintain relations of friendship), developing confidence in one’s forces (setting priorities and personal limits, participation in developing this capacity, setting realistic goals) and time management (reviewing goals, establishing things that must be done, and things that one would like to do, and the time allotted to each, setting priorities, taking breaks between activities, reviewing priorities and progress, analyzing standards and finally remembering that after each activity performed, one should be granted a reward). The techniques used in these programs are the following: relaxation techniques, control reactions with bio-feedback, training in time management and training of positive and realistic thinking about the sources of stress.
With rare exceptions, Romanian stress management programs have not known a great success, especially due to the existence of a specific mentality. Romanian employers are still followers of the "X" management theory, which believes that people are lazy by nature and have to be forced to work, have to be tightly controlled and promptly punished. On the other hand, some multinational companies are dealing with another phenomenon: it is normal to work overtime, to be constantly busy, constantly in action, to be in a permanent hurry, always running out of time. The occupational stress problem in Romania is still an open question, waiting to be solved.

Ten Ways to Cope with Stress

- Prepare yourself to cope with Stress. Recognize that stress is an inevitable, essential part of life, and but it can also be harmful if not dealt with properly.
- Learn to identify signs of stress and their sources. Try to become acquainted with your own stress moods and have a sense of the amount of stress you can manage without an energy breakdown.
- Develop the ability to interpret stress events in a positive way. The energy from stress can be channeled into a constructive form and can be a helpful tool to initiate changes in your lifestyle.
- Be aware of your own power. Marcus Aurelius noted, “If you are distressed by anything external, the pain is not due to the thing itself, but due to your estimate of it.” You do have the power to control your own stress response.
- Plan your response to stress. Certain events in your life are repeated, and you can learn to anticipate a crisis. Determine that you will manage the next one with greater calmness. Example: You may be able to postpone a decision about moving, changing jobs, etc., until you can handle it better.
- Treat yourself positively. Worrying is neither profitable nor constructive. Do what you can about a situation and then move on to other things. Assure yourself that you do your best and that things will work out well. Think positively and say to yourself: Today, I will accomplish... This is much better than negative, hand-wringing indecisiveness.
- Work on being open and politely assertive. Suppressed feelings, anxieties, self-doubts, and low-esteem are among major stresses that lead to illness and disease. Expressing feelings in a clear and direct way, non-defensive yet nonthreatening, can be a great tension reliever.
- Develop a repertoire of assertive skills. Act on your own best interest. Express emotion. Respect the rights and needs of others. Stand up for your rights without fear or anxiety.
- Make personal guidelines. Don’t set self-expectations too high or create a state of frustration and time pressure. Re-evaluate your goals periodically. Other examples:
- Make changes. Consider changing the part of your life that brings about chronic stress. When all other attempts fail to relieve stress, there may be a need to eliminate the source.

Stress Management Techniques

To manage the effects of the stress response ('fight-or-flight') on your body.

In the Moment Techniques

- Breath
  - Deep Breathing:
    Deep breathing is a simple but very effective method of relaxation. It works well in conjunction with other relaxation techniques such as Progressive Muscular Relaxation, relaxation imagery and meditation to reduce stress. To use the technique, take a number of deep breaths and relax your body further with each breath. That’s all there is to it!
  - Abdominal breathing or 3 part breathing:
    Place hands on belly. Hands should go out with your belly on inhale, in on the exhale. Repeat until feeling relaxed. Alternative: start with abdomen and expand to chest and shoulders, then reverse on exhale.
  - Breath Counting
    It may be helpful to count on inhale and exhale: 5 seconds of inhale 5 seconds of exhale OR 4/7/8 Inhale for 4 seconds, Hold for 7 seconds, Exhale for 8 seconds
  - Freeze-Frame Technique from the book Transforming Stress by Doc Childreth's this takes some practice and works great for people that are able to visualize well (great for worriers!)

Step 1 SEE and PAUSE: Recognize the stressful feeling, see it-visualize it, then pause it, like pushing the Pause button on your DVD or taking a time-out!
Step 2 HEART BREATH: Take a deep breath. Make a sincere effort to Shift your focus away from the racing mind or disturbed emotions to the area around your heart. Pretend you’re breathing through your heart to help focus your energy in this area. Keep your focus there for ten second or more.
Step 3 RECALL and FEEL: Recall a positive, fun feeling or time you’ve had in your life and attempt to re-experience it. Focus on the feeling rather than the thoughts or visual image. Activate the positive emotion.

OPTIONAL Step 4 Using your intuition, common sense and sincerity Ask your heart, what would be a more efficient response to the situation you are Freeze-Framing, one that will minimize future stress?
OPTIONAL Step 5 Listen to what your heart says in answer to your question. Compiled by Ben Brown, MD.
Technique for Physical Tension
Progressive Muscular Relaxation (PMR):

Progressive Muscular Relaxation is useful for relaxing your body when your muscles are tense. The idea behind PMR is that you tense up a group of muscles so that they are as tightly contracted as possible. Hold them in a state of extreme tension for a few seconds. Then, relax the muscles to their previous state. Finally, consciously relax the muscles even further so that you are as relaxed as possible. By tensing your muscles first, you will probably find that you are able to relax your muscles more than would be the case if you tried to relax your muscles directly.

Experiment with PMR by forming a fist, and then clenching your hand as tight as you can for a few seconds. Then relax your hand to its previous tension, and then consciously relax it again so that it is as loose as possible. You should feel deep relaxation in your hand muscles. For maximum relaxation you can use PMR in conjunction with breathing techniques and imagery.

Technique for Racing Mind
The “Relaxation Response”:

Try the following 6-step relaxation response from the book called “The Relaxation Response,” by Dr. Herbert Benson the next time you feel anxiety or stress:

- Sit quietly in a comfortable position.
- Close your eyes.
- Deeply relax all of your muscles, beginning at your feet and progressing up to your face.
- Keep your muscles relaxed.
- Breathe through your nose.

Become aware of your breathing. As you breathe out (exhale), say the word, “ONE”, silently to yourself. For example: breathe IN...OUT, “ONE”, IN...OUT, “ONE”, etc. Breathe easily and naturally. Continue for 10 to 20 minutes (depending on your schedule). You may open your eyes to check the time, but do not use an alarm. When you finish, sit quietly for several minutes, at first with your eyes closed, then with your eyes opened. Do not stand up for a few minutes. Do not worry about if you are successful in achieving a deep state of relaxation. When distracted, simply return to repeating “ONE.” Besides relying on this technique a few times each day, I recommend using it to get to sleep at night, especially after a long, hard day or before a tough next day. It’s simple. It can fit it in to your day when needed, it is fast, reliable and most importantly, it works!

Conclusion

We have presented an overview of stress, its nature, sources, effects and some stress relieving measures needed to combat stress. You are encouraged to try out some of these techniques and to regularly use whichever suits you best. By implementing effective anti-stress strategies, stress need not be feared. Stress management is important for better mental as well a physical health.

References

IMPACT OF ASSET QUALITY OF NEW GENERATION PRIVATE SECTOR BANKS ON PROFIT*

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***D.Rajaprabu***

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Abstract

The quality of assets is an important parameter to gauge the strength of the bank. The main motto behind measuring the Asset Quality is to ascertain the component of Non-Performing Assets (NPA) as a percentage of Total Assets. Bank asset quality not only affects the financial and operating performance of the bank itself, but also further impinges on the soundness of the national financial system. New generation banks are not just bank who are involved in the implementing a new strategy for the sake of survival. It creating larger revenues by properly investing and managing the fund to create optimum profit and goodwill for the long run of the business can be considered and proved as sustainable. In this paper the researchers found that asset quality and profitability are negative correlated in the New Generating Private Sector banks and suggested the measures to maintain the quality of assets in banks.

**Key Words:** NPA, Private Banks, Asset Quality, NGPS, Correlation

I. Introduction

Asset Quality is one of the most critical areas in determining the overall condition of the bank. The primary factor effecting overall Asset Quality is the quality of the loan portfolio and the credit administration program. Loans are usually the largest of the asset items and can also carry the greatest amount of potential risk to the bank’s capital account. Securities can often be a large portion of the assets and also have identifiable risks. Other items which impact a comprehensive review of asset quality are other real estate, other assets, off-balance sheet items and to a lesser extent, cash and due from accounts, and premises and fixed assets. The Asset Quality rating reflects the quantity of existing and potential credit risk associated with the loan and investment portfolios, other estate owned, and other assets, as well as off-balance sheet transactions. The ability of management to identify, measure, monitor and control credit risk is also reflected here. The quality of assets is an important parameter to gauge the strength of the bank. The main motto behind measuring the Asset Quality is to ascertain the component of Non-Performing Assets (NPA) as a percentage of Total Assets. These NPAs should be considered against not just Total Assets but also against the Advances because NPAs primarily arise from Advances. This indicates what type of Advances the bank has made to generate interest income. Thus, Asset Quality indicates the type of the debtors of the bank.

Bank asset quality not only affects the financial and operating performance of the bank itself, but also further impinges on the soundness of the national financial system. Yang referred that the deterioration of asset quality from the ignorance of loan quality by banks is one of the main causes behind the Asian Financial Crisis.

New generation banks are not just bank who are involved in the implementing a new strategy for the sake of survival. But, banks who are involved in the process of creating a paradigm shift to overcome the ever-changing market requirement and customer preferences by the way they organize the internal and external activities, and initiates by considering traditional human values and using modern technology. That may result in creating larger revenues by properly investing and managing the fund to create optimum profit and goodwill for the long run of the business can be considered and proved as sustainable.

II. Literature Review

Bank asset quality is one of the main issues for banking research. Almost all their search on bankruptcy has agreed that a huge amount of nonperforming loans exists before banks go bankrupt. Statistically, bank asset quality is an indicator for the liquidation of banks. In addition, the literature on the production efficiency of financial institutions has found that normal financial institutions have comparatively higher costs and lower profits than the

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III. Statement of Problem

NPA means booking of money in terms of bad asset, which occurred due to wrong choice of client. Because of the money getting blocked the profitability of bank decreases not only by the amount of NPA but NPA lead to opportunity cost also as that much of profit can be invested in some return earning project/asset. So NPA not only affect current profits but also future stream of profits, which may lead to loss of some long-term beneficial opportunity. Managing NPAs has a lot to do with managing productive assets and ensuring effective corporate governance. If performing assets are turning into NPAs, it is because there is lot that happens to change the quality of assets. As of now, NPAs in most of the banks are within the permissible limits. However, they have not been able to bring additional capital for expanding their business operations through internal generations, but have done so through the equity market. Banks have taken recourse to the debt market or by pleading their case with the government for recapitalization. In this backdrop it becomes very important to understand the relationship of Non-performing assets and profitability, whether decrease in NPAs leads to increase in profitability or not. This information is very vital in monitoring, regulating and policy formulation.

IV. Objectives of the paper

The main purpose of the proposed study is to examine the relationship of NPAs in with profit in New Generation Private Sector Banks in India. The following are the specific objectives of the study

1. To examine the relationship of profit on non performing assets of NGPS Banks in India.
2. To offer suggestion to curb the non performing assets in NGPS Banks in India.

V. 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 are 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, Lok Sabah press releases, Annual Reports of Banks, 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), Correlation, Maximum, Minimum, ANOVA and Duncan Analysis 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 twelve years starting from 2000-2001 to 2011-2012.

Population of the study

The study cover all New Generation Private Sector Banks in India operating as on 2012 end by adopting census method.

VI. Results and Discussions

RELATIONSHIP BETWEEN GROSS NPA AND NET NPA WITH NET PROFITS OF NGPS BANKS

Correlation: Correlation is a numerical measure used to determine the degree of relationship between Variables.

Reason of Using the Technique: By using the correlation we want to determine whether there is any relation between Net Profits with Gross NPA and Net NPA of NGPS Banks or not.

Formula: 
\[ r = \frac{N\sum dx\sum dy - \sum dx \sum dy}{\sqrt{N\sum dx^2 - (\sum dx)^2} \sqrt{N\sum dy^2 - (\sum dy)^2}} \]

---

Table 1: Relationship between NPA and Profit

<table>
<thead>
<tr>
<th>NGPS Banks</th>
<th>The relationship of NPA with Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Axis Bank</td>
<td>Positive</td>
</tr>
<tr>
<td>DCB Bank</td>
<td>Negative</td>
</tr>
<tr>
<td>HDFC Bank</td>
<td>Positive</td>
</tr>
<tr>
<td>ICICI Bank</td>
<td>Positive</td>
</tr>
<tr>
<td>Indusind Bank</td>
<td>Negative</td>
</tr>
<tr>
<td>Kodak Mahindra Bank</td>
<td>Positive</td>
</tr>
<tr>
<td>Yes Bank</td>
<td>Negative</td>
</tr>
</tbody>
</table>

Source: Table 2

Interpretation of Result: As we can see that “r” that is correlation coefficient is positive with GNPA and NNPA with profit for Axis bank, HDFC bank, ICICI bank and Kodak Mahindra Bank. It means that there is a positive relation between Net Profits with GNPA and NNPA of NGPSB. It simply means that as profits increase GNPA and NNPA also increase. It is because of the mismanagement on the side of bank. GNPA and NNPA is directly related to Total Advances given by bank and banks main source of income is interest earned by bank. Since we have seen earlier that total advances are increasing so interest income is increasing and profits are also increasing. But as we know there are two types of Customers (good and bad). Good customers’ leads to increase in profits by paying interest and installments on total advances timely and Bad customers leads to increase in NPA by not paying interest and installment on total advances timely. This is because of mismanagement and wrong choice of client. That is the only reason of positive relation between NPA and Profits. But think if there is good management by bank then amount of NPA decrease and Profits will increase more by the amount not become NPA. Then there will be negative relation between profits and NPA. There is a high degree of negative correlation found between GNPA and NNPA with profit in DCB Bank, Indusind Bank and Yes Bank respectively. An inverse relationship clearly defines that if NPA are controlled, it will increase the profitability in the DCB, Indus and Yes Bank respectively.

VII. Management of NPA
Some of the ways to manage the advances turning into NPA have been listed as below.

a. There must regular follow-up with the customers and it is the duty of banker to ensure that there is no diversion of funds. This process can be taken up at regular intervals.

b. Personal visits should be made after sanction and disbursal of credit and further close monitoring of the operations of the accounts of borrowed units should be done periodically.

c. Managers under credit monitoring and recovery department should have dynamism and seal in their work. It has been observed that these personnel are worried due to accountability fixed arbitrarily. Many managers say that “we do not fear to negotiate but we do not negotiate out of fear. Such fear leads to arbitrary negotiation, which fails.

d. Frequent discussions with the staff in the branch and taking their suggestions for recovery of dues make them more involved to reduce the ill effects of NPA.

e. Assisting the borrowers in developing his/her entrepreneurial skill will not only establish a good relation between the borrowers but also help the bankers to keep a track of their funds.

f. RBI may initiate actions against defaulters like, publishing names of defaulters in Newspapers, broadcasting media, which is helpful to other banks and financial institutions.

g. As a part of curative measures, bankers may resort to Compromise Settlement or One Time Settlement. Lok Adalats and Debt Recovery Tribunals are other ways for the recovery of dues. It has been observed that Banks these days are highly resorting to SARFAESI Act for the management of NPA.

h. If the delinquencies are due to reasons beyond the control of borrower which are namely draughts, floods, or other natural calamities, the banker should suitably restructure the loans taking into account the genuine difficulty of the borrowers.

VIII. Conclusion
In this study it is shown that asset quality and profitability are negative correlated in the banking industry. We suggest that management of the banks need to keep a special eye on credit- enquiring effectiveness. Although more thorough credit-enquiring activities consume more costs in order to identify the credit of the accommodators in advance, it can reduce the non-value-added activity of coping with a large number of trouble loans afterwards. Finally, indicator of asset quality, such as the overdue loan ratio or credit receivable.

IX. Reference
30. Rajni saluja, Roshan lal(2010), comparative analysis on non‐performing assets (NPAs) of public sector, private sector and foreign banks in India, International Journal of Research In Commerce & Management, volume no: 1 (2010), issue no. 7 (November) ISSN 0976-2183,p 80
STRATEGIC USE OF PESTER POWER AS A TOOL FOR ADVERTISERS
(A study with reference to Thiruvananthapuram, Kerala)

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** Mr. Dev Anand

Abstract
This research paper in albeit provides an empirical study on the various drivers of pester Power and tries to identity the most influential source creating pester power. The study also attempts to study the impact of pester power on final Purchase derision. The key literature on pester power is reviewed. Primary data was collected from a sample of 94 children aged 3-7 and 8-12 using questionnaire survey. Various statistical methods such as Pearson correlation, Linear Regression and Chi tests were employed using SPSS version 16.0 to analyze the data. Children regard TV commercials as an important information source for new product. However, they also place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products. Also it has been verified that the extent to which no of children is directly effecting the degree to which children are able to influence their parent’s decision. The study has made a contribution to the extant literature on children as consumer. The findings would be valuable in assisting companies, especially those in the food and FMCG industry, to have a better understanding of children’s buying behavior.

Key words: Pester power, Consumer, attitude, advertisement, behaviour

1.0 Introduction
If advertisement to consider the most influential, evergreen fashionable tool of promotion, than using children in advertisement is the most popular trend. Marketing guys are obsessed with featuring children in advertisement sand catering to their 'needs'. "Pester power" refers to children's ability to nag their parents into purchasing items they may not otherwise buy. Marketing to children is all about creating pester power, because advertisers know what a powerful force it can be.

Marketing guys are obsessed with feat tiring children in advertisements and catering to (their 'needs'. From "My Daddy strongest" to "Mummy ka magic chalega kya", to "Daagachcheu hai" they are all over flooded with exposing children be it cough drops or pain killers, vacuum cleaners or water purifiers, tooth pastes or floor cleansers, automobiles or even home appliances. They are no longer being treated as passive viewers, but are targeted as 'influencers' in household buying. And it is not just because this burgeoning brood is demanding more clothes, more shoes, more toys and more games. Rather, these kids, who could be three-year-old tykes, arc huge influencers in their parents' big-ticket purchases - from luxury cars to laptops. Experts peg the market for products and services in which kids play the role of an influence at an astounding $100 billion (Rs 450,000 crore).

1.1 Drivers of Pester Power: The Major Factors Responsible for Pester Power
Indian society has undergone a sweeping change in terms of the structure and environment of its vital institution-Tile Family.

- More working women and consequently more dual income families.
- Grand parents' increasing role in bringing up children because of working mothers. Grand parents' are the fastest growing income sources for the children.
- Rise in the number of single parent households-Research supports that children in single parent households make their first purchases almost a year earlier than their two-parent household counterparts.
- Delayed Parenthood-This results in parents with more disposable incomes at the time their children are born.
- Greater Exposure to Kids -There is an ever-increasing exposure to kids both in terms of technology and mass media.
- The pang and guilt of not being able to spend much quality lime with children is compensated by smothering them with material goods.
- Hurried Child Syndrome and Hyper parenting-Parents today overscheduled their children's life with a heavy dose of academics and extracurricular activities, forcing the little adults to excel both at school and extra academics.
- The 'Askable Parent'-The great authoritarian divide between parents and children is inexistent. 'Parenting' is out and being pals/friends to the children is the in thing. Communication between parents and children has opened up considerably and the stereotypical roles have become rarer. This endearment encouraged the wanton kids to ask for material pleasures which they know would never be denied by their parent turned pal.
• Growth of Retail Sector There appears to be a high positive correlation between the growth of the retail sector and the development of the kids market. There are opportunities galore. Every departmental has a space assigned exclusively for kids merchandise ranging from Kriish apparels to Power Ranger bikes. A perfect example is the growth of indoor amusement centres in malls targeted to children. Kids Channels-The dedicated channels to kids programming target kids in two ways-'eye-balls' on channels that is, viewing and brand promotions. Cartoon Network and Disney lead the pack.

The paper touches upon this sensitive issue and tries to identify the most influential drivers of Pester Power. The secondary issues which were highlighted through the research papers were identifying the conditions/ factors in which a marketers are best able to create Pester Power through advertisement. The study also attempts to identify condition for parents response towards child tantrums. This includes factors like Watching hours; Age Group and number of children in a family etc.

2.0 Review of Literature

Today’s children are unique in many ways from previous generations, but perldmps the most influencing on our young children today is Television advertisements. “In 1997, the nation’s estimated 34 million children age 12 and under will have spent or influenced spending of a record $500 billion” (Horovitz 1997). There is obviously a great deal of interest in ibis subject, many books have been written, and many studies and reports done on the effects of TV advertising on children.

Children don’t just have their parents buy their toys, but they make purchases of their own. Children’s spending has roughly doubled every ten years for the past three decades, and has tripled in the 1990’s. Kids ages 4 to 12 spent $2.2 billion in 1968 and $4.2 billion in 1984. By 1994, the figure climbed to $17.1 billion and by 2002, their spending exceeded $40 billion. Kids direct buying power is expected to exceed IS 1.8 billion by 2006 (Laws, 2003). No matter how you look at it, advertisers choose children because they are the most easily influenced and will spend their money if they find something interesting.

A growing awareness was developed during the 1990s that children had enormous market potential, not as one market but as three a current market spending their own money in order to satisfy their own needs and wants, an influential market attracting a substantial amount of parental expenditure, and a future market that eventually will constitute all the customers for a firm's services (McNeal and Yeh, 1997).

Compared to children with siblings, the only child generation tends to present certain characters in that they appear to be less cooperative with their classmates, less task-oriented, and possess fewer leadership qualities (Hall, 1987).

John (1999) proposes a model of consumer socialisation in which children learning to be consumers are theorized to undergo a developmental process in three stages: from the perceptual stage through to the analytical stage, followed by the reflective stage as they mature into adult consumers.

Ward et al. (1977) utilised the learning theory to explain consumer socialisation and postulated "a basic component of children's learning about the marketplace is knowledge of sources of information about products." Socialisation agents are the influential sources that convey norms, attitudes, motivations, and behaviours to the learner (McLeod and O'Keefe, 1972). Much evidence shows that parents, peers, mass media, stores, schools, brands, and products themselves and their packages are all sources of information, namely socialisation agents (Ward, 1974; Moschis and Churchill, 1978; Moschis and Moore, 1979; Moschis, 1987; Dotson and Hyall, 2005). Mascarenhasand Higby (1993) classified sources of influence upon teen's shopping into personal and isolation factors, such as opinions and attitudes towards product, brand and store, market advice and purchase values and norms available from parents, peers and the media.

2.1 Parents as the Primary Socialisation Agent

The influence of family on consumer socialisation appears to produce effects more through the subtle social interactions between parents and their children than purposive education effects carried out by parents (Ward, 1974). During the processes of direct communication between parents and children, parents influence their children's interactions with other consumer influence sources, and play a role to modify the effects of other socialisation agents upon their children, such as mass media and peers groups (Moschis, 1985, 1987). In terms of the relative importance of different information sources, television, parents, store visits and friends were ranked as the most important sources of information by Chinese children (McNeal and Ji, 1999).

2.2 Mass Media as Socialisation Agent

While parents are considered the primary socialisation agents of children, "no other agent of consumer socialisation has received more attention (in the literature) than the mass media" (Moschis, 1987, p.121); Nowadays children are in the environment of the omnipresence of television in which programmes and commercials are used with persuasive intentions. Considerable evidence has shown that the more children interact with the mass
media, the more consumer behaviour learned by children and the more consumer socialisation occurs (Moschis and Churchill, 1978; Moschis and Moore, 1982; O'Guinn and Shrum, 1997).

2.3 Retailer as Socialisation Agent
Retailers can be logically expected to be significant consumer socialisation agents, also, because of the regular and frequent store visits by children and the interactions between the two parties (McNeal and Ji, 1999, p.347). Research shows that the average ten-year-old child goes shopping 250 times per year, or approximately five times per week (Dotson and Hyatt, 1994). The more often parents take their children shopping, the more conscious the children become of the information about products such as price and brands (Shim et al., 1995). Shopping was listed by children as their second favourite after school activity after watching T V (Schnlman and Clancy, 1992).

3.0 Research Methodology
3.1 Objective of the Study:
The major objectives of the study are to ascertain the prime reason that creates pester power.
1. To identify the most influential tool creating Pester Power.
2. To identify which part of commercial is most retained by the kids most.
3. To identify how parents respond to their child tantrums.
4. To identify whether child respond differently for different category of product.
5. To identify whether degree of pester power is different for different age group kids.

3.2 Research Design
Research design is descriptive in nature. Based on the objective of the research the study was carried out involving both primary and secondary data. The primary data was collected through questionnaire for the survey from Thiruvananthapuram district, the capital of Kerala as this is the district which has a cosmopolitan population owing to the number of various Government and Central Government offices which has people from across the country working. The children of 3 primary schools were asked to take the questionnaire home for completion and return it to their teachers within three days, the questionnaire was divided into two part: Part A to be filled by the kids and Part B by the parents. Empirical data were collected from the children of two age group viz: 3-7 and 8-12. Children of these ages were expected to be mature enough and have been found in previous studies to be:
- Active, independent shoppers (McNeal, 1992);
- Highly cognitive of their consumption choices (Belkelal., 1982); and

A list containing eight items was presented 4 from the eatable category and other four were grocery items and the children were asked to report what was most likely source for them to learn about a new type of each. The list was compiled after a two-week observation on which products were most frequently advertised. In the first part, children's media exposure and shopping habits were examined, questions related to the impact of socialisation agents such as peers, attributes of products, and brands and children's information sources of new products were investigated. The total of 100 questionnaire were distributed and 84 were returned back giving a return rate of 84%.

Data Analysis and Interpretation TV Viewing Watching Hours
Refer-Table I, 38 percent of the children were heavy viewers (more than 3 hours per day in weekdays), 30 percent were moderate viewers (less than 3 hours per day in weekdays), and 32 percent light viewers (Less than one hours).

Demand from the Parents
Figure I summarizes the children demand patterns towards the two categories of products. Pester Power seems to be more for eatable product category as compared to FMCG products. Surprisingly the pattern of kids' remembering the commercial are almost the same as that of demand pattern.
On asking the question that which part of the commercial they remember the most the following result was obtained Table II.
The above figure shows that brand celebrity and slogan are the parts of commercial which are best retained by the kids.
The research also tries to identify the most informative/influential source creating Pester Power. It can be concluded through the research that children finds television as the most informative source followed by the friends/peers pressure. Table III

Inferential Analysis
The role of TV and the child watching behavior on children response
H1: No. of watching hour effect the children response to product they saw on TV.
Pearson Correlation (r) was conducted to test if there were relationships between hours that children spent watching TV and the attitudes toward products advertised on TV. Surprisingly no significant relationship were found between the hours children spent watching TV and the desire to buy the products advertised on TV (r = 0.079, p=0.475). Table IV

Attention Behaviour towards TV Commercial
Ha2: children attitude towards TV commercial effect their degree of pester power.
With regard to the degree of attention paid to TV commercials, the result suggested that the degree of pester power towards product was significantly correlated to the attention paid to TV commercials. A linear regression was undertaken. The criterion variable included the items for kids response towards the product, while the independent variables consisted of the degree of attention paid to TV commercials respectively. The regression provided a statistically significant $r^2$ of 0.074 ($F= 6.525; P=0.012$), further the value of t-statics corresponding to the coefficient of number of children is 2.554 and is significant which shows that the correlation is positive, moderate and significant.

The above two results indicated that children's attitude towards products advertised on TV may not be significantly related to the number of hours that they watched TV and the degree of attention that they paid to advertising has a strong impact on the degree of pester power shown by the children. Refit' Table. V

Age Group as an Important Factor Influencing Child Behavior

Ha3: Child behavior differs age wise

A strong positive correlation between age group and degree of pester power created is identified. Since p value is .029, which is less than the sig level (.05 ) the null hypothesis is rejected stating that the age group of kids definitely pose an impact on the parents reaction towards child tantrums. The coefficient of correlation is .239. The value of t-statics corresponding to the coefficient of number of children is -2.225 and is significant which shows that the correlation is negative, moderate and significant. The value of $r^2$ is .057 and F value is 4.950 which is significant as indicated by p value(.029). Table VI

Ha4: Kids response towards a product they saw on television differs Gender Wise

No significant differences were found between genders: girls were equally likely to state their demand as indicated by the chi square value (3.747 with p=.290). Table VII

Age Group and number of Children in the family as factors influencing parents response towards their kids Pester Power

Ha3: no of children in a family influence the parents response to the child tantrums

The research also focus on identifying a relationship between number of children in a family and the parents reaction towards the child tantrums. Since p value is .0000 which is less than the sig level (.05 ) the null hypothesis is rejected stating that the number of kids definitely pose an impact on the parents reaction towards child tantrums. The coefficient of correlation is .510. The value of t-statics corresponding to the coefficient: of number of children is -5.370and is significant which shows that the correlation is negative, moderate and significant. The value of $r^2$ is .260 and F value is 28.837 which is significant as indicated by p value(.000). Table VIII

Ha5: age of children affect the parent's response towards the child's tantrums

The research also tries to identify weather the age group of children has an impact on the Parents response. A negative, moderate and significant correlation is identified. The value of $r^2$ is .120 and F value is 11.178 which is significant as indicated by p value (.001). Table IX

Findings

Advertising influences the minds of children, which creates a need to own that particular product being advertised. Glossy images on the magazines or billboards or flashy advertisements on television only create the urge for impulsive buying.

Parents who cannot deal with the rising demands or temper tantrums only tend to give in to the demands of their children. Children then get used to a certain kind of lifestyle, which is shown on the television or through various media. This only creates a very wrong impression on their young minds making them lose the ability to live a life without relying on materialistic joys. In short this study illustrates the integration of three levels of influence on Pester Power behaviour: Interpersonal, Environmental, and the products. The interpersonal influences considered are those from parents and peers. The environmental influences refer to the exposure to television and shopping visits. The attributes of products include brand name, taste, price and package. The study has produced the following major findings:

Advertisement, especially TV commercials, plays an increasingly important role in children's learning about new products and exerts growing influence on their preferences for certain items. The power of advertising thus, cannot be ignored.

- No. of watching hour do not effects the children response to product they saw on T.V.
- Children attitude towards TV, commercial effect their degree of pester power.
- Children's altitude towards the television commercials also differs age wise.
- Gender differences have no effect upon children's consumer socialization.
- No. of children in a family negatively influence the parents response to the child tantrums
- Age of children has an impact on the parent's response towards the child's tantrums

Managerial Implications

The research has a number of implications for marketers targeting children, age group can be a major variable used to reach children using media strategies. It might be more effective to target kids in the age group of 3-7 using commercial advertisement
strategies. On the other hand gender might not be an effective segmentation to target using commercial sources. In other words, marketers could target age-based segments more effectively in order to reach Children's market.

Marketers today are increasingly targeting children directly with child-orientated messages, logos, and characters that play emphasis on a "cool" and "fun" image (Wechsler, 1997). However, this communication strategy is not effective for all children. The findings of this study suggest that Chinese children, during the reflective stage, are likely to pay more attention to the "true value" of products, such as price, taste and nutrition. They are more inclined to heed their parents' advice about products; as a result, are less influenced by factors perceived as irrational. Therefore, marketers should instead develop communication strategies that try to engage both children and their parents. Next number of children and watching hour's habits are also important factors to keep in mind while framing marketing strategies.

References
CUSTOMER SERVICE IN CANARA BANK

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Abstract

Good customer service begins with the identification of the needs of the customer, schemes etc. the essence of good customer services are speed, timeless, accuracy, care, concerns and courtesy with which the service is rendered. While the need for speed, timeless, accuracy to satisfy the customer is easy to be undertaken what is perhaps required is little more emphasis on the aspect of care, concern and courtesy for the customers. The customer relationship commences not from the date of opening of an account but from the moment the bank agrees to open an account. Another requisite to contribute a customer is that the transaction should be in the nature of ordinary banking business that is either deposit or advance. Casual visit to the bank to pay insurance premium, electricity bill, etc does not make a person, a customer of the bank. Similarly, a person who has a safe deposit locker in his name but no deposit account with the bank does not become a customer of the bank.

Key words: Financial, non-financial

Introduction

Widely known for customer centricity, Canara Bank was founded by Shri Ammembal Subba Rao Pai, a great visionary and philanthropist, in July 1906, at Mangalore, then a small port town in Karnataka. The bank has through various phases of its growth trajectory over hundred years of its existence. Growth of Canara bank was phenomenal, especially after nationalization in the year 1969, attaining the status of a national level player in terms of geographical reach and clientele segments. Eighties was characterized by business diversification for the bank. In June 2006, the bank completed a century of operation in the Indian banking industry. The eventful journey of the bank has been characterized by several memorable milestones. Today, Canara bank occupies a premier position in the comity of Indian banks.

Not just in commercial banking, the bank has also carved distinctive mark, in various corporate social responsibilities, namely, serving national priorities, promoting rural development, enhancing rural self-employment through several training institutes and spearhead financial inclusive objective. Promoting an inclusive growth strategy, which has been formed as the basic plan of national policy agenda today, is in fact deeply rooted in the bank’s founding principles.” A Good bank is not only the financial heart of the community, but also with in obligation of helping in every possible manner to improve the economic conditions of the common people”. These insightful words of our founder continue to resonate even today in serving the society with purpose. The growth story of canara bank in its first century was due, among others, to the continued patronage of its valued customers, stakeholders, committed staff and uncanny leadership ability demonstrated by its leader at the helm of affairs. We strongly believe that the next century is going to be equally rewarding and eventful not only in service of the nation but also in helping the bank emerge as a global bank with best practices”. This justifiable belief is founded on strong fundamentals, customer centricity, enlightened leadership and a family like work culture.

Significant Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st July 1906</td>
<td>Canara Hindu permanent fund ltd. Formally registered with a capital of 2000 share of Rs.50/- each, with 4 employees.</td>
</tr>
<tr>
<td>1910</td>
<td>Canara Hindu permanent fund renamed s canara bank limited.</td>
</tr>
<tr>
<td>1969</td>
<td>14 major bank in the country, including canara bank, nationalized on July 19</td>
</tr>
<tr>
<td>1976</td>
<td>1000th branch inaugurated</td>
</tr>
<tr>
<td>1983</td>
<td>Overseas branch at London inaugurated can card(the bank’s credit card) launched</td>
</tr>
<tr>
<td>1984</td>
<td>Merge with the Lakshmi commercial bank ltd</td>
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<tr>
<td>1985</td>
<td>Commissioning of indo Hong Kong International Finance limited</td>
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<tr>
<td>1987</td>
<td>Canbank mutual fund &amp; canfin homes launched</td>
</tr>
<tr>
<td>Year</td>
<td>Event</td>
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<td>--------</td>
<td>----------------------------------------------------------------------</td>
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<tr>
<td>1989</td>
<td>Canbank venture capital fund started</td>
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<tr>
<td>1989-90</td>
<td>Canbank factors limited, the factoring subsidiary launched</td>
</tr>
<tr>
<td>1992-93</td>
<td>Became the first bank to articulate and adopt the directive principles of “good banking”</td>
</tr>
<tr>
<td>1995-96</td>
<td>Became the first bank to conferred with iso-9002 certification for one of its branches in Bangalore</td>
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<tr>
<td>2001-02</td>
<td>Opened a ‘Mahila banking branch’, first of its kind at Bangalore, for catering exclusively to the financial requirements of women clientele.</td>
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<tr>
<td>2002-03</td>
<td>Maiden IPO of the bank</td>
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<td>2003-04</td>
<td>Launched internet banking services</td>
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<tr>
<td>2004-05</td>
<td>100% branch computerization</td>
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<tr>
<td>2005-06</td>
<td>Entered 100th year banking services</td>
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<tr>
<td>2006-07</td>
<td>Retained number one position in aggregate business among nationalized banks. Signed MoUs for commissioning two joint ventures in insurance and set management with international majors viz., HSBC (Asia Pacific) Holding and Robeco Groep N.V respectively</td>
</tr>
<tr>
<td>2008-09</td>
<td>The bank 3rd foreign branch at shanghai commissioned.</td>
</tr>
<tr>
<td>2009-10</td>
<td>The branch network crossed the 3000 mark.</td>
</tr>
<tr>
<td>2010-11</td>
<td>The bank’s 4th foreign branch at Leicester and a Representative office at Sharjah, UAE, opened.</td>
</tr>
<tr>
<td>2011-12</td>
<td>Total number of branches reached 3600. The bank’s foreign branch at Manama Bahrain opened</td>
</tr>
</tbody>
</table>

**Foreign Branches**

Published its international division in 1967, to supervise the functioning of its various foreign departments, thrust to foreign exchange business, particularly exports and to meet the requirements of NRIs. The bank’s presence abroad has brought in considerable foreign business, particularly NRI deposits. The bank has its presence abroad, as under:

List of our branches/office abroad
- London branch
- Leicester branch
- Shanghai branch
- Hong kong
- Kingdom of branch
- United Arab emirates

In 1954 Peter Drucker wrote in “The Practice of Management”. There is only one valid definition of business purpose:”to create a customer’s”. The customer is the foundation of the business and keep them in existence.

**Canara Bank Achievements**

Achievements during 2012-2013
- Canara bank received 2nd runner up award for ‘best online bank’ among public sector banks at banking technology awards 2011
- Canara bank received 2nd runner up award for ‘best customer relationship initiative’ among public or banks at IBI banking Technology wards 2011
- Canara bank received IDRBT Best Award among large banks for “use of technology for financial inclusion” from the hands of RBI governor Dr.D.Subbarrao.

Achievement during 2011-2012
- The implementation of Rajbhash, the bank receive Indira Gandhi Rajbhasha Puraskar 2009-2010-encouragement prize.
- Bank was conferred 5 awards by the public relations council of India (PRCI),

**Customer Service in Canara Bank**

The present chapter highlights the various banking services like mobilization of deposits, extension of loan facilities and offering various agency services. The services offered by the study unit can be broadly classified in to the categories namely.

- Deposit schemes
- Lending schemes and
- Subsidiary services.

**Deposit Schemes**
The Canara Bank is offering various kinds of deposits so as to suit the needs of different categories of people. The different types of deposits are:

- Saving bank account
- Fixed deposit account
- Recurring deposit account
- Term deposit account
- Current deposit account
- Current account
- Non-resident Indian account

**Loans and Advances**

The bank offers many types of borrowing facilities in order to satisfy the different categories of the people. The different classification of loans and advances are:

- Loan
- Cash credit
- Overdraft
- Bills discounted and purchase

**Subsidiary Services**

Modern commercial banks performing the major functions cover wide range of financial and non-financial services to customers and general public. The banking services are steadily increasing to meet the growing needs of the community. The services and facilities provided by the bank may be classified into two:

- Agency services.
- General utility services.

**Agency Services:**

The banker act as an agent of their customer in performing the following function:

- Payment and collection of subscriptions
- Dividend, salaries, pension etc
- Purchase and sale of securities
- Acting as executor, administrator and trustee
- Acting as power of attorney

**General Utility Services**

The banker provides the following general utility services to customers:

- Safe custody of valuable
- Letter of credit
- Traveler’s cheque
- Remittance of funds
- Merchant banking
- Foreign exchange business
- Lease financing
- Factoring
- Housing finance

- Underwriting of services
- Tax consultancy
- Credit cards gift cheques
- Consultancy services
- ATM

**Canara Bank: First and Best**

- Bank was conferred with national award-2011 for excellence in the field of khadi and village
- Silver award for corporate film (Tv commercial) English
- Bronze award for house journal/magazine-languages
- Bronze award for table calendar

**Conclusion**

With increasing competition, the customer expectation has also encouraged. Higher education standards, greater mobility have resulted in more sophisticated, knowledgeable and demanding customer, more vocal is the opinions. Customer service is the final test in the customer-oriented environment. We can get everything else right in terms of product price and marketing but unless we complete the process with incredible good customer service, we run the risk of losing business or ever going out of business.

**References**

**A STUDY ON INVESTORS’ PREFERRED INVESTMENT AVENUES WITH SPECIAL REFERENCE TO CUDDALORE TALUK, TAMILNADU**

*S. Ramprasath*

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**Abstract**

An investor has different investment avenues to park his/her hard earned savings. Investment is the current commitment of money or other resources in the expectation of repairing future benefit. Investment is an economic activity. This involves creation of assets or exchange of assets with profit motive. This study analyses the investors preferred the select investments avenues and also analyse the before making investment decisions. Because sometimes fear and greed while making investment decisions play a vital role while making their investment decisions. The study has been conducted among 350 investors in different parts of cuddalore taluk. The collected data have been analysed with the help of chi-square test and percentages.

**Keywords:** investment, investment avenues, investment decisions, investor behaviour.

**Investment**

Investment is the current commitment of money or other resources in the expectation of repairing future benefit. Investment is an economic activity. This involves creation of assets or exchange of assets with profit motive. It is the employment of funds with the purpose of earning additional income or growth in value. The person making investment has to part with his funds. Investment is the employment of funds with the aim of achieving additional income or growth value. Investment involves long-term commitment; Investment is the allocation of monetary resources to assets that are expected to yield some gain or positive return over a given period of time.

**REVIEW OF LITERATURE**

* Karthikeyan B (2001) in his thesis titled “small investors’ perception on post office small savings schemes” has made an attempt to assess the level of awareness among the small investors in urban area and semi-urban areas. An attempt has also been made by him to elicit the perceived opinion of the small investors on the post office small savings schemes. According to the author necessity of life and tax benefits play a vital role in motivating the small investors in urban and semi-urban areas to invest in post office small savings schemes.

* Parul Mittal and Sandeep Aggarwal (2012)* have conducted a study under the title “Investment in Financial Products: What Motivate the Investor a Study in Jaipur” the chief objective of the study is to make generalization of consumer’s behaviour towards the investment of money. According to the authors men’s preferred investment destination is stock market (31%) and second alternate choice is commodity market (22%), while more than 60% of men do not like to invest money in real estate and government bonds. The authors have also found that Men invest more than women. The authors have also stated that 83% of professional people invest money in market. The authors have recommended that special schemes should be offered for the customer based on their occupation type like for businessman, service people, and other classes.

* Geetha N and Ramesh M (2011)* in their article have made an attempt to study people’s choice in investment avenues of Kurumbalur under the title “A Study on People’s Preferences in Investment Behaviour” the authors have found that 59.5 per cent of respondents’ investment decision depends on return and protection of investment. 22.7 percent and 19.3 percent of respondents’ investment decision is influenced by liquidity and risk performance respectively. The authors have concluded that in Kurumbalur respondents are more aware about various investment avenues like insurance, PPF, bank deposits, small savings like post office savings etc. The authors have concluded that awareness program has to be conducted by stock brokering firms because most of the respondents are unaware of this new service and stock market.

* Sanjay kantidas (2011)* in this article titled “An Empirical Analysis on Preferred Investment Avenues among Rural and Semi-Urban House Holds” has conducted a study to identify the investment habits of the households in Nagaon Districts of Assam. The author has stated in the article that respondents belonging to the age group of 40-50 years show keen interest in investing in insurance products (54.55%) and the next choice goes in favour of investing in stock market (21.21%) followed by investment in banks and financial institutions (15.15%). Investment in property scored the lowest amongst all age group of the sample under the study. The author has further stated that ULIP (Unit Liked Insurance Policy) is the most popular insurance product for short term insurance investment followed by banks, share market and mutual fund. The long term investment interest goes in favour of insurance products followed by share market and banks. The author has concluded by saying that higher income
group shows relatively high preference towards investment in share market, conversely lower and average income group shows keen preference towards insurance and banks as the most preferred investment avenues.

**Objectives of the study**

The specific objective of this study is to examine the investors' preferred investment avenues. However, the study has the following specific objectives.

- To identify the investors' preferred investment avenues.
- To analyze the behavior of investors in Cuddalore taluk while selecting their investment avenues.

**Hypotheses of the study**

$H_0$: Investment decisions are not affected by gender of the respondents.

$H_1$: Interval in making investments is not affected by occupational status.

$H_2$: Fear and greed while making investment decisions is not affected by annual income of respondents.

**Research methodology**

The study has been conducted among 350 investors in different parts of Cuddalore taluk. The sample investors were selected by adopting convenience sampling method. Primary data relating to the study were collected by using questionnaire method. The questionnaire contains two parts. Part A contains the questions which are related to demographic variables. The questions of part B are related to investment behaviour the collected data have been analyzed with the help of SPSS package. Chi-square test and percentages have been used to analyze the collected data. Chi-square test has been used to analyze the significant relationship between certain demographic variables and investment behaviour variables.

**Data Analysis**

The demographic profile of the individual investors in Cuddalore district is explained in the following paragraphs.

**Table: 1 Gender of the Respondents**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Gender</th>
<th>No. of the Investors</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>247</td>
<td>70.6</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>103</td>
<td>29.4</td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td>350</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary data

The above table shows the gender classification of the respondents. Out of the 350 respondents 70.6 percentage of the investors belong to male category and the remaining belong to female category.

**Table: 2 Age of the Respondents**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Age (In Years)</th>
<th>No. of the Investors</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than 20</td>
<td>28</td>
<td>8.0</td>
</tr>
<tr>
<td>2</td>
<td>21-30</td>
<td>136</td>
<td>39.0</td>
</tr>
<tr>
<td>3</td>
<td>31-40</td>
<td>114</td>
<td>32.5</td>
</tr>
<tr>
<td>4</td>
<td>41-50</td>
<td>56</td>
<td>15.9</td>
</tr>
<tr>
<td>5</td>
<td>Above 51</td>
<td>16</td>
<td>4.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>350</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

The above Table shows that out of the total 350 sample respondents 39.0 per cent of the respondents are in the age group of 21-30 years, 32.5 per cent of the respondents are in the age group of 31-40 years, 15.9 per cent of the respondents are in the age group of 41-50 years, 8.0 per cent of the respondents are in the age group of less than 20 years, and 4.6 per cent of the respondents are in the age group of above 51 years. Hence it is concluded that a considerable percentage of sample respondents are in the age group of 21-30 years.

**Table: 2 Education Qualification of the Respondents**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Education Qualification</th>
<th>No. of the Investors</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Uneducated</td>
<td>58</td>
<td>16.6</td>
</tr>
<tr>
<td>2</td>
<td>Primary school</td>
<td>90</td>
<td>25.7</td>
</tr>
<tr>
<td>3</td>
<td>High school/H.S.C</td>
<td>82</td>
<td>23.4</td>
</tr>
<tr>
<td>4</td>
<td>Degree</td>
<td>50</td>
<td>14.3</td>
</tr>
<tr>
<td>5</td>
<td>PG Degree</td>
<td>57</td>
<td>16.3</td>
</tr>
<tr>
<td>6</td>
<td>Diploma/ITI/Others</td>
<td>13</td>
<td>3.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>350</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

The above Table reveals that out of the 350 sample respondents 25.7 per cent of the respondents are having primary level of education, 23.4 per cent of the respondents fall in the category of High school/H.S.C, 16.6 per cent of the respondents are uneducated, 16.3 per cent of the respondents are post graduates, 14.3 per cent of the respondents are under graduates and 3.7 per cent of the respondents fall in others category which includes ITI, certificate courses and diploma. It may be concluded that around 26.0 per cent of the individual investors in this district are having school level education only.

**Table: 3 Occupational Status of the Respondents**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Occupational Status</th>
<th>No. of the Investors</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unemployed</td>
<td>58</td>
<td>16.6</td>
</tr>
<tr>
<td>2</td>
<td>Professional</td>
<td>90</td>
<td>25.7</td>
</tr>
<tr>
<td>3</td>
<td>Student</td>
<td>82</td>
<td>23.4</td>
</tr>
<tr>
<td>4</td>
<td>RETA</td>
<td>50</td>
<td>14.3</td>
</tr>
<tr>
<td>5</td>
<td>Government Job</td>
<td>57</td>
<td>16.3</td>
</tr>
<tr>
<td>6</td>
<td>Private Job</td>
<td>13</td>
<td>3.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>350</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

The above table shows that out of the 350 sample respondents, 25.7 per cent of the respondents are having primary level of education, 23.4 per cent of the respondents fall in the category of Retired, 16.6 per cent of the respondents are unemployed, 16.3 per cent of the respondents are student, 14.3 per cent of the respondents are in the category of RETA, 3.7 per cent of the respondents fall in others category. It may be concluded that around 26.0 per cent of the individual investors in this district are having school level education only.
The above Table indicates the occupational status of the individual investors in Cuddalore district. The above Table indicates that out of the 350 sample respondents, 36.9 per cent of the respondents are employees, 29.1 per cent of the respondents are farmers, 13.7 per cent of the respondents are businessmen, 8.9 per cent of the respondents are homemakers, 4.6 per cent of the respondents are professionals, 3.7 per cent of the respondents belong to ‘Others’ category and 3.1 per cent of the respondents fall under “Retired category”. Hence it may be concluded that a considerable number of respondents (129) are employees.

Table: 4 Annual Incomes of the Respondents (in Rs.)

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>No. of the Investors</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 1,00,000</td>
<td>125</td>
</tr>
<tr>
<td>2</td>
<td>1,00,001 to 1,50,000</td>
<td>126</td>
</tr>
<tr>
<td>3</td>
<td>1,50,001 to 2,00,000</td>
<td>53</td>
</tr>
<tr>
<td>4</td>
<td>Above Rs.2,00,001</td>
<td>46</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>350</td>
</tr>
</tbody>
</table>

Source: Primary data

It is revealed from the Table 4 that out of the 350 sample respondents, 36.1 per cent of the respondents fall in the annual income group of 1,00,001 -1,50,000, 35.7 per cent of the respondents fall in the annual income group of below 1,00,000, 15.1 per cent of the respondents fall in the annual income group of 1, 50,001 to 2,00,000, 13.1 per cent of the respondents fall in the annual income group of above Rs.2,00,001, it may be concluded that around 72 per cent of the respondents fall in the annual income category of less than Rs.1,50,000.

Table: 5 Investors Preferred Investment Avenues

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Investment Avenues</th>
<th>Present Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Post Office Small</td>
<td>183(52.3)</td>
</tr>
</tbody>
</table>

Source: Primary data

From the above Table 5 it is crystal clear that out of the 350 investors in Cuddalore taluk. 86.6 per cent of them have invested in bank deposits, 77.7 per cent of them have invested their hard earned savings in bullion (gold/silver), 52.6 per cent of them have preferred life insurance policies, 52.3 have deposited their money in the post office small savings schemes, 30.0 per cent of them have invested in real estate, 23.7 per cent of them have preferred chit fund, 11.1 per cent of them have preferred ‘mutual fund’ schemes, 10.0 per cent of them have opted for Government bonds, and 8.9 per cent of them have purchased corporate securities which include shares, debentures and bonds. 8.3 per cent of them have invested in company deposits at present.

There is any relationship between gender of respondents of investors and investment decisions taken by them.
There is any relationship between occupational status of investors and what interval do you make investment taken by them.

**Table: 6 Interval Make Investment Based On Occupational Status**

<table>
<thead>
<tr>
<th>Occupational Status</th>
<th>At what interval do you make investment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Weekly</td>
</tr>
<tr>
<td>Farmer</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Home maker</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Businessman</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Value Df Asymp. Sig. (2-sided)**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>92.114a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>79.039</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>Linear-by-Linear</td>
<td>3.353</td>
<td>1</td>
<td>0.067</td>
</tr>
<tr>
<td>Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>350</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.12. Since the calculated value of chi-square (6.76) is more than the table at 5% level of significance, hence we reject hypotheses.

Findings

- 70.6 percentage of the investors belong to male category and the remaining belong to female category.
- 39.0 per cent of the investors in the age group of 21-30 years.
- 26.0 per cent of the investors in this district are having primary school level education only.
Around 40 per cent respondents of investors (258) are employees.

Around 72 per cent of the respondents fall in the annual income category of less than Rs.1, 50,000.

Majority of the investors have present investment 86.6 per cent of them have invested in bank deposits, 77.7 per cent of them have invested their hard earned savings in bullion (gold/silver), 52.6 per cent of them have preferred life insurance policies, 52.3 have deposited their money in the post office small savings schemes.

Investment decision are not affected by gender of the respondents

Interval in making investment is not affected by occupational of the respondents.

Fear and greed while making investment decisions are not affected by annual income group.

Conclusion:

This study area respondents above 50 percentage of investors preferred the investment avenues are bank deposits, bullion, life insurance policies and post office small savings schemes. The study also confirms that investors in the sample area carefully consider all available information before making investment decision. Since the sample respondents investors belong to semi-urban and rural areas there is no wonder in the behaviour of the respondents investors in preferring the investments in the order of priority.

References:

Introduction: Global warming is leading to major climate changes across the globe & making various places vulnerable to natural disasters. The need of the hour is to combat the effects of global warming. Everyone can help protect the environment. Small changes made in everyday lives can add up and have a big positive environmental impact. Banks are also doing their bit in this regard through green banking. Green Banking is a new phenomenon in the financial world. It encompasses the type of banking which takes into account the social and environmental impacts with the intention of protecting and preserving the environment.

Objectives of the study
The main objectives of the study are as follows
- To know about green banking and its associated advantages.
- To suggest ways to promote green banking in India.

Research Methodology
The data has been collected from various secondary sources. It has been extracted from among different published sources such as journals, magazines, research articles.

Green banking
Green banking as a term covers several different areas. A rather broad definition to define green banking would be using those banking activities that reduces carbon footprint and are environmental-friendly. Green banking is like normal banking; only difference is that it considers all the social and environmental factors to protect the environment and to conserve natural resources. Green banks are also known as ethical banks or sustainable banks. Green banking entails not only the way the banking business is being done but also encourages environment friendly investments by banks. Banks give lending priority to those industries which have already turned green or are trying to go green. Green banking performs in many forms. It includes use of online banking instead of branch banking, paying bills online, opening up CDs and money market accounts at online banks, instead of large multi-branch bank etc.

Green banking products
Green banking product coverage includes:
- Green Loans: means giving loans to a project or business that is considered environmentally sustainable.
- Green Mortgages: refers to type of mortgage that provides you a money-saving discount or a bigger loan than normally permitted as a reward for making energy-efficient improvements or for buying a home that meets particular energy-efficiency standards.
- Green Credit Cards: Be it in form of environmentally friendly rewards or using biodegradable credit card materials or promoting paperless banking, credit cards are going green.
- Green Saving Accounts: In case of Green Saving Accounts, banks make donations on the basis of savings done by customer’s. The more they save, the more the environment benefits in form of contributions or donations done by banks.

Mobile banking and online banking: These new age banking forms include less paperwork, less mail, and less travel to branch offices by bank customers, all of which has a positive impact on the environment

Green banking initiatives in India
The Government of India has issued guidelines / instructions to banks on Green Initiatives. In order to implement the green initiatives of the government, all public sector banks and all regional rural were asked to:

I. Increase use of Electronic Payment.
II. Increase use of Core Banking Solution (CBS).
III. Increase use of Video Conferencing.
IV. Offer centralized payment system through sub-membership route to all banks to facilitate direct Electronic Benefit Transfer (EBT)

Many banks in India have taken various green banking initiatives be it in form of green products or services, green communication (like online bill pay or online payment etc.), green projects or green events.

Some of them have been listed below:

State Bank of India, the country’s largest Public Sector Bank had launched its ‘Green Channel Counter’ facility on State Bank Day (01.07.2010), at 57 select branches of the Bank spread across the country as a step towards paperless ‘Green Banking’ for deposit, withdrawal and remittance transactions. With this facility the customers need not fill up any pay-in slips or draw cheque for depositing or withdrawing money from their accounts, saving paper, and thereby contributing to the concept of ‘Green Banking’. At the Green Channel counter, there is a Point of Sale Machine (POS), on which the customer swipes his card. He is then asked by the machine to select the type of transaction, viz. (0) Cash Deposit, (1) Cash Withdrawal and (2) Funds Transfer. And thus the transaction is completed without paper usage.

SBI became the first bank in the country to venture into generation of green power by installing windmills for captive use. As part of its green banking initiative, it installed 10 windmills with an aggregate capacity of 15 MW in the states of Tamil Nadu, Maharashtra and Gujarat.

Under its campaign ‘Hum air Hariyali’, IndusInd Bank Ltd inaugurated Mumbai’s first solar-powered ATM to save on 1980 Kwh of energy annually. It is also supporting various environment friendly finance programmes and projects.

ICICI Bank has been actively complementing Government of India’s policies, initiatives and targets set for sustainable economic development and environment protection. ICICI Bank has been in implementing several projects under Montreal and Kyoto Protocol obligations for over two decades. ICICI Bank is the first among the public sector banks to have entered into carbon credit business and is actively involved at national and international levels in various forums on climate change.

ICICI Bank’s Green initiatives range from Green offerings/ incentives, Green engagement to Green communication to their customers. Paperless initiatives like e-statements and e-greetings helped ICICI Bank save 30,000 trees from being felled in 2009-10, besides cutting down spending on stationery by Rs 7.36 crore.

The recycling initiative of Axis bank under the Green Banking banner has helped the bank productively use around 21,572 kilograms of dry waste during the year.

Punjab National Bank launched green e-vigilance for the bank which involves paperless dealings in complaint and vigilance procedures through e-network which drastically cuts down cost and time.

Advantages of Green Banking
- Use of online banking instead of branch banking saves time.
- It leads to rationalization of paper usage.
- Green banks are more environment friendly.
- Green banking makes people aware about effects of global warming
- Green banking creates awareness about environment and social responsibilities among people.
- It provides support to development of new projects which are more environment friendly.

Suggestions

Following are some of the suggestions that can be adopted by the banks to promote green banking in India:
- Make customers more and more aware about green banking through their websites.
- Promoting different forms of electronic banking services, green communication (like online bill pay or online payment etc.).
- Creating customer’s awareness through the media.
- Carbon footprint reduction by saving energy and paper.
- Carbon footprint reduction by offering transportation services for their employees.
- Providing environment friendly rewards to customers.
- By financing more and more environment-friendly projects.
- Join hands in more and more environment preserving causes.
- Focus on greening IT infrastructure.

Conclusion

With increasing concern about global warming and conserving environment, Indian banks are becoming more responsive towards the green aspirations of their customers. New initiatives like green products and new environment friendly policies are being adopted. But still there is a long way to go. Indian banks should adopt effective strategies for green banking by considering it as a necessity rather than desirability. This endeavour will surely help them in creating long term value for their business.

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4. ICICI’s Go Green initiatives saved 30,000 trees in 2009-10. Retrieved from file:///F:/grn%20bnkng/ICICI’s%20Go%20Green%20i iniatives%20saved%2030,000%20trees%20in%202009-10.htm
RURAL WOMEN EMPOWERMENT

* Dr. S. Kalpana
** R. Yuvaraj

Abstract

Rural women today have been suffering a lot due to the feeling of helplessness and lack of decision-making capabilities in financial matters. Self help groups (SHGs) are the most recent development for them which could enable them to come forward and make them self dependent and self employed. The economic empowerment of rural women is being regarded these days as a very popular sign of progress for a country, hence the issue of economic empowerment of women is a paramount importance to the Economists, Political thinkers, Social scientists and economic reformers. Self Help Groups (SHGs) have smoothened the way for economic independence for rural women. The members of Self Help Groups are involved in micro entrepreneurship. Through that Rural Women are becoming economically independent and providing employment opportunities to others in the nation. Basically, this article deals with empowerment of rural women through micro entrepreneurship and the role of micro entrepreneurship among the rural women. Economic empowerment of rural women led to development of family, community, society, state and nation therefore it is very necessary to give keen of our attention over empowerment of women in the rural area for the real development of our country in all spheres.

Keywords: Entrepreneurship, Micro-Enterprise, Rural Women and Self Help Groups.

Introduction:

Self Help Groups:

Self Help Groups (SHGs) are small voluntary associations of poor people, preferably from the same socio-economic background who come together for the purpose of solving their common problems through self help and mutual help. Self help groups have become a good source to empower woman. It plays a vital role in the rural development and reduces the emphasis of the unorganized sector and develops individual skills of the community and members. At present SHGs are growing at rapid pace and helping woman to grow in the society which could improve their socio-economic conditions. The SHG promotes small savings among its members.

The savings are kept with a bank. This common fund is in the name of the SHG. Usually, the number of members in one SHG does not exceed twenty. SHGs are helping in woman empowerment to a great extent. By this woman can become self dependent by saving small amount of money on monthly basis and once their group becomes able to lend money and then by taking loan also as per their requirement which could make them start their small business and make them employable. For taking loan they have to give a prior notice in the meeting so that they could get the loan at the right time. They fix small installment for repayment of the loan which is very convenient for them to repay their borrowings with principal amount as well as interest. Every month all the women come together and hold meetings and make their monthly payment. SHGs brings confidence among woman to face the problem of poverty and develop their individual skills also as well as increases their living standard & social relation which could lead to enhanced their leadership qualities and their participation in social activities and they could give a better social security also.

Rural Women and Entrepreneurship

The emergence of rural women entrepreneurship and their contribution to the national economy is quit noticeable in India. The numbers of women entrepreneurs have grown over a period of time, especially in late 20th century. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the global market, creating an extensive employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Therefore women entrepreneurs are needed to be studied separately for two more reasons. First, women entrepreneurs have been recognized during the last decade as an important unexploited source of economic growth as they creating new jobs for themselves and others and also by being different. They also provide the society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. Secondly, women entrepreneurs have been neglected largely both in society in general and in the social sciences as well. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. Hence, women can effectively undertake both the production and processing oriented enterprises. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole.


Entreprenuership Development of Rural Women through Self Help Groups (SHGs)

Women comprise half of human resources they have been identified as key agent of sustainable development. The contribution of women and their role in the family as well as in the economic development and social transformation are essential. Women constitute 90% of total marginal workers of the country. Rural women who are engaged in agriculture form 78% of all women in regular work. Men and the project administrators are low that determine extent to which empowerment may or may not take place. Micro credit is promoting the small scale business enterprises and its major aim is to alleviate poverty by income generating activities among rural women. Therefore they could achieve self-sufficiency. Role of Self Help Group’s is to improve the social and economic development of women and give the better status to women in households and communities at large. The micro entrepreneurship is strengthening the women and removing the gender inequalities. Self Help Group’s micro credit mechanism makes the members to involve in other community development activities. Now-a-days economic development is such a strong factor that has changed the entire scenario of social and cultural environment within the country especially for the women. The rural women are engaged in small scale entrepreneur programs with the help of Self Help Groups. Through that they were economically empowered and attaining very good status in family and community. Because development of society is directly related with the income generation capacity of its members with agriculture, as the key income generation activity the entrepreneurship on farm and home can directly affect the income of a major mass of Indian population. Entrepreneurship on small scale is the only solution to the problems of unemployment. The delivery of micro finance to the poor is smooth, effective and less expensive if they are organized into Self Help Groups. All Self Help Groups are promoting micro enterprise through micro-credit intervention. Gender wise Percentage of participation in Indian Rural Economy during year-2012 in as under-

Managerial Implications

SHGs are like blessing for the rural women and for their effective running the women take care to;

1. Pay the installment timely
2. Pay the interest timely
3. Group should ask for security while giving loan to anyone from SHG members
4. Give secured loan because if they give loans without taking security then there is chance of failure of payment which creates difficulties
5. Pay immediate loans to those who required it for emergency
6. The rate of interest should be low so that they can give interest easily
7. Maximum amount of loan at one time should be fixed
8. While giving the loans to any member of SHG, group should ask the purpose of loan
9. Loan sanction period should be very less
10. Anyone wants to take loan should give prior notice in the group meeting except in case of emergency loans
11. SHG groups should promote business activities which can ensure increased living standard of woman so that they can feel self dependent
12. SHG group should give equal chance to all woman to take part in activities of the group so that their leadership qualities can be recognized and enhance skills for income generation.

Objective of the study:
- To study the effectiveness of SHGs in empowering women as well as the interest of rural women towards SHGs.
- To study the performance of SHG groups in rural area
- To study the positive and negative impact on members of SHGs after joining them
- To study the interest of rural woman towards SHGs

Review of literature:

- Tanya Jakimow, (2006) analysed the ‘normative’ model of SHG programmes and its actual application and showed that while SHG programmes had the potential to empower women was often not realized through the persistence of ‘top-down’ approaches in implementation. SHG programmes were further limited in their ability to transform social relations due to their apparent insistence that the marginalized were the only legitimate actors in their own empowerment. Rather than argue for the discontinuation of SHG programmes in India, their potential to empower women could be increased through a ‘bottom-up’ orientation in implementation, while recognizing that in and of themselves SHG programmes could not reduce all the constraints preventing the pursuit of interests.
- Tracey L. Moyle, (2006) studied the empowerment of women by addressing two dimensions: economic empowerment and personal empowerment. One hundred women, aged between 16 and 65 years, participated in self-help groups from two rural Indian villages in North-West India took part in the study. Both
quantitative and qualitative data were gathered through self-report surveys and interviews, with the analysis yielding contradictory findings. The quantitative data found that working women reported moderate to high levels on collective efficacy, proactive attitude, self-esteem and self-efficacy with no significant reporting of psychological distress. In contrast, examination of the qualitative data revealed positive appraisals of self-worth, purpose and independence and negative appraisals of pressure, challenge and stress. The implications of these findings and the importance of this study were also discussed.

- S. kumar, (2009) “Reviewed the scope and limitations of self-help groups in improving women’s health and empowerment focusing on the empirical work undertaken in one of the Indian States”. They explored the extent to which SHGs could be involved in attaining better health for women and children.
- Bharathi & Badiger, (2009) determined the constraints faced by farmwomen self-help-group (SHG) members while working with the NATP project entitled Empowerment of Women in Agriculture, and elicited their suggestions for the further improvement of the project. Lack of formal education was identified as one of the main problems faced by the women. Majority also suggested continuing and expanding the project, increasing the loan amount, and providing information on banking and marketing aspects, among others. The study concluded that it was necessary to improve the literacy of rural women, upgrade and improve their skills, and provide opportunity for them to express their potential abilities.
- Prof. Dr J. Venkatesh, (2010) stated that Women empowerment was a process in which women got a greater share of control over resources - material, human and intellectual like knowledge, information, ideas and financial resources like money - and access to money and control over decision-making in the home, community, society and nation, and gain empowerment.
- Tanmoyee Banerjee Chatterjee, (2012) stated that Self-employment held the key to continuity of employment. Self-employed members of self-help groups (SHGs) fare better than their wage-earning counterparts when it came to continuity of employment. The study dwelt on the factors influencing the different indicators of women empowerment among the members of 26 matured all-woman SHGs. It also isolated the socioeconomic demographic factors influenced the joint probability of a group member being both empowered and employed. The study concluded that training significantly influenced various dimensions of empowerment, and the trained group members were more likely to be both empowered as well as employed

Findings:
- 55.70% Rural women are Self Employed while the ratio of male is only 53.50%, 4.40% Rural women are engaged in regular wages while male candidate are 8.50% and casual labour comprise 39.90% of women and 38.00% of men in rural economy of India.
- Time association had got a significant impact on the benefit derived from SHGs. Greater the time of association; greater are the benefits derived. Joining after SHGs has helped in the significant reduction of poverty, have made the women members feel more independent; has increased their standard of living.
- The women have found it easier to repay the principal amount along with the interest and further more the women members were also satisfied with interest-rates charged on the loans taken from SHGs.
- Though there was a significant difference in the perception towards the effect of SHGs across the time of association, it was clear that greater the time of association with SHGs, greater were the benefits derived. All of them agreed that there was an increase in the monthly savings after joining SHGs and greater was the time of association greater was the monthly savings and increase in the living standard. All the members accepted that they were economically benefited after joining SHGs. And these benefits also increased as the time of association increased. Though there was a difference in the perception regarding the social benefits derived from the membership of SHGs.
- Most of them did agree that the time association with SHGs increased the sense of social security and created social awareness among the women members. Different women were also politically benefited differently across the time association. Woman so it can be concluded that woman are taking interest in the SHGs programs and coming forward and are becoming self dependent and self employed which has ensures their well being and growth they have also learned to take decision.

Conclusions

No economy can sustain itself without participation of all its eligible working members. Government has devised many programs to empower rural women in various avenues. Empowering
women to participate in economic development is not only a daunting and challenging task but also paving path for future sustainable development. Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in the same society. Because women entrepreneurs have to face many obstacles specifically in market their product that have to be overcome in order to give them access to the same opportunities as men. While in other developed countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in micro enterprises and labour force is a prerequisite for improving the position of women in society self-employed women. The entry of rural women particularly in micro enterprises will be encouraged and motivated. Rural women can do wonder by their effectual and competent involvement in entrepreneurial activities. Women entrepreneur networks are major source of knowledge about women's entrepreneurship and are increasingly recognized as a valuable tool for its development and promotion. This network helps to deliver lectures, printed material imparting first hand technical knowledge in production, processing, procurement, management and marketing among the other rural women. Also micro entrepreneurs are motivating other rural women to engage in the same activities with the right assistance and strengthening their capacities besides adding to the family income and national productivity. Empowerment would not hold any meaning unless they are made strong, alert and aware of their equal status in the society particularly in rural areas. Policies should be framed to bring them into the mainstream of society. It is important to educate the women particularly in rural areas. The need of the hour is to improve female literacy as education holds the key to development women in rural India. Empowering women especially in rural area is a great challenge and micro enterprises in rural area can help to meet these all challenges. The role of micro-entrepreneurship is not only enhance national productivity, generate employment but also help to develop economic independence, personal and social capabilities among rural women like Economic empowerment Improves standard of living Self confidence Increases social interaction Engagement in political activities Increases participation in different meetings and seminars Enhance awareness Sense of achievement Improves the leadership qualities Improves decision making capacity in family and community Expertness in problem solving matters related to women and community Participation in seminars and conferences. Finally we can say with confidence that economic empowerment of rural women through micro entrepreneurship led to the empowerment of women in so many things such as socio-economics opportunity, property rights, political participation and representation, social equality, personal right, market development, family development, community development, societal development, state development and at last development of the nation.
ANALYSIS OF SELECT INDIAN BULK DRUGS AND FORMULATIONS PHARMACEUTICALS COMPANIES IN INDIA WITH REFERENCE TO ITS TURNOVER

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Abstract

The pharmaceutical industry in India is among the most highly organized sectors. This industry plays an important role in promoting and sustaining development in the field of global medicine. Due to the presence of low cost manufacturing facilities, educated and skilled manpower and cheap labor force among others, the industry is set to scale new heights in the fields of production, development, manufacturing and research. Turnover ratios are widely used for modeling purpose both by practitioners and researchers. The researcher has applied the turnover ratio on the sample selected among Indian bulk drugs and formulation pharmaceuticals companies. The firm involves many interested parties, like the owners, management, personnel, customers, suppliers, competitors, regulatory agencies, and academics, each having their views in applying financial statement analysis in their evaluations. Practitioners use turnover ratio, for instance, to forecast the future success of companies. It is concluded that Turnover in Cadila Healthcare is highest among the other pharmaceutical companies in India followed by Aurobindo Pharma, Cipla, Ipca, Dr. Reddy’s, Ranbaxy and Sunpharma.

Key Words: Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Working Capital Turnover Ratio, Fixed Assets Turnover Ratio, Total Assets Turnover Ratio and Capital Turnover Ratio.

Introduction

The Turnover ratios highlight the operational efficiency of the business concern. The term operational efficiency refers to effective, profitable and rational use of resources available to the concern. The ratios comprising this category are calculated with reference to sales or cost of sales and expressed in number of times, i.e., rate of turning over. The activity ratios indicate the briskness with which the business is being carried on. Following are various activity ratios. (1) Stock Turnover Ratio (2) Debtors Turnover Ratio (3) Creditors Turnover Ratio (4) Working Capital Turnover Ratio (5) Fixed Assets Turnover Ratio (6) Capital turnover Ratio.

Objectives of the study

To analyze the turnover of select Indian Bulk Drugs and Formulations Pharmaceutical Companies in India.

Research Methodology

Sources of data

This study is based on the secondary data from published annual reports of companies. The information related to pharmaceutical companies have been collected from various websites, magazines and from the government of India publication.

Sample Design

The sample size of the present study is ‘07’ Indian BD & F Pharmaceuticals Companies. Study period from 2000-01 to 2011-12.

There are 70 Pharmaceutical companies in India as on 2009 out of these 14 are Indian Bulk Drugs companies, 21 are Indian Formulations companies, 10 are MNC and 26 are Indian BD & F companies, out of these companies the researcher has selected Top 10 Indian Pharmaceutical companies on the basis of Turnover as a the sample companies for the study. The samples for the study are as under:

1. Aurobindo Pharma
2. Cadila Health Care
3. Cipla
4. Dr. Reddy’s Laboratories
5. Ipca
6. Ranbaxy
7. Sunpharma

Data analysis and interpretation

(a) Stock Turnover Ratio

It is calculated to ascertain the efficiency of inventory management in terms of capital investment. It shows the relationship between the cost of goods sold and the amount of average inventory. Stock turnover ratio is obtained by dividing the cost of sales by average stock. This ratio is helpful in evaluating and review of inventory policy. It indicates the number of times the inventory is turned over during a particular accounting period.

Stock turnover ratio indicates whether the investment in inventory is optimum. The quantity of stock should be enough to meet the requirements of the business but it should not be too excessive which locks up too much capital and may also lead to different types of stock losses.

1. To judge the efficiency of stock turnover ratio it should be compared over a period of time.

8 Corporate India (2009) November
http://www.maheshsundar.com/Home/top-india-pharma-companies-by-revenue

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2. A high inventory ratio indicates efficient inventory management and efficiency of business operations.

Stock Turnover Ratio = Cost of goods sold / Average Inventory

<table>
<thead>
<tr>
<th>Year</th>
<th>Aurobindo</th>
<th>Cadila</th>
<th>Cipla</th>
<th>Ipca</th>
<th>Reddy’s</th>
<th>Ranbaxy</th>
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<td>-2.622</td>
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Source: Compiled and Calculated from Annual Reports of Pharmaceutical Companies in India

The Ratio of Stock Turnover from 12.22 per cent in 2003 to 6.31 per cent in the year 2008 in Aurobindo, 21.97 per cent to 8.28 per cent in the year 2011 in case of Cadila Healthcare, 8.23 per cent in the year 2001 to 5.74 per cent in the year 2003 in case of Cipla, 18.07 per cent in the year 2004 to 7.62 per cent in the year 2012 in case of Ipca, 10.6 per cent in the year 2002 to 1.08 per cent in the year 2009 in case of Dr.Reddy’s 37.11 per cent in the year 2003 to 7.41 per cent in the year 2010 in case of Ranbaxy and 3.25 per cent in the year 2008 to -1.84 per cent in the year 2010 in case of Sun Pharma.

It was found and concluded that Stock Turnover Ratio of Indian Bulk Drugs and Formulations Companies in India ranged from 18.32 per cent for Ranbaxy to 0.96 per cent for Sunpharma further Standard Deviation, Co-efficient of Variation, Compound Annual Growth Rate from 8.53 per cent for Ranbaxy to 0.64 per cent for Ipca, 221 for Sunpharma to 7.49 per cent for Ipca, 4.13 times for Ipca to -6.3 times for Reddys. With respect to Stock Turnover Ratio it found that among in Indian Bulk Drugs and Formulations Companies the Stock Turnover Position for Ranbaxy found to good compare to other Indian Bulk Drugs and Formulations Companies in India.

(b) Debtors Turnover Ratio

A business concern generally adopts different methods of sales. One of them is selling on credit. Goods are sold on credit based on credit policy adopted by the firm. The customers who purchase on credit are called trade debtors.

Debtors turnover ratio measures the number of times the receivables are rotated in a year in terms of sales. This ratio also indicates the efficiency of credit collection and efficiency of credit policy. The ratio is helpful in determining the operational efficiency of a business concern and the effectiveness of its credit policy. It is important to maintain a reasonable quantitative relationship between receivables and sales. Debtors turnover ratio can be calculated as above formula:

Debtors Turnover = Total sales/Closing Debtors
As its evidenced from the above Table 2 that the ratio of Debtors Turnover ranges from 5.50 times in 2001 to 0.52 times in 2010 in case of Aurobindo, 9.18 times in the year 2003 to 4.82 times in 2010 in case of cadila, 8.53 times in the year 2001 to 3.24 times in the year 2009 in case of cipla, 8.42 times in the year 2010 to 4.29 times in the year 2009 in case of Ipca, 4.62 times in the year 2007 to 3.42 times in the year 2008 in case of Reddys, 5.73 times in the year 2004 to 2.46 times in the year 2012 in case of Ranbaxy, 6.9 times in the year 2002 to 2.99 times in the year 2010 in case of Sunpharma.

It was found and concluded that Debtors Turnover Ratio to Indian Bulk Drugs and Formulations Companies ranged from 6.73 times for Cadila to 2.77 times for Arobindo further Standard Deviation, Co-efficient of Variation and Compound Annual Growth Rate from 1.6 times for Ipca to 0.4 times for Reddys, 46.3 times for Aurobindo to 10.5 times for Reddys, 15.8 times for Ipca to -5.1 times for Arobindo. With respect Debtors Turnover Ratio it found that among the Indian Bulk Drugs and Formulations Companies in India the Debtors Turnover Ratio position for Ipca to good compare to other Indian Bulk Drugs and Formulations Companies in India.

(c) Creditors Turnover Ratio

A business concern usually purchases raw materials, services and goods on credit. The quantum of payables of a business concern depends upon its purchase policy, the quantity of purchase and suppliers credit policy. Longer the period of payables outstanding lesser is the problem of working capital of the firm. But if the firm does not pay off its creditors within time, it will adversely affect goodwill of the business. Creditors turnover ratio indicates the number of times the payable rotate in a year. The term accounts payable includes sundry creditors and bills payable. Payables turnover indicates the relationship between net purchases for the whole year and total payables.

As its evidenced from the above table 3 that the ratio of Creditors Turnover Ratio ranges from 8.34 times in 2003 to 2.05 times in the year 2001 in case of Aurobindo, 7.98 times in the year 2006 to 4.59 times in the year 2012 in case of Cadila, 11.1 times in the year 2012 to 8.27 times in the year 2003 in case of Cipla, 1.7 times in the year 2012 to 4.57 times in the year 2006 in case of Ipca, 12.3 times in the year 2001 and 2002 to 4.08 times, in the year 2010 in case of Reddy’s, 11.2 times in the year 2003 to 4.9 times in the year 2010 in case of Ranbaxy, 20.2 times in the year 2002 to 4.63 times in the year 2008 in case of Sunpharma.
It was found and concluded that Creditors Turnover Ratio of Indian Bulk Drugs and Formulations Companies in India ranged from 12.01 times for Sunpharma to 5.8 times for Aurobindo further Standard Deviation, Co-efficient of Variation and Compound Annual Growth Rate from 5.72 times for Sunpharma to 0.9 times for Cipla, 9 times for Aurobindo to -4.82 times for Sunpharma. With respect Creditors Turnover Ratio it found that among Indian Bulk Drugs and Formulations Companies in India the Creditors Turnover Ratio position for Cipla found to good compare to other Indian Bulk Drugs and Formulations Companies in India.

(d) Working Capital Turnover Ratio

Working capital ratio measures the effective utilization of working capital. It also measures the Smooth running of business or otherwise. The ratio establishes relationship between cost of sales and working capital. Working capital turnover ratio is calculated with the help of above formula. Higher sales in comparison to working capital indicates overtrading and lower sales in comparison to working capital indicates under trading. A higher ratio is the indication of lower investment of working capital and more profit.

**Working Capital Turnover Ratio** = Cost of sales/Net working capital

<table>
<thead>
<tr>
<th>Year</th>
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<td>2.35</td>
<td>1.12</td>
<td>-5.61</td>
<td>0.58</td>
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</table>

Source: Compiled and Calculated from Annual Reports of Pharmaceutical Companies in India.

As its evidenced from the above Table 4 that the ratio of Working Capital Turnover Ratio ranges from 11.9 per cent in 2012 to 0.31 per cent in 2001 in case of Aurobindo, 13.4 per cent in the year 2012 to 2.17 per cent in the year 2011 in case of Cadila Healthcare, 2.9 per cent in 2001 to 1.68 per cent in the year 2009 in case of Cipla, 4.13 per cent in the year 2012 to 2.35 per cent in the year 2010 in case of Ipca, 3.5 per cent in the year 2012 to 1.12 per cent in the year 2011 to -5.61 per cent in the year 2012 in case of Ranbaxy, 2.87 per cent in the year 2004 to 0.58 per cent in the year 2006 in case of Sunpharma.
to good compare to other Indian Bulk Drugs and
(e) Fixed Assets Turnover Ratio

This ratio determines efficiency of utilization of fixed assets and profitability of a business concern. Higher the ratio, more is the efficiency in utilization of fixed assets. A lower ratio is the indication of under utilization of fixed assets.

As its evidenced from the Table 5 that the ratio of Fixed Assets Turnover Ratio ranges from 5.89 in the year 2001 to 1.82 times in the year 2005 in case of Aurobindo, 2.59 in the year 2012 to 1.43 times in the year 2001 to 2.2 times in the year 2011 in case of Cipla, 3.49 times in the year 2004 to 2.27 times in the year 2006 in case of Ipca, 5.55 times in the year 2007 to 2.75 times in the year 2005 in case of Reddy’s, 4.81 times in the year 2003 to 0.97 times in the year 2007 in case of Ranbaxy, 3.97 times in the year 2009 to 2.29 times in the year 2005 in case of Sunpharma.

It was found and concluded that Fixed assets turnover ratio of Indian Bulk Drugs and Formulations Companies ranged from 3.62 times for Reddy’s to 1.9 times for Cadila Healthcare. Further Standard Deviation, Co-efficient Variation, Compound Annual Growth Rate from 1.3 for Aurobindo to 0.32 times for Cadila Healthcare. 40 times for Aurobindo to 15 times for Ipca, 2.16 times for Cadila Healthcare to -6.7 times for Cipla. With respect Fixed assets turnover ratio it found that among Indian Bulk Drugs and Formulation Companies in India the Fixed assets turnover ratio position for Aurobindo found to good compare to other Indian Bulk Drugs and Formulations Companies in India.

(f) Total Assets Turnover Ratio

"Assets are the economic resources owned by the business which can be conveniently expressed in monetary terms" Total assets turnover ratio is obtained by dividing sales for a given period by all the assets employed in the business during that period. 9

This ratio indicates the amount of sales generated from the use of total assets employed in the business. This ratio shows the overall picture of productivity in terms of revenue. Any profitability analysis would not be complete without making a total assets turnover ratio analysis. A high asset turnover ratio indicates efficient management and thus higher the ratio more efficient is the operation in the terms of conversion of total assets into sales or income. One more important area of importance here is the proportion of fixed as well as the non-fixed asset in the total assets. As such this ratio tries to evaluate the amount of sales with reference to the total assets, in order to make a detailed analysis of the exact impact of asset on revenue generation; we need Formulations Companies in India. to study the fixed asset turnover ratio as well as the current asset turnover ratio.10

\[
\text{Total Assets Turnover} = \frac{\text{Sales}}{\text{Total Assets}}
\]

The amount of total assets used is net of depreciation. The amount of total assets here excludes intangible assets like patents, copyright, trademarks etc. and fictitious assets such as preliminary expenses, goodwill etc. Accumulated expenses or deferred expenditures are also not included in the amount of fixed assets for this purpose. The ideal total assets turnover ratio is 2 times but for Pharma companies being of capital intensive in nature it can be anything between 1.5 to 2 times. A high ratio indicates management's ability to make a good use of its available tangible assets. At times older assets with lower book value and lower depreciated value may bring out a misleading result of high turnover. On the other hand, lower total assets turnover ratio, which is undesirable, may be due to non utilization or under utilization of assets. As these two factors, increase not only the cost of financing but also the expense for maintenance and upkepp. So, this ratio ought to be computed with utmost care. As the larger the amount of sales made per rupee of capital invested, the more will be the amount of earning made per rupee invested in the assets of the business. It measures as how many rupees of sales are supported by each rupee in total assets. This ratio reflects the efficiency of management in using assets for generating earning. The assets are usually significant for the concern, prospective investors, bankers, creditors, government and public research workers etc. Therefore, total assets turnover ratio serves some or other purpose of these parties. "It serves as means for analyzing and controlling the operations of the enterprise and for planning future actions." 11

Table 6 shows the total assets turnover ratio of selected pharmaceutical Companies in India for the period from 2000-2001 to 2011-2012.

As it is evident from the above Table 6 the ratio of Total Assets Turnover Ratio ranged from 1.2 times in the year 2002 to 0.2 times in the year 2001 in case of Aurobindo, 1.23 times in the year 2004 to 0.68 times in the year 2002 in case of Cadila Healthcare, 1.34 times in the year 2002 to 0.92 times in the year 2011 in case of Cipla, 1.53 times in the year 2004 to 1.14 times in the year 2001 in case of Ipca, 0.98 times in the year 2001 to 0.54 times in the year 2006 in case of Dr. Reddys, 1 times in the year 2002 to 0.42


times in the year 2008 in case of Ranbaxy and 1.36 times in the year 2002 to 0.3 times in the year 2011 in case of Sunpharma. The Compound Annual Growth Rate of Total Assets Turnover Ratio was found to be 12.2 per cent, 1.06 per cent, -2.8 per cent, 1.63 per cent, -0.9 per cent, -3.8 per cent and -7.75 per cent for Aurobindo Pharma, Cadila Healthcare, Cipla, Ipca Laboratories, Dr.Reddys, Ranbaxy and Sunpharma respectively. It was found that in Aurobindo Pharma the compound annual growth rate of total assets turnover ratio was high about 12.2 per cent and in Sunpharma the compound annual growth rate of total assets turnover ratio was found to be lower about -7.73 per cent.

It was found and concluded that the Ipca Laboratories average of the Total Assets Turnover Ratio ranged from 1.36 times to 0.66 times in Sunpharma. Further the Standard Deviation of Total Assets Turnover Ratio was 0.38 times in Sunpharma to 0.11 times in Ipca, the Co-efficient of Variation of Total Assets Turnover Ratio was 58.1 per cent in Sunpharma to 18.2 per cent in Ipca Laboratories and the Compound Annual Growth Rate of Total Assets Turnover Ratio was 12.2 times in Aurobindo Pharma to -7.73 times in Sunpharma.

With respect to Total Assets Turnover Ratio it was found that among Indian Bulk Drugs and Formulations Companies the Total Assets Turnover Ratio Position for Ipca was found to be good compared to other Indian Bulk Drugs and Formulations Companies in India. (g) Capital Turnover Ratio

Capital turnover ratio is the relationship between cost of goods sold (or sales when information about cost of goods sold is not available from the financial statements) and the capital employed. This ratio is calculated to measure the efficiency or effectiveness with which a firm utilizes its resources or the capital employed. As capital is invested in a business to make sales and earn profits, this ratio is a good indicator of overall profitability of a concern.

The Formula for calculating Capital Turnover Ratio is:

\[
\text{Capital Turnover Ratio} = \frac{\text{Cost of Goods Sold}}{\text{Capital Employed}}
\]

As it is evident from Table 7 the ratio of Capital Turnover Ratio ranges from 1.58 times in the year 2001 to 0.64 times in the year 2005 in case of Aurobindo Pharma, 1.5 times in the year 2012 to 0.9 times in the year 2001 in case of Cadila Healthcare, 1.88 times in the year 2004 to 1 times in the year 2006 in case of Cipla, 1.59 times in the year 2007 to 1.14 times in the year 2005 in case of Ipca, 1.43 times in the year 2003 to 0.65 times in the year 2007 in case of Dr.Reddys, 1.14 times in the year 2009 to 0.58 times in the year 2005 in case of Ranbaxy and . 1.63 times in the year 2009 to 0.53 times in the year 2005 in case of Sunpharma.

It was found and concluded that Capital Turnover Ratio ranged from 1.4 times in Ipca to 0.86 times in Ranbaxy. Further the Standard Deviation of capital turnover ratio was 0.37 times in Sunpharma to 0.12 times in Ipca, the co-efficient of variation of capital turnover ratio was 36.4 per cent in Sunpharma to 8.25 per cent in Ipca and the compound annual growth rate of capital turnover ratio was 1.79 per cent in Ipca to -4.4 per cent in Cipla.

With respect capital turnover ratio it found that among Indian Bulk Drugs and Formulation Companies in India the capital turnover ratio position for Ipca found to good compare to other Indian Bulk Drugs and Formulations Companies in India.

Conclusion

Turnover Ratio plays an important role in the success of manufacturing concern. From the view point of Stock Turnover Ratio, Debtors Turnover Ratio, Creditors Turnover Ratio, Working Capital Turnover Ratio and Fixed Assets Turnover Ratio it is concluded that the turnover position of Ranbaxy, Ipca, Cipla and Cadilawas satisfactory. Ranbaxy high Stock Turnover Ratio indicates efficiency stock management and efficiency of business operations. Ipca higher Debtors Turnover Ratio is better the liquidity of debtors, convey quick payment on the part of debtors. Cipla lower Creditors ratio indicates payment of creditorspromptly. Cadila Healthcare high ratio of Working Capital Turnover Ratio is the indication of lower Investment of Working capital and get more profit and also Cadila high Fixed Assets Turnover Ratio is the efficiency in utilization of fixed assets.

Ipca higher the Total Assets Turnover Ratio indicates due to efficient management and thus higher the ratio more efficient is the operation in the terms of conversion of total assets into sales or income. Ipca Capital Turnover Ratio indicates higher the sales with lower the amount of capital invested in the company.

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MEASURING SOCIO ECONOMIC IMPACTNESS OF SHGS ON RURAL WOMEN - FINDINGS FROM RAMANAGARA DISTRICT OF KARNATAKA

*Satheesh. K.G.
**E. A. Parameswara Gupta

Abstract
As per the latest research done by the World Bank, India is the home of almost one third of world’s poor. There exist a number of central and state governments poverty alleviation programmes but microfinance’s plays major role in financial inclusion. Previous research proves that micro finance remarkably eradicated rural poverty through enhancement of income, savings, participation and decision making. Microfinance is not an agency of providing finance to the needy but it is a catalyst in economic development and its main objective is to assist the poor to come out of poverty. The population census data 2011 reveals the data about reduction but absolute poverty trend is still continuing. Therefore microfinance in future can positively address the issues of absolute poverty.

Keywords: Poverty eradication, Financial inclusion, income, savings, empowerment, catalyst.

Introduction
Wealth creations and its distribution should happen in a highly systematic manner in order to maintain balance in the society. But this is not happening across the globe. Poverty is the root cause of many socio economic ills like unemployment, child labour, population explosion and increasing crimes. Sustainable rural development is the all round trajectory of development of rural areas and development of weaker section of the people through productive employment opportunities with diversified activities. These opportunities assist the rural hitherto untouched by any formal financial agency to acquire skills so that they gain confidence and capacity to deal with problems and make efforts to eliminate poverty with awareness. It is evident from previous studies that Self Employment Women’s Association (SEWA) and MYRADA have successfully served hundreds of thousand of the poor particularly woman (Berg et al., (1998)1, Fuglesang and Chandher(1996)2. One of the greatest achievements in 20th century is the tangible reduction in poverty significantly. Many economies across the globe are adopting various innovative micro-credit policies and micro finance is among them which strives well by providing financial services. Its added feature is that it has potential to addressing equal distribution of gains among the needy an equitable basis and tight against poverty.

Objective of the Study
(1) To study the status of income before and after joining SHGs.
(2) To study the knowledge and awareness of respondents.
(3) To study the socio-economic empowerment of rural women.
(4) To study the problems over come after joining SHGs.

Hypotheses
(1) There is no change in income status between before and after joining on SHG.
(2) Majority of the respondents lack knowledge and awareness.
(3) SHGs are not creating any impact on socio economic conditions of rural women.
(4) The SHG members do not overcome any problems after joining SHGs.

Research Methodology
A well structured questionnaire was administered as schedule and 300 sample were considered fit for the study. Convenient sampling technique was opted to collect the data. Quantitative techniques like chi-square, ANOVA tests were applied to draw the accuracy of results. The study is continued only to Bangalore and any generations needs further research.

Review of Literature
Dogra (2005)3 studied Self Help Groups in Saharanpur district of UP and found SHGs are successful in breaking the stronghold of money lenders, and families do not go to money lenders as forced labour and need not mortgage land or valuables as a result of SHG.

Farrington and Priya (2006)4 reported that a survey of 400 SHGs in Andhra Pradesh shown that 61% of groups revealed decrease in indebtedness and 30% of groups felt that they have been socially empowered. They concluded that SHGs are being viewed as a route for implementing social protection schemes.

Panda (2006)5 studied 80 tribal SHGs in Kandhamal district and reported that the highest number of SHGs (numbering 30 and constituting 37.5%) were formed with a view to receive economic benefits followed by...
Savings measurement gives the data the impact invested knowledge and income generating activities. A majority of women do not have cultural mornings to become entrepreneurs, they lack requisite skills, infrastructural facilities and finance. Trainings are adequate and there is no linkage between training and credit or credit and marketing. There is no integration with local economy as there is a little demand for such products.

**Survey Findings**
Table-1 reveals the impact invested knowledge and awareness of SHG members. The impact increased knowledge and awareness of SHGs members constitutes an essential foundation for the achievement of other impacts. The results are grouped in 3 category. The results show a gradual increase in clarity varying from 12% to 44%. Most of the respondents lack adequate knowledge in banking health and sanitation and income generating activities. Income generating clarity category respondents increased slowly from 28 to 49 a welcome change in the study areas. As for as common property management respondents almost evenly distributed and this shows their concern about the management of public properties in the village.

Table-2 reveals increase income and savings of the SHGs members. Here two impacts are studies and are in about increased income and another are in increased savings. Both the attributes are interrelated and is therefore, be discussed simultaneously. The increase income signifies the increased living conditions. Savings are the influenced the thrift habit may the respondents. Income excluding food expenditure increased under the years. The bulk of increase from Rs. 5800 to 11000 occurred between first and third year of existence of an SHG. The net increase may be either over or underestimated since the respondents do not give clear concept of their income size and expenditure on social and other festival may be taken as ther is substantial increase income. Savings measurement gives the data the annual savings increased from Rs. 1330 to Rs. 2220. In all category of age groups savings in kind is more than the financial savings.

**Meetings, Attendance of group members and minutes recordings**
The study here considers another most important parameter was the periodicity of age group meetings either weekly, fortnightly or monthly. The study here reveals that meetings are not held regularly at equal intervals. Table-3 highlights that 53% of respondents attend weekly once, 20% fortnightly and 27% monthly. Unfortunately even in these infrequent meetings the group attendance and participation is irregular only 160 respondents attended the meeting regularly. This highlights that everything is not all right with SHGs. The Chisquare analysis also reveals the same trend.

**Hypotheses: SHG members attended the meeting regularly regular intervals.**

**Chisquare Table :** Calculated value = 56, T.V. = 5.991, d.f. = 2, Sig. Level @ 5%.

**Chisquare Table Analysis**
The calculated value being 56 greater than the TV = 5.991 with d.f. = 2@ 5% level of significance rejects the null hypotheses and accepts the alternative. Therefore we may conclude that the SHG members are not attending meeting regularly.

**Recovery & Utilization**
The efficiency of any SHG can be determined by the factor of regular saving and utilization of savings for internal lending and prompt and timely recovery of loans. Unfortunately the data here do not support this and there exists a tendency of loan utilization and recoveries are not good. Table-4 highlights the trend of utilization. Not all SHGs were able to save and utilize the savings for internal lending. Funds are utilized for house construction, marriage, site buying. This trend of utilisation and perfect recovery may be not so harmful but when the needs of the members are met they should progress and think of investment in productive activities. Further at the time of data collection, it was clearly revealed that all savings used as loan are outstanding and are not fully paid and there are cases of members leaving the village and settled in the other village. The Chisquare analysis supports that recoveries are not good.

**Hypotheses:** There exists good recovery and utilisation of loan.

**Chisquare Table :** Calculated value = 30 T.V. = 7.815, d.f. = 3, Sig. Level 5%

**Chisquare Analysis**
The calculated value being 30 greater than the T.V. = 7.815 @ 5% level of significance with d.f. = 3 rejects the null hypotheses and accepts the alternative. Therefore we may conclude that loan utilisation and recovery are not good.

**Record Keeping**
The group members are supposed to keep account books that provides information about the accounts, number of meetings held, decision arrived in the meeting, savings mobilized and credit disbursed. Table-5 highlights the information on the above. 63 respondents viewed that no recording of meeting held. 64 respondents said that the decision taken in the meeting is not recorded and 38 respondents said the collected savings are not recorded properly and finally 40 respondents viewed the credit disbursed is not recorded properly. It was found that during the time of data collection many SHGs tried to update the record but not clearly detailed the entries. The chis-
square analysis also reveals clearly that books of accounts not clearly recorded.

**Hypotheses:** The SHGs at Ramanagara district maintain books of accounts properly.

**Chisquare Table:** Calculated value = 9.3566 d.f. (r-1)(c-1) = (4-1)(2-1) = 3, T.V. = 7.815

**Chisquare Analysis:** The calculated value being 9.3566 greater than the T.V. = 7.815 @ 5% level of significance with d.f. = 3 rejects the null hypotheses and accepts the alternative. Therefore we may conclude that books of accounts are not maintained properly.

**Number of Respondent availing loan**

Table-6 clearly reveals the respondents availing loan facility. 198 respondents or 66% availed loan hitherto and 102 respondents or 34% respondents are waiting to avail the loan which is depending upon the recovery of loans already disbursed.

**Decision making and women empowerment**

Empowerment provides a greater accepts to knowledge and resources, more autonomy in decision making, greater ability to plan, more control over the circumstances which influences lives and freedom from customs, beliefs and practices. Empowerment is a process that gives a person freedom in decision making. Number of empirical studies have pointed out that as women’s group exclusively dominate the SHGs, their empowerment on the economic and social front is one of the biggest opportunities in mainstream development activities.

Table-7 reveals the data on decision making and women empowerment. Seven variables are considered here and Anova analysis is made to study decision making power and empowerment of women. The respondents clearly expressed their opinion and stated using Likert 5 point of scale and then these results are tested through ANOVA analysis. 150 respondents have unanimously agreed high freedom is essential as far as 7 variable are considered to measure the empowerment of women in the study area. 38 respondents high freedom is available as far as any decision making is concerned. 32 respondents voted construction and improvement of the house, 21 each raising loans and children's education and only 11 said freedom is available as far as purchase of home appliances and purchase of domestic animals is concerned. Only in toto 37 respondents expressed highly no freedom is available and this may be an account of conservativeness of the family. The ANOVA analysis supports the null hypothesis and may be concluded that women in the study area enjoys greater decision making and empowerment.

**Hypotheses:** Women SHG members do not enjoy decision making and women empowerment.

**Anova Table**

<table>
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<th>Source of variation</th>
<th>S.S.</th>
<th>d.f.</th>
<th>M.S.</th>
<th>F-ratio</th>
<th>5% F-limit</th>
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<td>1512.1779</td>
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<td>771.4296/30</td>
<td>14.7017 (F 4,30)</td>
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<tr>
<td>Within Sample</td>
<td>771.4296</td>
<td>(35-5)=30</td>
<td>= 25.7143</td>
<td></td>
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</tr>
<tr>
<td>Total</td>
<td>2283.6075</td>
<td>(35-1) = 34</td>
<td></td>
<td></td>
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</table>

Analysis of ANOVA : The calculated value of F being 14.7017 which is greater than the TV = 2.69 @ 5% level of significance with V1 = 4 and V2 = 30 rejects the null hypotheses. Therefore we may conclude that women enjoy decision making power and women empowerment.

**Conclusion**

Since 1992 SHGs, the flagship in Indian Micro Finance have been witnessing ups and downs. The members are homogenous, and they have proven to be viable model for financing developmental activities. But the recent trends as revealed by NABARD shows several areas of large concern. The data reveals that SHGs area at a declining trend in terms of number of SHGs, savings, disbursement, transparency in maintaining records and poor recovery performance. Majority of SHG in rural area lacked cohesion in terms of age, caste and income resulting in a high fall. SHGs are severely commented because of poor maintenance of records and entering minutes of the meeting in the meeting book. The only solution available in order to rectify this malady rests on the NGOs. NGOs should assist the members regarding maintenance of records, attending meeting, utilisation of loan for a productive activity and assisting the SHGs to market their produce. Therefore if state governments “taking onerous” responsibility could put SHGs prominently on its agenda, the likely future may be bright.

The study and review of existing literature on past research and performance of SHG bank linkage in India suggests that SHG - BLP approach is found to be effective vital instrument of poverty alleviation and it is found that this model has a unique characteristic feature of “hassle free and collateral free”. The study confirms here existence of low level of literacy and apathetic approach of promotional agencies.
References

Table 1: Results of Impact Measurement: Knowledge of Awareness

<table>
<thead>
<tr>
<th>A. SHG Approach</th>
<th>Age of SHGs</th>
<th>Basic Understanding</th>
<th>Clarity</th>
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<td>B. Banking Business</td>
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<td>Clarity</td>
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<td>46</td>
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<td>C. Health &amp; Sanitation</td>
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<td>Clarity</td>
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<td>E. Income Generation Activities</td>
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<tr>
<td>E. Income Generation Activities</td>
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<td>19</td>
<td>45</td>
<td>39</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 2: Increase Income and Savings of the SHG Members

<table>
<thead>
<tr>
<th>Attributes</th>
<th>1-2 years</th>
<th>2-3 years</th>
<th>3 &amp; above Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household monthly excluding food Expenditure</td>
<td>Rs. 5800</td>
<td>Rs. 8000</td>
<td>Rs. 11000</td>
</tr>
<tr>
<td>Average monthly savings</td>
<td>In Kind</td>
<td>Rs. 800</td>
<td>Rs. 1200</td>
</tr>
<tr>
<td>Financial Savings</td>
<td>Rs. 530</td>
<td>Rs. 700</td>
<td>Rs. 800</td>
</tr>
<tr>
<td>Total</td>
<td>Rs. 1330</td>
<td>Rs. 1900</td>
<td>Rs. 2220</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 3: Attending Meeting

<table>
<thead>
<tr>
<th>Frequency attending</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
</table>

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Table-4
Recovery and Utilisation

<table>
<thead>
<tr>
<th>Purpose</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Lending</td>
<td>105</td>
<td>35</td>
</tr>
<tr>
<td>House Construction</td>
<td>90</td>
<td>30</td>
</tr>
<tr>
<td>Marriage</td>
<td>60</td>
<td>20</td>
</tr>
<tr>
<td>Site Purchase</td>
<td>45</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100</td>
</tr>
</tbody>
</table>

Source : Primary Data

Table-5
SHG Members Book Keeping

<table>
<thead>
<tr>
<th>Details of Recording</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recording meetings held</td>
<td>18</td>
<td>63</td>
</tr>
<tr>
<td>Recording decision making</td>
<td>23</td>
<td>64</td>
</tr>
<tr>
<td>in the meeting</td>
<td>6</td>
<td>21</td>
</tr>
<tr>
<td>Recording Savings received</td>
<td>31</td>
<td>38</td>
</tr>
<tr>
<td>Credit Availed</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>95</td>
<td>205</td>
</tr>
</tbody>
</table>

Source : Primary Data

Table-6
No. of members availing loans

<table>
<thead>
<tr>
<th>Variable Factor</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>198</td>
<td>66</td>
</tr>
<tr>
<td>No</td>
<td>102</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>300</td>
<td>100</td>
</tr>
</tbody>
</table>

Source : Field Data

Table-7
Decision making and women empowerment

<table>
<thead>
<tr>
<th>Empowerment Factors</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Purchase and sale of fixed assets</td>
<td>09</td>
<td>04</td>
<td>02</td>
<td>01</td>
<td>03</td>
<td>19</td>
</tr>
<tr>
<td>2. Purchase of home appliances and domestic animals</td>
<td>11</td>
<td>06</td>
<td>03</td>
<td>02</td>
<td>04</td>
<td>26</td>
</tr>
<tr>
<td>3. Children’s Education</td>
<td>21</td>
<td>11</td>
<td>04</td>
<td>02</td>
<td>05</td>
<td>43</td>
</tr>
<tr>
<td>4. Participation in political activities and anti corruption activities</td>
<td>18</td>
<td>09</td>
<td>07</td>
<td>08</td>
<td>08</td>
<td>50</td>
</tr>
<tr>
<td>5. Raising of loans.</td>
<td>21</td>
<td>08</td>
<td>06</td>
<td>05</td>
<td>08</td>
<td>48</td>
</tr>
<tr>
<td>6. Construction &amp; Improvement of Housing property.</td>
<td>32</td>
<td>09</td>
<td>04</td>
<td>04</td>
<td>05</td>
<td>54</td>
</tr>
<tr>
<td>7. Savings and investments</td>
<td>38</td>
<td>08</td>
<td>04</td>
<td>06</td>
<td>04</td>
<td>60</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>55</td>
<td>30</td>
<td>28</td>
<td>37</td>
<td>300</td>
</tr>
</tbody>
</table>

Source : Primary Data

Note : 1 = High Freedom, 2 = Freedom, 3 = Neutral, 4 = No Freedom, 5 = Highly New Freedom.
A STUDY ON PROBLEMS AND PROSPECTS OF CONTAINER FREIGHT STATIONS IN CHENNAI

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**Assistant Professor, Department of Commerce, Annamalai University.

Abstract
The contribution of the services sector to the Indian economy has been manifold i.e a 55.2 per cent share in gross domestic product (GDP), growing by 10 per cent annually. Shipping plays an important role in the economic development of the country, especially in India’s external trade. Various estimates put warehousing costs to be between 20-25% of the total logistics cost. The infrastructure facilities are very important for the container operating business. Inside the Container Freight Stations premises the storage facilities, EDI facilities, and equipments are required. It is a major and vital role in this business. At the same time outside the CFSs road connectivity, transport, traffic and port facilities are very important for container services. The ICD/CFS infrastructure available for EXIM trade is inadequate. So the researcher conducts the study in CFSs. The researcher frames the questionnaire and collects the information from the managers of CFSs in Chennai about the infrastructure facilities. The findings and suggestion were made based on their responds. The CFSs in Chennai also to upgrade the equipment in order to handle the cargo quickly, they have to expand capacity so as to accommodate the quantity of cargo arrives during a particular season. It is the need of the hour that the management of CFSs in Chennai and government should take necessary steps to improve the infrastructural facilities so that the efficiency of cargo handling can be improved thereby improve the income of CFSs in Chennai.

Introduction
‘India stands out for the size and dynamism of its services sector. The contribution of the services sector to the Indian economy has been manifold i.e a 55.2 per cent share in gross domestic product (GDP), growing by 10 per cent annually, contributing to about a quarter of total employment. India is also moving towards a services-led export growth.’

Some services have been particularly important for this improving performance in India. Tourism- and travel-related services and transport services are also major items in India’s services. Besides these, the potential and growing services include many professional services, infrastructure-related services, and financial services.

Shipping plays an important role in the economic development of the country, especially in India’s international trade. The Indian shipping industry also plays an important role in the energy security of the country, as energy resources, such as coal, crude oil, and natural gas are mainly transported by ship. Further, during crisis situations, Indian shipping contributes to the uninterrupted supply of essentials, and can serve as second line of defence.

Present Status of Infrastructure
‘The infrastructure facilities are very important for the container operating business. Inside the Container Freight Stations premises the storage facilities, EDI facilities, and equipments are required. It is a major and vital role in this business. At the same time outside the CFSs road connectivity, transport, traffic and port facilities are very important for container services. The designs, layouts, mechanical / electrical facilities and equipments are not upto the international standard. Layouts of CFSs are very important for the smooth flow of containers. Some of the CFS initial layout should not capable of supporting the changing circumstances.’

The ICD/CFS infrastructure available for EXIM trade is inadequate. The land requirement for setting up ICD/CFS at an appropriate place is difficult to come by as several hurdles have to be cleared in the consolidation of land. As a result many logistics companies with an interest in setting up ICD/CFS’s eventually fail to do so, mostly on account of lack of land availability at an appropriate place.

Various estimates put warehousing costs to be between 20-25% of the total logistics cost. Despite this the state of warehousing in India is largely dismal. On the warehousing front 80-85% of warehouses are traditional with sizes of less than 10,000 square feet. Most of these warehouses are lacking in leak proof, equipped with insufficient security systems, low racking facilities and other facilities. Majority of the operators of these warehouses are also small to mid-sized entrepreneurs with limited investment capacity. These govt owned large warehousing agencies including Central Warehousing Corporation and State Warehousing Corporations, and their main focus is on food grain storage.’

Problems of Adopting EDI Systems
‘Adoption and application of information communication technology (ICT) is the major plank of the Indian Customs’ initiatives to expedite the clearance of import and export cargo, and to provide

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12 Services Sector, Economic Survey 2010-11, http://indiabudget.nic.in

http://indiabudget.nic.in

13 Logistics Sector Present situation and way forward, Indian Chamber of Commerce, January 2012, www.deloitte.com/in

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a fool-proof paperless system of assessment and clearance. India has launched trade enabling policy reform. In this context, it has initiated various efforts, including the setting up of the Indian Customs and Excise Electronic Commerce/Electronic Data Interchange Gateway (ICEGATE), “eTrade” and “eBiz” under the national e-governance programme.14

“Central Board of Excise and Customs (CBEC) received approval of a budget of US$ 134 million in December 2007 from the Cabinet Committee on Economic Affairs for a major IT consolidation programme. The programme covers the creation of a consolidated computing infrastructure for customs, central excise and service tax applications, leading to the establishment of a centralized server instead of separate servers for each of the automated centers. At present, there are 40 automated centers in the national level.”15 The scheme envisages the establishment of central servers and storage area networks together with disaster recovery infrastructure, with the capacity to handle all transactions related to customs, central excise, service tax and a data warehouse. “The customs automation programme was initiated in 1995 with the launch of the Indian Customs EDI System (ICES) at Delhi, and was later (1996-1997) extended as a stand-alone facility at 23 locations. At present, it is functioning at 103 customs’ locations covering more than 96 per cent of country’s foreign trade.”16

Statement of the Problems

Indian Container Freight Stations are not having modern infrastructural facilities at international standard. It leads to delay in delivery of cargoes. They took four days to deliver the containers from the normal two days.17 The infrastructural facilities inside and outside the CFSs are not kept up with their present needs. Rail and road connectivity are not sufficient in that areas.18 The lower infrastructural facilities lead to damages of cargoes and containers.

Objectives of the Study

The following are the objectives of the study

1. To study the internal infrastructural problems of container freight stations in Chennai.
2. To study the external infrastructural problems of container freight stations in Chennai.

Methodology

The present study is based on both primary and secondary data. Based on analysis the interpretation is made and suggestions are brought out. Primary data collected from the selected CFSs in Chennai through questionnaire. Secondary data collected from the reports of CFSs, books, journals and websites.

Sampling Technique

There are 5 Government and 8 private CFS in Chennai city. Therefore, the researcher thought it fit to select all the CFSs in Chennai. So ceneses method is followed. The study was conducted by the researcher on the basis of opinion given by the managers of CFSs in Chennai.

Statistical tools

Simple statistic tools have been employed in this present study like percentage analysis, ranking method and F-test.

Scope of the Study

Government and private container freight stations established in India. This study confined only to the CFSs which are located in Chennai city. The present study is relating to the problems of infrastructure inside and outside CFSs in Chennai, labour problems and operating cost analyses of CFSs in Chennai.

Need for the Study

Liberalization of the Indian economy has paved the path for privately controlled CFS. Major shipping companies, transport and stevedoring companies, shipping agents etc., are entering the sector by owning and managing CFS. Foreign companies also have entered into the field by starting joint ventures with Indian partners. Competition in the industry has identified during the last couple of years owing to the liberalization policy. The market has become extremely competitive due to the entry of many players in this sector.

In Chennai, the CFSs are still in the initial stage of development. The infrastructures, labour strike, migration, lack of storage problem and container shortage are affected container stuffing & destuffing services. In order to get maximum benefit from this situation the CFS requires proper planning strategy to stay alive in the worldwide competition.

Limitations of the Study

The study was conducted in micro level therefore, it is applicable only to the Chennai city. This study was developed based on opinion collected.

16 www.ices.nic.in
from the respective managers of the CFSs and data were not collected from the workers.

Hypothesis Testing

<table>
<thead>
<tr>
<th>SL.No.</th>
<th>Business Experience in Years</th>
<th>No. of CFSs</th>
<th>Mean</th>
<th>SD</th>
<th>F-Value</th>
<th>LS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 5</td>
<td>2</td>
<td>0.52</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>5-10</td>
<td>3</td>
<td>0.51</td>
<td>0.75</td>
<td>0.08</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>10-15</td>
<td>3</td>
<td>0.42</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Above 15</td>
<td>3</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data

Hypothesis: Respondents do not differ in their opinion about storage facilities on the basis of business experience.

From the above result that the obtained F-value (0.75) is not significant at 0.01 level. So the null hypothesis is accepted. Therefore it is concluded that the respondents do not differ in their opinion about storage facilities on the basis of business experience.

Time Taken for Providing Services in port and Business Experience

<table>
<thead>
<tr>
<th>SL.No.</th>
<th>Business Experience in Years</th>
<th>No. of CFSs</th>
<th>Mean</th>
<th>SD</th>
<th>F-Value</th>
<th>LS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 5</td>
<td>2</td>
<td>2.98</td>
<td>0.49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>5-10</td>
<td>3</td>
<td>3.00</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>10-15</td>
<td>5</td>
<td>3.97</td>
<td>0.45</td>
<td>2.86</td>
<td>0.05</td>
</tr>
<tr>
<td>4</td>
<td>Above 15</td>
<td>3</td>
<td>4.25</td>
<td>0.36</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data

Hypothesis: Respondents do not differ in their opinion about time taken for providing services in port on the basis of business experience.

From the above result that the obtained F-value (2.86) is significant at 0.01 level. So the null hypothesis is rejected. Therefore it is concluded that the respondents differ in their opinion about time taken for providing services in port on the basis of business experience.

Findings of study

1. Majority (62 per cent) of the CFSs are private limited in the study area.
2. Migration problem is one of the problems faced by 85 per cent of respondent at the time of connecting or using the EDI system.
3. The respondents to the extent of 77 per cent felt that the present status of automation is not sufficient for future business.
4. Majority (69 per cent) of the CFSs are of the opinion that their godown capacity need to be expanded.
5. Seasonal variation was the main reason for expansion requirement of godown capacity as stated by majority (89 per cent) of the respondents.
6. All (100 per cent) the respondents are having security guard and fire safety equipments.
7. Majority (62 per cent) of the CFSs are having manual extinguishers only and only 23 per cent of the respondents are using both types of equipments (manual and mechanical).
8. The respondents accounting for 62 per cent opined that the infrastructure of the Indian CFSs were not up to the international standard.
9. Majority (47 per cent) of the respondents dissatisfied with regard to the internal infrastructural facilities.
10. The respondents to the extent of 54 per cent dissatisfied with the infrastructural facilities available around the CFSs in Chennai.
11. Majority (38 per cent) of the respondents highly dissatisfied about traffic position in Chennai city.
12. The respondents (31 per cent) are highly dissatisfied and another 31 per cent of the respondents are dissatisfied about power supply.
13. The respondents to the extent of 39 per cent are dissatisfied about time taken for providing clearance of documents in port.
Suggestions:
1. Migration problem could be reduced by increasing the speed of ICES system to clear the import/export documents.
2. The automation level of CFSs should be enhanced with modern weight bridge, scanning of cargo while moving truck in the CFSs.
3. All the CFSs should take necessary steps to install mechanical fire safety equipments.
4. CFSs should take necessary steps to improve their infrastructure as that of international standard.
5. Port trust should take required action to attract foreign investments for improving the infrastructure facilities in and around the port for the smooth flow of cargo from CFS to port area.
6. CFSs should produce power through other sources like solar energy to avoid the shortage of power supply problems.

Conclusion: Over the years, the volume of container traffic has experienced continuous growth. In order to sustain the growth, infrastructure development in and around the CFS requires immediate attention both by the management of CFSs for modernisation and by the government for developing connection links between the port and roadways, railways and so on. The CFSs in Chennai also to upgrade the equipments in order to handle the cargo quickly, they have to expand capacity so as to accommodate the quantity of cargo arrives during a particular season. It is the needs of the hour that the management of CFSs in Chennai and government should take necessary steps to improve the infrastructural facilities so that the efficiency of cargo handling can be improved thereby improve the income of CFSs in Chennai.
GROWTH OF E-COMMERCE FIRMS IN INDIA THROUGH VENTURE CAPITAL FINANCING

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Abstract

E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. E-Commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium. India is showing tremendous growth in the E-Commerce. Today, we are talking about e-commerce progress level of India, the seventh-largest by geographical area, the second-most populous country, and the most populous democracy in the world. Indian ecommerce space percentage is getting higher as more and more online retailers enter the market. Although this level of entry in the e-commerce market is good from a long term perspective, the challenge is that most entrepreneurs don’t have the resources or capital to wait for years before they can get profits.

Earlier entrepreneurs have largely depended on private placements, public offerings and lending by financial institutions. The venture capital phenomenon has now reached a take-off stage in India. Risk capital in all forms is becoming available more freely. Contrary to the earlier trend, where it was easy to raise only growth capital, financing of ideas or seed capital is now available. The number of players offering growth capital and the number of investors is rising rapidly. The initiatives of the Indian government in formulating policies regarding sweat equity, stock options and tax breaks for venture capital along with overseas listings have all contributed to the enthusiasm among investors and entrepreneurs.

This paper is an attempt to analyze how venture capital financing has become a catalyst in the growth of E-Commerce in India.

Keywords: E-Commerce, private placement, public offering, sweat equity, stock options

E-Commerce in India

Growing by leaps and bounds, the E-Commerce industry in India has become a hotspot for several career opportunities. There has been a rise in the number of companies taking up E-Commerce in the recent past. Many sites are now selling a diverse range of products and services from flowers, greeting cards, and movie tickets to groceries, electronic gadgets, and computers. With stock exchanges coming online the time for true E-Commerce in India has finally arrived.

India’s E-Commerce industry is on the growth curve and experiencing a spurt in growth. The Online Travel Industry is the biggest segment in E-Commerce and is booming due largely to the Internet-savvy urban population. The other segments, categorized under online non-travel industry, include E-Tailing (online retail), online classifieds and Digital Downloads (still in a nascent stage).

The domestic digital commerce market is expected to clock a higher growth this calendar year on the back of better internet penetration, increase in trust level and pricing advantage, according to industry body IAMAI (Internet and Mobile Association of India). At present, there are over 2.5 crore online buyers and more than 21.3 crore internet users in the country, according to the Association.

Objectives:

1. To understand the Key drivers in E-Commerce
2. To know history of Venture Capital in India
3. Stages of Financing of VC’s
4. Investment process of VC’s
5. E-Commerce exposure of VC Funds

The shift is gradually taking place where an increasing number of people are making online purchases too. But the majority of the Internet audience is still averse to the idea of making online purchases due to the following reasons:

Besides for all these reasons, the E-commerce industry has shown great signs of growth due to the increasing awareness of the same amongst the net savvy Indians. The online travel industry seems like it will continue to dominate the e-commerce market, but e-tailing and digital downloads is expected to source the highest growth. The increasing number of mobile/digital downloads is in direct correlation to the high proliferation of mobile devices in the country among different users as well as introduction of interactive content over the Internet. Also many retail chains are opening up to embrace the medium to ensure there are sales over the Internet. This ensures reach in Tier-II and Tier-III cities where the early Internet users are being targeted for online purchases as well. The financial services sector is another area that holds promising growth in the future due to the ease and adaptability of online money managing services.

Key drivers in Indian e-commerce are:

- Increasing broadband Internet and 3G penetration.
- Availability of much wider product range (including long tail and Direct Imports)
compared to what is available at brick and mortar retailers
- Busy lifestyles, urban traffic congestion and lack of time for offline shopping
- Lower prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs
- Increased usage of online classified sites, with more consumer buying and selling second-hand goods
- Evolution of the online marketplace model with sites like eBay, Flipkart, Snapdeal, Infibeam, qnetindia.in, Dealkyahai.com and Tradus. The evolution of ecommerce has come a full circle with marketplace models taking center stage again.
- Tech Savvy people
- Internet Users
- Rising Middle Class with disposable income
- Comparatively lower pricing for products
- Flexible Payment options
- Rise of Coupon and discount Sites

The E-Commerce market grew at a staggering 88% in 2013 to $16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation, according to a survey by industry body ASSOCHAM. That’s a rise of 88 percent from the $8.5 billion figure in 2012. It is a rapidly expanding sector, throwing up thousands of new job opportunities every year. The trend is expected to continue as the E-Commerce market in India is expected to touch $56 billion by 2023, according to the latest ASSOCHAM report.

Young generation on the internet has emerged as the driving force behind the growth of the E-commerce industry in India. Nearly 90% of online shoppers in India belong to the 18 – 35 year age group, while 8% fall in the 36 - 45 year age group. While classifying the online shoppers based upon gender, men contribute more to online shopping revenue. Nearly 65% of online shoppers in India are male as against 35% who are female.

The report also highlights the products bought & sold online. Gift articles (58%) remain the favorite among online shoppers in India, followed by books (42%) and electronic gadgets (41%).

The survey also attempted to understand the reluctance of people who still refrain from online shopping. Around 30% of people who buy from retail stores actually research about the product online. However, 25% people are still skeptical about online security and don’t share their financial information online. 20% people, who blamed high shipping costs as the main reason, follow this, while 15% are unsure about the handling of the product during transit and receiving the product in a good condition.

Nearly 10% of the total population in India is on the internet now and with a growing penetration India is expected to leapfrog U.S. to become the second largest country by the number of internet users. According to a report from ComScore, three out of every five internet users in India are shopping online. This has made India, one of the most lucrative markets for global e-commerce giants, especially the likes of Amazon and Alibaba. While Amazon has already ventured into the Indian market, Alibaba is keen to make a perfect start.

The E-Commerce sector has been attracting investments and assistance from private equity and venture capitalist firms. The companies are also actively looking to innovate and adopt strategic models to have a greater customer base. Overall, the sector is set to grow exponentially and offers immense potential for investors. Venture capital has become closely associated with the high-technology sectors and is often seen as a cornerstone of innovation.

**Stages of financing by venture capitalist**

Venture capital can be provided to companies at different stages. These include:

1- Early- stage Financing

**Seed Financing**: Seed financing is provided for product development & research and to build a management team that primarily develops the business plan.
Startup Financing: After initial product development and research is through, startup financing is provided to companies to organize their business, before the commercial launch of their products.

First Stage Financing: Is provided to those companies that have exhausted their initial capital and require funds to commence large-scale manufacturing and sales.

II-Expansion Financing

Second Stage Financing: This type of financing is available to provide working capital for initial expansion of companies, that are experiencing growth in accounts receivable and inventories, and is on the path of profitability.

Mezzanine Financing: When sales volumes increase tremendously, the company, through mezzanine financing is provided with funds for further plant expansion, marketing, working capital or for development of an improved product.

Bridge Financing: Bridge financing is provided to companies that plan to go public within six to twelve months. Bridge financing is repaid from underwriting proceeds.

III- Acquisition Financing

As the term denotes, this type of funding is provided to companies to acquire another company. This type of financing is also known as buyout financing. It is normally advisable to approach more than one venture capital firm simultaneously for funding, as there is a possibility of delay due to the various queries put by the VC.

Economic development is supporting VC industry growth

- The growing wealth of the Indian economy and the accompanying increase in consumerization is underpinning the growth of the VC industry.
- The two predominant themes from a demand perspective are :
  Companies addressing changing consumer behavior patterns – the largest proportion of the total pool of VC – backed companies are in consumer services.
  The introduction of new technology, particularly internet – based applications such as cloud and mobile.
- From a supply perspective, rising economic prosperity has increased the pool of entrepreneurs willing to take a risk on VC investment. Some of these high-net-worth individuals have already made money as successful entrepreneurs prior to becoming VC or angel investors.
- The entrepreneurial ecosystem is becoming more developed as the availability of higher education has spread to third and fourth tier cities with a corresponding increase in the number of engineering and medical schools’

Brief history of Top E-Commerce firm in India - Flipcart.com:

Flipkart, India’s largest e-commerce marketplace raised US $1 billion in one of the largest funding rounds for any e-commerce company globally - and the single largest round by an internet company from India. Co-led by existing investors Tiger Global Management and Naspers, the funds will be used to make long-term strategic investments in India, especially in mobile technology.

Accl Partners have invested considerably. In one of the biggest fund raising, Flipkart.com, in August 2012, raised about ₹822 crore (US$140 million).

On July 10, 2013, Flip kart announced it had received $200 million from existing investors Tiger Global, Naspers, Accel Partners, and ICONIQ Capital. New investors making up the additional $160 million include Dragoneer Investment Group, Morgan Stanley Wealth Management, Safin, Vulcan Inc. and more from Tiger Global.

In Feb 2014, online fashion retailer Myntra.com raised $50 million from a group of investors led by Premji Invest, the investment company floated by AzimPremji, Chairman of Wipro. May 2014 also witnessed an acquisition of Myntra by Flipkart reportedly for Rs. 2,000 crores

Flipkart Raises USD One Billion in Fresh Capital; One of the Largest Funding Rounds in E-commerce globally.

Singapore’s sovereign wealth fund, GIC, along with existing investors Accel Partners, DST Global, ICONIQ Capital, Morgan Stanley Investment Management and Sofia, also participated in this latest financing round.

This new milestone comes within months of Flipkart becoming the first e-commerce company out of India to hit US $1 billion in GMV.

This new funding will enable to step up investments for innovations in products and technologies, setting up to become the mobile e-commerce company of the future. This funding will help further accelerate momentum and build presence to become a technology powerhouse.”

A few prolific VC firms continued to be in the top list but Kalaari Capital joined the roster of most active investors.
• 47 Venture Funds and Institutional Investors have invested in 52 companies over various rounds
• 10 investors have invested in 3 or more companies, with estimated exposure of $30 - $50 MN per fund
• 18 investors have more than 1 E-Commerce investment

It was a year of consolidation, as venture capital (VC) firms focused on portfolio management and slowed down the pace of investments in India. But 2013 also witnessed some mega deals in the industry (Flipkart) and a landmark multi-bagger exit for a group of VCs (including backers of redBus).

In short, Kalaari Capital joined the list of most active venture capital investors in 2013. Here is a look at the most active VC firm of the year.

**Blume Ventures - 19 deals**
Seed-stage fund Blume Ventures has been the most aggressive early stage investor since 2011, leading the charts consistently. Founded in 2010 with a corpus of Rs 100 crore for the maiden fund, its investments are relatively smaller as compared to other funds on the list but it has been consistently closing new deals.

Some of the companies it invested this year include research platform Infolion, colour theme-focused e-commerce website Paletly, mobile consumer analytics provider Voxapp and location-based mobile services player NowFloats. Other investments include event ticketing and discovery platform Explara and online personal care and beauty products platform Purplle.com.

Blume also saw its maiden exit in 2013 when Mumbai-based Spunk Media Pvt Ltd, which runs the online mobile billing aggregator Qubecell, was acquired by San Fransisco-based mobile payments company Boku.

**Nexus Venture Partners - 12**
Year 2013 has been an interesting year for Nexus Venture Partners, with several of its portfolio companies seeing large follow-on rounds from other investors. Of the dozen deals closed during the year, more than half were follow on rounds of funding in which Nexus Venture Partners also participated.

It invested in Gurgaon-based logistics company SSN Logistics Pvt Ltd, which runs the web platform Delhivery.com; realty portal Housing.co.in, started by a group of IIT Bombay students and California-based cloud startup Armor Inc, among others.

Some of Nexus’ existing portfolio companies - Snapdeal, Eka Software and Druva Software - also raised large follow on rounds of funding. Web giant Yahoo Inc acquired Astrid, a task and to-do list mobile app backed by Nexus Venture Partners.

**Accel Partners - 11**
Even as the valuation of its portfolio company Flipkart.com continues to surge (in latest deal $1.6 billion), Accel maintained its faith in other existing e-commerce portfolio companies besides betting on other sectors.

Some of the new companies backed by Accel during the year include Portea Medical, a provider of in-home healthcare services promoted by serial entrepreneur K Ganesh; biotechnology company Theramyt Novobiologics; social media content aggregator tool Eventifier and ScaleArc Inc, which is engaged in designing and development of database infrastructure software.

**Kalaari Capital - 11**
Kalaari Capital, earlier known as IndoUS Venture Partners, is a new entrant to the top VC firms’ list this year. The firm raised a new $150 million fund last year and has been busy deploying that corpus. It invested in The Label Corp Pvt. Ltd, which owns and operates online portal apparel and accessories thelabelcorp.com; software company Robosoft Technologies and bakery chain Ovenfresh among others.

**Inventus Capital Partners - 10**
For Inventus Capital, 2013 was an extremely busy year as it closed its second venture fund raising over $100 million and half a dozen new investments. Besides, Inventus saw a mega exit in its portfolio as online bus ticketing firm Redbus was acquired by South African media conglomerate Naspers’ Indian arm ibiboGroup for $125 million.

Inventus closed six new deals and four follow-on rounds during the year. One of its largest deals was leading $5 million round in online insurance policy aggregator eTechAces Marketing and Consulting Pvt Ltd, which runs the site PolicyBazaar. It also invested in eDreams Edusoft Pvt Ltd, a Bangalore-based technology product startup focused on the education industry; Silicon Valley-based Espresso Logic Inc, which offers database backend services for mobile
and web developers, and Bangalore-based Unbxd Inc, which provides a product recommendation platform for e-commerce companies.

**Sequoia Capital - 9**

Sequoia Capital has been a permanent fixture among the most prolific VC firms in the country and this year was no different. It maintained its focus on consumer internet and other technology companies and also clocked several exits. The firm invested in Reach Process Outsourcing, which is involved in accounting services through online software; data centre automation platform Idea Device; e-commerce firm Gharpay; Girnar Software, which owns portals like CarDekho and BikeDekho and online restaurant directory Zomato.

Its portfolio companies - offshore software R&D services GlobalLogic and payment services provider Prizm - were acquired in strategic deals which gave it multi-bagger exits. Year 2013 also saw successful public market debut of classifieds firm JustDial, one of Sequoia's largest investments in India, setting the stage for another mega exit.

**Tiger Global - 8**

Hedge fund major Tiger Global Management, which has been one of the most aggressive investors in the Indian e-commerce space, spent the year re-investing in its existing portfolio in India. It participated in new rounds of funding for online apparel retailer Zovi, online cab rental service Olacabs, Indian travel community HolidayIQ.com, jewellery etailer Caratlane.com and online baby products firm babyoye.com. It also participated in the $360 million funding round of Flipkart.com, India's largest etailer and one of its biggest success stories to date.

**IDG Ventures - 8**

IDG Ventures, which is currently raising its second Indian-focused venture capital fund, is a new entrant to the list of most active VC firms. The firm had a fair mix of fresh investment and follow-on rounds for existing portfolio companies.

It participated in new rounds of funding for biotechnology firm Theramyt Novobiologics; Unbxd Software, which provides search and analytics to e-commerce sites and real time financial information provider Heckyl Technologies Pvt. Ltd. IDG also invested in follow-on round online lingerie portal Zivame; mobile advertising firm Vserv Digital Services; mobile entertainment firm Apalya and risk management firm Aujas.

**Conclusion**

The Internet users in India have time and again adopted the advancements in the online space and are always seeking out to include digital interactions into their daily activities - making purchases and indulging in transactions being one of them. The e-commerce industry on its own is poised to be one of the biggest markets in India. It will be interesting to see how and when the e-commerce industry will shape itself into a mainstream giant being accepted by the masses in the online space.

The growth of India's investor community and the resulting increase in the amount of capital being invested in purely domestic opportunities provides India’s VC industry with a degree of insulation from global stocks and the outlook for the coming year is therefore relatively positive. To conclude brave investors with deep pockets, infinite patience and global e-commerce experience have the opportunity to create winners.

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IMPACT OF DIVIDEND ANNOUNCEMENT ON INDIAN STOCK MARKET - A STUDY ON BOMBAY STOCK EXCHANGE

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Abstract
The paper investigates the efficiency of the Indian stock market in its semi-strong form of efficient market hypothesis. The efficiency is investigated in relation to the impact of dividend announcement on market reaction of Indian stock market. The study based on 85 companies, which are classified into small size and large sized during the study period of 10 years from 2001 to 2010 was considered. The researcher has used event study methodology, an event window was framed for a period of 41 days and is considered as t-20 to t+20 relative to the event day (t=0). The AARs and CAARs were analysed to ascertain whether the market reaction is measured and provides an opportunity was available to make above abnormal returns during the event window. It reveals that the investors have not been able to earn abnormal returns in the study companies.

Key Words: Efficient Market Hypothesis, Dividend Announcement, Event Study, AAR and CAAR.

Introduction
Capital market efficiency is one of an important research topic. The efficiency, in the context of capital markets, is commonly assumed to refer to the incorporation of expectations and information of all market participants into the prices of financial assets. In an efficient market, competition among the many investors leads to a situation where, at any point in time, actual prices of individual securities already reflect the efforts of information based both on events that have already occurred and on events which, as of row, the market experts to take place in the future. Efficient Market used to describe the market price that fully reflects all available information was coined by Fama (1970). Furthermore, he classifies the capital market efficiency into three levels on the basis of the information namely weak form, semi-strong form and strong form. Weak Form of Efficiency, the security prices reflect all past information about the price movements. Semi-Strong Form of Efficiency, the security prices reflect all publically available information. Strong Form of Efficiency, the security prices reflect all published and unpublished, public and private information.

Dividend Announcement
Dividend refers to that part of the profits of a company, which is to be distributed amongst its shareholders. This distribution is made out of the profits remained after deducting all expenses, providing for taxation, and transferring reasonable amount to reserve from the total income of the company. It may, therefore, be defined as the return that shareholders get from the company, out of its profits, on his shareholdings. Dividend decision by any company is an important decision being determined by the financial managers. The dividend policy of firm determines what proportion of earnings is to be paid to shareholders by way of dividends and what proportion is ploughed back in the firm for reinvestment purpose that is retained earnings. Payment of dividend is desirable because the shareholders invest in the capital of the company with a view to earn higher return and to maximize their wealth. When a company makes a profit, they must decide on what to do with the profits. They can choose to retain the earnings for meeting capital expenditure, research and development or other investment opportunities for expansion purposes.

Review of Literature
A number of studies have been made on testing the semi-strong form of efficient market hypothesis in relation to dividend announcements. A reference to these earlier studies will be relevant in the context of shaping the present study. The researchers have shown earlier that the market generally reacts positively or negatively to dividend announcement. Karamjeet Kaur and Balwinder Singh (2005), Eyup Kadioglu (2008), Chandrapala Pathirawasam (2009), Olatundun Janet Adelegan (2009), Azhagaiah Ramachandran and Veeramuthu Packkiriamy (2010) and Neetu Mehndiratta and Shuchi Gupta (2010) in their studies have established this aspect.

Selvam et al. (2010) the study concludes that the dividend announcement makes a positive impact on the share prices of the companies that
came for dividend announcement in the Indian stock market and it gives the scope for intelligent investors to earn higher returns. **Muhammad Aamir and Syed Zulfiquar Ali Shah (2011)** found that there are some firms whose abnormal return were negative on the dividend announcement date but became positive immediately after the dividend announcement date. **Amalendu Bhunia (2012)** exhibited that investors do not gain value from dividend announcement. It also indicates that payment of dividend does not convey any useful information to the investing community, which needs to be further reconnoitered. **Muhammad Ikhlas Khan (2012)** indicates that the stock prices of all sample companies change with the change in dividends per share. When dividend per share is changed, it affects stock prices negatively or positively. It is evident that most of the stock prices have negative correlation with the dividend per share. **Vinhad Kumar et al. (2012)** it was that the NSE was a semi-strong efficient market resulting in the conclusion that the time of announcement can be used for the making easy money but is very rare to find that on which date company will announce the dividend and if investor are able to predict this than in that case easy money can be made with the help of that information. **SarvanaKumar et al. (2012)** concluded that the announcement of dividend result does not have any impact on the stock return behavior of companies. By taking this announcement of dividend results, no one can outperform and there is no strategy exists in the market.

**Objectives of the study**

The main objective of this study is to verify the stock market efficiency in its semi strong form.

1. To investigate the impact of dividend announcement on price reaction of selected companies.
2. To assess the persistence of effect of dividend announcement on stock returns of selected companies.

**Period of the Study**

The present study is an attempt to examine the semi strong form of efficiency of the Indian stock market with respect to information content of dividend announcement in selected companies listed on BSE 500 index. A period of 10 years from 2001 to 2010 has been taken up for the study.

**Data Collection And Methodology**

The stock market data relating to corporate event announcement of dividend announcement were obtained from “PROWESS” database published by Centre for Monitoring Indian Economy (CMIE) and the BSE-500 index value and share prices of sample companies were obtained from BSE website. The present study has taken 85 companies in BSE 500 index, which announced dividend during the study period from 2001-2010. In the initial stage, 103 companies which have announced were considered. 18 companies have been eliminated due to non-availability of data for the period either before or after the date of announcement of the event window and the remaining 85 companies have been taken as sample. The sample companies were divided into two groups' namely small size (less than 50%) and large size (50% and more). It was observed that there were 44 companies for small size and 41 companies for large size during the study period. The present study is an attempt to examine the semi-strong form of efficiency of the Indian stock market with respect to information content of dividend announcement in selected companies listed on BSE 500 index.

**Event Study Methodology**

Event study methodology is a broadly used and systematic tool that has been applied to study the impact of dividend announcement on share prices in the empirical finance literature. The purpose is to evaluate the information content and impact of selected event by examining the behavior of abnormal returns earned on the underlying security around a persistent relevant event. The main purpose of an event study is a systematic way of analysing the behaviour of the share price around the event. The present study used the standard event study methodology to examine the market reaction to dividend announcement in terms of change in share prices. In order to carry out an event study, the event window is to be set as 41 days, which is determined as t = -20 to t = +20 relative to the event day t = 0 (date of announcement of dividend). The dates of board meeting regarding the announcement of dividend were denoted as ‘event day’ and days surrounding the event day which are 20 days before and 20 days after the event date which is termed as the ‘event window’. The proxy of return on the market portfolio is the change in the BSE 500 index returns of 150 days during the ‘estimation window’ and the respective shares were regressed against the proxy to determine the constant and the regression coefficients to calculate the expected returns.
during the event window. Return on security ‘j’ in period ‘t’ is given by:
\[ R_{jt} = (P_{jt} - P_{jt-1}) / P_{jt-1} \]
... (1)
Where, \( R_{jt} \) is return of security ‘j’ at day ‘t’
\( P_{jt} \) is price of security ‘j’ at day ‘t’
\( P_{jt-1} \) is price of security ‘j’ at previous day observed

Standard event study methodology has been used to make the analysis. This study in order to examine the impact of dividend announcement on the stock return also uses the event study to estimate the normal return for security.

**Stage 1:** The date of announcement of dividend was denoted as event day. 40 days surrounding the event day that is between 20 days before (t-20) and 20 days after (t+20) the event day have been taken as ‘event window’. 150 days prior to the day of the event window i.e., -170 to -21 days before the event day have been considered as the estimation window.

**Stage 2:** The BSE-500 index returns were taken as the proxy for the market.

**Stage 3:** The returns of 150 days during the estimation window of the respective shares were regressed against the BSE-500 index returns to determine the ‘constant’ and the regression ‘co-efficient’ in order to calculate the expected returns during the event window (Market Model). The market model computes normal returns and abnormal return by using the following equations:
\[ R_{0t} = \alpha_0 + \beta_0 R_{mnt} + E_{jt} \]
... (2)
Where, \( R_{0t} \) is the daily return security ‘j’ at day ‘t’
\( R_{mnt} \) is the daily return on BSE index at day ‘t’
\( \alpha_0, \beta_0 \) is regression intercept and slope respectively
\( E_{jt} \) is the error term of the stock ‘j’ on the day ‘t’.

Expected return is the estimated return which is calculated by using regression analysis. The expected returns for security at day are defined as,
\[ ER_{jt} = \alpha_0 + \beta_0 R_{mnt} \]
... (3)
Where, \( ER_{jt} \) is expected return on security ‘j’ as day ‘t’
\( \alpha_0, \beta_0 \) are regression estimated from the equation (2).

**Stage 4:** Abnormal returns are obtained as the difference between actual returns of company during event window and the expected return generated by the selected market index according to the market model. The abnormal return during the event window is calculated as:
\[ AR_{jt} = R_{jt} - ER_{jt} \]
... (4)

Where, \( AR_{jt} \) is abnormal return of security ‘j’ at day ‘t’
\( R_{jt} \) is actual return of security ‘j’ at day ‘t’
\( ER_{jt} \) is expect return of security ‘j’ at day ‘t’

**Stage 5:** After calculation of abnormal returns of all the securities, the average abnormal returns has been computed by averaging the abnormal returns of the sample companies for each day of event period. The average abnormal returns (AARs) are used to analyse the information content of selected corporate events. The Average Abnormal Returns (AARs) of various securities on a particular event day ‘t’ is calculated as:
\[ AAR = \frac{\sum_{n=1}^{N} AR_{nt}}{N} \]
... (5)
Where, ‘N’ denotes Number of Securities

**Stage 6:** The cumulative average abnormal return (CAARs) has been computed by cumulating the daily average abnormal returns for the entire event period. It is used to analyse the adjustment of prices to new information. The Cumulative Average Abnormal Returns (CAARs) are the sum of daily Average Abnormal Returns (AARs) during the event window.
\[ CAAR = \sum_{t-k}^{t+k} AAR \]
... (6)
Where, -k to +k denotes -20 to +20 days during the event window.

The average abnormal returns in all the trading days in the event window and cumulative average abnormal returns during the event window are analyzed by using ‘t’ test to identify whether they significantly differ from zero.

**Event Study Analysis Of Dividend Announcement**

During the study period, a total 103 companies had announced dividend, out of which 18 companies (17%) were eliminated due to non-availability of share price data within the period either before or after the announcement and during the event window. These companies were not considered for this study. Hence this study relates to the remaining 85 companies (83%) which constitute the selection of sample is presented in Table1.

The reaction of share prices towards the dividend announcement based on size. The dividend sizes are classified into two categories viz., small size (less than 50%) and large size (50% and more) as was detailed in earlier. Table
2 shows the results of number of companies which had positive abnormal returns and the number of companies had a negative abnormal return and the statistical significance.

It is seen from the Table 2 that 3 companies (7%) had positive abnormal return and 4 companies (9%) had negative abnormal returns which are statistically significant. 39% of sample companies (17) had positive abnormal return and 45% of sample companies (20) had negative abnormal returns which are not statistically significant in respect of dividend announcement during the event window. But on the announcement of dividend 52% of companies (23) had positive abnormal returns and 48% of sample companies (21) had negative abnormal returns with respect to dividend size less than 50% during the announcement date.

Table 2
Impact of Dividend Announcement of Share Price in Accordance with Dividend Size

<table>
<thead>
<tr>
<th>Particular</th>
<th>DIVIDEND SIZE</th>
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<tr>
<td></td>
<td>Small Size</td>
<td>Large Size</td>
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<td>No. of</td>
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<td></td>
<td>Sample</td>
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<td></td>
<td>Companies</td>
<td>Companies</td>
<td>Companies</td>
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<tr>
<td>No. of Companies having positive abnormal return during event window</td>
<td>Significant*</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Insignificant</td>
<td>17</td>
<td>39</td>
</tr>
<tr>
<td>No. of Companies having negative abnormal return during event window</td>
<td>Significant*</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Insignificant</td>
<td>20</td>
<td>45</td>
</tr>
<tr>
<td>TOTAL</td>
<td>44</td>
<td>100</td>
<td>41</td>
</tr>
<tr>
<td>No. of Companies having positive abnormal return on announcement date</td>
<td>23</td>
<td>52</td>
<td>19</td>
</tr>
<tr>
<td>No. of Companies having negative abnormal return on announcement date</td>
<td>21</td>
<td>48</td>
<td>22</td>
</tr>
<tr>
<td>TOTAL</td>
<td>44</td>
<td>100</td>
<td>41</td>
</tr>
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Source: Computed from “PROWESS” Database.

*Significant at < 10% level.

In the case of share price performance of companies which made large size of dividend announcement (50% and more), it is observed that only 5% of sample of companies (2) had positive abnormal returns and 10% of sample of companies (4) had negative abnormal returns which are statistically significant in respect of dividend announcement during the event window. On the other hand 61% of sample companies (25) had positive abnormal returns and 24% of sample companies (10) had negative abnormal returns which are not statistically significant in respect of dividend announcement during the event window. But on the announcement of date with regard to this group, 46% of sample companies (19) experienced positive abnormal returns and 54% of sample companies (22) had negative abnormal returns with respect to dividend announcement for large size (50% and more) during the event window. Table 3 shows the AARs for small size (less than 50%) of dividend announcement of sample companies along with t-test. It is clear from the t-test analysis that dividend announcement generate significant reaction in the share prices of listed companies in BSE 500 index at the two levels of 1% and 5% of significance. It can be understood from the table that on event day an AAR of 1.28 per cent was earned and the rate of return also is comparatively high and is statistically significant at 5% level of significance. In the pre-announcement period (t-20 to t-1) the average abnormal returns (AARs) were positive only for 9 days out of 20 days and are negative for the other 11 days. The AARs during the pre-announcement period range from the lowest value of -1.10% on day -16 to the highest value of 0.37% on day -13. The positive average abnormal returns were 0.37% on day -13, 0.35% on day -3, 0.28% on day -17, 0.23% on day -14, 0.20% on day -11 and 0.19% on day -1 during the pre announcement period of the event window. The negative AARs were 1.10%, 0.76%, 0.60%, 0.56%, 0.50%, 0.25%, 0.15% and 0.12% with
followed by days -16, -4, -5, -19, -12, -6, -2 and -7 respectively in the pre event period. The pre announcement period of the event window the negative AAR statistically significant and it was -0.60 percent on day -5 at 5% level of significance. During the post-announcement period the AARs were positive for 8 days out of 20 days and were negative only for 12 days. In the post event window period the AARs ranged from the lowest value of -0.66% on day 15 to the highest value of 0.59% on day 16. The positive average abnormal returns were 0.59% on day 16, followed by days 1, 12, 6, 4 and 7 with value of 0.46%, 0.41%, 0.38%, 0.30%, 0.24% and 0.22% during the post-event period. The negative AARs were 0.66% on day 15, 0.62% on day 9, 0.47% on day 5, 0.35% on day 3, 0.31% on day 14, 0.23% on day 19, 0.22% on day 8 and 0.22% on day 18 in the post event period. In the post announcement period the negative AAR of 0.66% on day 15 and was statistically significant at 5% level of significance.

Table 3 also shows the CAARS of dividend announcement for small size (less than 50%). An analysis of CAARS during the pre-event window shows that on 19 days CAAR was negative and on 1 day it was positive. It is indicating the negative reaction of the market in anticipation to dividend announcement. The event day CAAR was negative 1.09% and which is not statistically significant. In the pre-announcement period the CAARs range from the lowest value of -2.76% on day -4 to the highest value of 0.06% on day -20. The CAARs in pre announcement period was positive for only one day (-20). The negative CAARs during the pre event period in 19 days out of 20 days and they were more than 2% in 4 days and they were -2.76% on day -4, -2.56% on day -2, -2.41% on day -3 and -2.36% on day -1. The negative CAARs were more than 1% in 7 days during the pre announcement period was on day -5 followed by days -6, -7, -8, -16, -15 and -12 with value of 1.99%, 1.39%, 1.15%, 1.03%, 1.23%, 1.19% and1.09% respectively and it was less than 1% in 8 days. The post event period, in all the days from day 1 to day 20, CAARs were negative. During the post-announcement period the CAARs range from the lowest value of -1.89% on day 15 to the highest value of -0.26% on day 2. The CAARs in post-announcement period was negative in all days and they were more than 1% in 10 days and less than 1% in 10 days. An observation of CAARs during the event window revealed that the CAARs were statistically insignificant in the pre and post announcement period of the event window.

Conclusion
Market reaction to dividend announcement is empirically investigated in this study by taking dividend announcement of 85 companies listed on the BSE 500 Index. The event study methodology of residual analysis is used. It was observed that the market reacted positively towards small size dividend announcement with AAR on the event day of trading being 1.28% significant at 5% level and negatively for large size dividend announcement with AAR on the event day of trading being -0.22%. The CAAR on the event day was -1.09% and 2.98% for small and large size of dividend announcement respectively. Hence, it is concluded that large sized dividend announcement was better than small size of dividend announcement.

References:
INNOVATION AND RESEARCH: TRANSFORM LIVES AND SOCIETIES

*Dr.M.Karthikeyan

The Issue
What exactly is meant by "innovation" and "research"? Discover the meaning of both terms and find the answers to the following questions:
- What is innovation and research?
- Why is it necessary to innovate?
- Why is research important?
- Who can innovate?
- Who undertakes research and why?
- How do innovation and research transform lives and societies?

Innovation
Innovation is often explained as the process of turning knowledge into products and services that can be sold to clients. Innovating does not necessarily mean inventing something completely new. In many cases, innovation means transforming an existing product into a new, improved and/or better-performing one. This is often called incremental innovation. The development of flat screen TVs is an example of an improvement of an existing product that allows people to have a more aesthetic and enhanced television, with superior performance. Incremental innovation thus means improving something that already exists, without any radical changes. It constitutes 99% of the development and marketing efforts of companies, and is usually based on skills they already master.

Innovation can also be a radical transformation which modifies users’ behaviour. This is called disruptive innovation. One example is the transition from telephone to mobile phone, which made it possible for two persons to speak directly with each other regardless of the distance that separates them, or the transition from film camera to digital photography which allows, among other benefits, processing and computer storage of photos. Disruptive innovation creates new patterns of consumption and use, and thus disrupts or revolutionises existing markets. It can also lead to the creation of new and radically different markets and its initiator then becomes the reference to follow. Disruptive innovation can thus enable companies to gain a real competitive advantage towards their competitors. It can provide a competitive edge that competitors will struggle to catch up with.

Innovation can relate to very diverse areas such as products, processes, production methods, services and organisation forms or marketing, for instance. One example that illustrates this diversity in innovation is the strategy utilised by the first low-cost airlines. When created, these companies offered services to their clients that were new to the market: a basic transport service, electronic tickets bought online, and prices which varied on demand. They were thus able to influence people’s travelling habits. This also allowed them to exploit a new commercial niche and to develop a favourable strategic position in relation to their competitors.

Is innovation important?
An innovative company, which launches new products or services on the market, can create an advantageous position in relation to its competitors. If clients prefer buying the new, improved product, it will be reflected in the company’s turnover. In addition, the innovation can create new needs among clients, which allows the company to sell more. Innovation also allows the company to renew its offers for the market in order to follow market evolution and remain competitive in relation to other firms.

Innovation is also useful for consumers who can benefit from new and improved products, often with a simplified use. In addition, innovation is beneficial for society as a whole. The need to remain competitive urges companies to constantly launch new and improved products and services, thus bringing about general technical progress.

For example, the European Union has structured its innovation strategy (the Lisbon and the Europe 2020 strategies), among other aspects, to remain competitive against competition from low-cost-producing countries such as China and India. Knowledge and innovation are key factors in keeping companies and preserving employment opportunities in Europe. This is why innovation has become a priority in European policy. Several European programmes encourage innovation and trans-border cooperation. At national level, financial support is provided in order to promote and sustain innovation. In addition, Luxinnovation, the National Agency for Innovation and Research, offers advice free-of-charge in order to encourage innovation.

Who can innovate?
Innovation is not restricted to specialists or large innovative enterprises. Everyone can innovate:
innovative entrepreneurs, managers or employees of companies who wish to implement new ideas, researchers coming across discoveries allowing the development or improvement of products or services, etc. Innovation, first and foremost, is a process that can be learnt. With the help of innovation management techniques, anyone can learn to innovate.

**Research**

The term "research" describes a range of systematic efforts to increase the total amount of knowledge in an area. Depending on the objective of the research, a distinction is made between:

- **fundamental research**, which is characterised by experimental or theoretical work in order to acquire complete new knowledge in an area. At this stage, it does not yet encompass an application or concrete use of the research results
- **applied research**, which also aims to acquire new knowledge, but with a practical and concrete objective
- **experimental development**, which is defined by efforts undertaken to improve existing products or launch the production of new products. The efforts are based on existing knowledge that has been acquired through research.

The expression "research and development" (R&D) includes all the components described above.

**Is research important?**

Research has allowed numerous discoveries to be made, which have considerably improved our everyday lives. For instance polio, a disease which used to cause millions of deaths, has been eradicated to a large extent thanks to the discovery, through research, of the anti-polio vaccine.

Research also helps us to better understand the world we live in. Research carried out on DNA allows us, for instance, to better understand the mechanisms and functioning of a living organism.

**Who carries out the research?**

Since research may be directed towards different objectives, it is carried out by various actors. A large amount of research is carried out by public research centres or universities. Research is also accomplished within innovative companies, such as Goodyear for instance.

**Skills for Innovation and Research**

Innovation holds the key to ongoing improvements in living standards, as well as to solving pressing social challenges. Skilled people play a crucial role in innovation through the new knowledge they generate, how they adopt and develop existing ideas, and through their ability to learn new competencies and adapt to a changing environment.

It seeks to increase understanding of the links between skills and innovation. It explores the wide range of skills required, ranging from technical to "soft", and the ability to learn; it presents data and evidence on countries' stocks and flows of skills and the links between skill inputs and innovation outputs.

Given the importance of meeting the demands of knowledge-based economic activity, investigates the issues of skill supply, education, workplace training and work organisation. It highlights the importance of enabling individuals to acquire appropriate skills and of optimising these at work. The following are the issues considered to understand skills for innovation and research.

- **Skills and innovation – Links, questions and challenges**
- **What are the skills needed for innovation?**
- **What the data and evidence say about skills and innovation**
- **Developing and using skills for innovation – Policy issues**

Innovation in research and development ensures that we continue to help growers increase productivity in a sustainable way. We look at the grower’s challenges holistically, including land, technology and the community, to ensure that we provide solutions which address these challenges with the right technology, or combination of technologies, in the best possible way. "Innovation in Industrial Research, a book ([http://www.publish.csiro.au/pid/6352.htm](http://www.publish.csiro.au/pid/6352.htm))" gives new and experienced researchers insight into how they can improve the quality of their industrial research. It discusses the methods currently available to researchers, from quality tools to the scientific method. Key aspects of research are covered, including: publications, patents, ethics and management of project teams.

It examines responsible conduct in research, and illustrates mistakes made by researchers and how these can affect the reputation of the research being undertaken or the institutions involved. Finally, it analyses ways of achieving innovation in industrial research. "Innovation in Industrial Research" is a valuable resource for researchers working for industries or the public sector, managers of research projects, consultants and graduate students.

**Industry-sponsored academic research promotes innovation**

Corporate-funded academic research is more accessible and more accessed than people think, according to a team of researchers that included Zhen Lei, assistant professor of energy and environmental economics, Penn State. The researchers challenge assumptions that inventions born from industry-sponsored research are less accessible and less useful than those funded by the government or nonprofit organizations.
Lei and other researchers analyzed two decades of records relating to more than 12,000 inventions from nine University of California campuses and three affiliated national laboratories. They found that not only do corporate-sponsored inventions yield more patents and licenses than those that solely are federally funded, but they also are more highly cited in subsequent patents than those supported by federal funds. An analysis of forward-citation rates, the most widely used measurement for patent quality, showed that each industry-funded invention generated an average of 12.8 forward citations compared with 5.6 for federally sponsored inventions. While the prevailing expectation has been that industry looks to restrict access to intellectual property, the researchers found that half of the exclusive licenses for corporate-sponsored inventions went to third parties and not the sponsors. Corporate-funded inventions are also no more likely to be exclusively licensed than those solely receiving public funding. According to the University of California data, corporate-sponsored inventions were licensed exclusively 74 percent of the time, with publicly funded inventions being licensed exclusively 76 percent of the time.

“These results run counter to our expectation,” Lei said. “We thought that companies are interested in research with narrow applications and try to lock up inventions from research they sponsor, and that corporate-sponsored inventions are more likely to create fewer benefits for others and be less cited than federally funded counterparts. This did not turn out to be the case.”

The researchers suggest their findings indicate that private firms consult academic institutions for exploratory research in the hopes of finding new profit avenues. While they point out that corporate sponsorship of academic research must still be administered with due diligence, they also caution against relying on old assumptions.

“Universities setting up contracts with corporations need to be vigilant in their missions to generate and transfer knowledge,” Lei said, “but they should not assume companies are focused mainly on tying up intellectual property. Although results might differ at other academic institutions, these findings should allay concerns that corporate sponsorship turns leading universities into corporate vassals.”

Innovation in research: (Case of IBM)

The Challenge

What it takes

For academic research institutions, innovation is the key to achieving breakthroughs which help position them to compete effectively for faculty and grant funding. These breakthroughs can also stimulate the economy by bringing new cures or products to market, encouraging entrepreneurial activity, attracting new business investment and creating jobs. But to deliver on the advances that are just around the corner, researchers need access to high-performance computing (HPC) resources, and they need to find a better approach to enabling their research.

The Solution

Getting smart about research

To speed the advancement of science, knowledge and innovation—while contributing to economic development efforts in regions and states—universities need to adopt smarter approaches. At its core, smarter research requires processes that are instrumented, interconnected and intelligent. Instrumentation is achieved by collecting, integrating and analyzing research data from real-world, clinical and laboratory sources across your ecosystem by leveraging the power of an IBM HPC infrastructure. By interconnecting your research institution with partner institutions, government agencies and businesses through a shared infrastructure based on cloud computing, researchers can access the same resources virtually anytime, anywhere. With a shared infrastructure, institutions can integrate cross-research disciplines, domains and silos for a more holistic view and greater collaboration.

With intelligent investments in targeted research, a university can contribute to long-term economic sustainability. Investments in strategic research disciplines can help differentiate a region and improve its competitiveness and attractiveness for public and private industry.

The Benefits

Discovery drives development

IBM is an ideal partner for academic research institutions across all disciplines because we can deliver the technology and services that are necessary for successful research discovery and economic development. We can help you:

- Implement HPC solutions that build access to supercomputing capabilities for data and compute-intensive applications, achieving petascale computation and beyond.
- Create a shared research infrastructure that leverages cloud computing to improve access to computational resources for economies of scale.
- Collaborate with local peer institutions as well as private and public industry to build a comprehensive, long-term economic sustainability plan.

The Specifics

The building blocks of success

To help drive smarter, more innovative research, our HPC solutions provide the ability to apply advanced technology to perform more calculations faster and tackle problems of greater complexity. The key
components of our Innovation in Research offerings include:

- Computing on Demand (CoD) Services
  - Flexible, scalable, cloud-based computing computational and storage resources for research
  - Global access to CoD centers in a dynamic and secure environment that allows you to pay for only the resources you need
- Computational servers
  - IBM System Blue Gene®—a massively parallel computing platform for science and industry
  - IBM BladeCenter® family of servers—extreme flexibility and high scalability, supporting configurations of IBM POWER®, Intel® and AMD processors
- Storage Systems
  - High-performance storage for streaming I/O applications served by deep computing systems
  - Archival storage subsystems for cost effective and efficient management of very large datasets
- Data management systems
  - IBM General Parallel File Systems
  - IBM data lifecycle management tools—information access, analysis, visualization, moving, staging, storage and archival.
- Consulting and planning services
  - Economic stimulus-focused programs from IBM Global Business Services and the IBM Systems and Technology Group.

DCU’s research and innovation matrix: from the core of academic excellence, the four research and enterprise hubs develop research that can have an impact on important areas for the economy and society. These activities are reinforced by additional expertise in three cross-cutting platforms (science and technology enhancement, business innovation, and societal impact).

With research and scholarship in its four faculties (Business, Engineering and Computing, Humanities and Social Sciences, and Science and Health), DCU academics contribute to the growth of their disciplines. DCU also brings together researchers from different disciplines to focus on work that can contribute to solving some of society’s pressing needs. The research and innovation activity in DCU can be represented in a matrix form (see diagram above), formed from four outwardly facing research and enterprise hubs and three cross-cutting supporting platforms. Each hub has an academic director who can bring together researchers from across our four faculties to tackle problems in new ways and deliver innovations of benefit to society.

In this way, DCU can create productive teams to make the best use of its expertise and facilities and interact fruitfully with external collaborators, whether from enterprise or other academic centres.

DCU has around 500 academic researchers and over 700 PhD students. Competitively won funding for its research is about €35 million per annum, and DCU invests considerable amounts of its own resources to develop its research infrastructure and to support key programmes. Such support is coordinated by Research and Innovation Support, which has two constituent units:

- Research Support - dealing with academic research links and funding
- Innovation Support (Invent DCU) - dealing with commercial engagements and technology transfer

Research and Innovation (Case of Dublin City University)

As Ireland's University of Enterprise, Dublin City University creates new knowledge and also translates such knowledge into benefits for society. Dublin City University's aim is to transform lives and societies through education, research and innovation. DCU is a research-intensive university of enterprise with a focus on translating knowledge into benefits for societies and for the economy. The University is in the QS World Top 40 Universities under the Age of 50, and in the Times Higher Education 100 Under 50. To ensure that research at DCU increases its real-world impact, we are focusing on areas where we have recognised strengths and where society is facing significant challenges. Our key areas are:

- Health technologies, and the healthy and ageing society
- Information technology and the digital society
- Sustainable economies and societies; and

- Democratic and secure societies

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- Health technologies, and the healthy and ageing society
- Information technology and the digital society
- Sustainable economies and societies; and

- Democratic and secure societies
To sum up, Innovation is often explained as the process of turning knowledge into products and services that can be sold to clients. Innovating does not necessarily mean inventing something completely new. In many cases, innovation means transforming an existing product into a new, improved and/or better-performing one. This is often called incremental innovation. Innovation is also useful for consumers who can benefit from new and improved products, often with a simplified use. In addition, innovation is beneficial for society as a whole. Research has allowed numerous discoveries to be made, which have considerably improved our everyday lives. Research also helps us to better understand the world we live in. We understand that both innovation and research transform lives and societies.

Websites
http://www.oecd.org/sti/skillsforinnovationandresearch.htm
http://news.psu.edu/story/309566/2014/03/27/academics/industry-sponsored-academic-research-promotes-innovation-study
WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS IN BENGALURU: A CASE STUDY

*Manjunatha C.T.
**Dr.E.A.Parmeshwara Gupta

Abstract

Empowerment of women leads to economic development of any country. Since women are ignored in respect of decision making and participation of economic activity, microfinance schemes play an important role in increasing women’s participation either in decision making or participating in economic activities. It has been known fact that women’s contribution to the overall growth of society is significant. Women empowerment will allow women to have more equitable access to assets and services, which in turn strengthen women’s rights, reduce hunger and promote economic growth. Active participation in SHG activates is the most important factor for the empowerment outcome. The growth of any country requires an increased participation of the economically vulnerable, depressed and untouched by formal financial agencies. India is strongly moving towards higher growth trajectory and therefore the financial inclusion is the best solution which empowers our country as a strong country across the globe. It is true that there exist a wide network of formal financial agencies in urban centers but the people living in slums, outer-skirts are completely ignored. Several studies conducted in different states and regions of the country to measure impact of SHGs, and most of these studies have arrived at positive outcome of SHGs addressing the socio economic characteristics of the members like income, saving, expenditure. The objective of present study is to understand the extent of women empowerment in the study area and understand monthly income before and after joining SHG and to know the increase in savings. The hypotheses for the present study includes that there has no significant difference between increase in saving level before and after joining SHGs and SHGs are not influencing the economic empowerment of women. A structural questionnaire was drafted in English and distributed among the respondents to collect the data. The collected data has been treated through applying questionnaire techniques like Chi-square, ANOVA and Wilcoxon matched pair test. Keywords: Empowerment, Women rights, Quantitative Techniques, Savings, Income, Economic Activities, and Employment Generation.

Introduction

Alleviation of poverty remains a major challenge before central and state government in India. Data reveals that there is decrease in poverty over the last 2 decades. But increasing absolute poverty is still a big problem and subject of anxiety in India and it is consequence of population growth. Physical stresses like deforestation, soil erosion and economic stresses like unemployment, low per capita income, forced migration etc., generate social stresses like hunger, forced migration, low life expectation. A suitable strategy has to be framed in order to address all the above ailments. Pro village financial inclusion policies did not the required rate of success on the one side and on the other side the urban poor are completely neglected. The fate of the people who are living in slums and outer-skirts of Bangalore is absolute bad and immediate attention should be paid to look in the structural problems of urban poor women. Though there is a well developed network of banking institution but so far no formal banks have come forward to include these vulnerable, depressed, low, unstable irregular and hand-to-mouth income category group. The urban programmes towards socio economic development of these groups have not toward the deserving and failed in trickle down to the poor and needy. Banking with the poor approach serve the purpose alleviating of the poverty at present situation.

Microfinance is attracting the attention of all which is becoming a powerful tool in poverty alleviation. Microfinance is a way of providing access to financial services to the people who were earlier excluded from the banking services. The existing literature provides a proof regarding microfinance is catalyst in the reduction of poverty, unemployment, social and economic upliftment of the people in all developing entries. ¹

Many academic studies have been conducted in different states and regions of the country to measure the impact of SHGs and most of the these studies have arrived at positive outcomes of SHGs in addressing the socio economic characteristics of the members like income, saving, expenditure (Amma and Panicker, 2008², Reddy, 2008³), employment and micro-enterprise development (Singh 2009⁴, Nath and Baruva 2008⁵) literacy and migration (Sharma, Gupta and Balu 2007⁶, Panda 2008⁷)

Objectives of the study

(1) To study the reasons behind joining SHGs.
(2) To study the impact of SHGs in income generation and to study before and after effect.
(3) To know the impact in savings formation.
(4) To study the impact of SHGs in employment generation.
(5) To study impact of SHGs on women empowerment.

Hypotheses

(1) There are no reasons behind joining SHGs.

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Research Methodology
The present study is an explorative one and considers 300 samples for the present study. Convenience sampling technique has been applied to collect necessary data through a structure questionnaire drafted in English and administered schedule. Quantitative techniques like chi-square, Anova, Wilcoxon Matched Pair Test has been used here in order to arrive at valid conclusions. The present study is confined only to Bangalore. Any generalization needs further research. The responses were given by respondents out of their memory and memory may be subjected to memory loss.

Women empowerment of through the SHG
Women empowerment is a process in which many individually and in group become active, immediate goal oriented, collective bargaining and exposure to various knowledge and goal oriented actors who support initiatives to overcome gender inequalities. Therefore microfinance programme is optionally termed as a ready made strategy aiming redressed of any discrimination. SHGs across the globe were focused on skill development, facilitating, gaining access of credit requirement of the member from financial institutions for micro projects including savings, generating SHGs are managed democratically and financial resources are provided by the member women which is also termed as “corpus” of the group and out of which production and contingent credit requirement of members of the group could be met with.

Review of Literature
Debadatta Kumar Panda (2009)\(^8\) have stated that many previous studies scanned the SHGs to measure impact, but did not include the statistical and economic tools, and therefore these previous studies provided the views that without much scientific enquiry.

Ansari (2008)\(^9\), viewed that SBLP is not only a massive intervention in India but also formed one of the biggest microfinance programmes in the world and has become an important part of the rural finance system in India.

Mosley(1997)\(^{10}\) has stated that comparison between before intervention and after intervention involves inquiry of the factual position, but difficult to access the exogenous factors like price fluctuation, charges in the government policies, improved infrastructure or simply better weather.

Chandrashekar et al., (2010)\(^{11}\) in their research they have studied that self help groups have been successful in not only designing financial products meeting particular needs of the poor but also strengthening collective self help capacity of the poor at the local level, leading to their employment.

Survey Findings
Demographics factors: Table-1 highlights the demographic variables. 40% of the respondents belongs to 30-35 years of age group, 60% of the respondents have been selected from Bengaluru Urban and Urban respondent women are interested to join on SHG to gain income who are lacking at present. 61% of the sample respondent women are not employed anywhere since they are housewife. 45% or 135 respondents have 2 to 4 years of experience in this programme. 25% or 75 respondents each have been motivated by neighboring SHG members and friends and relatives, since they might have close better understanding with neighboring SHG members and relatives and with friends and relatives.

Monthly income before and after joining SHGs
Table-2 reveals respondents monthly income before and after joining SHGs. Appreciate changes were found in monthly income of respondents before and after joining an SHG. There is rise in income by 50% in the age group of 15 to 20, 17% in case the 20-25 years, 14% in case of 25-30 years, 25% in case of 30-35 years, 12% in case of 35-40 years being the least, 28.5% in case of 45-50 years and 29% in case of 50 and above years. Here null hypotheses are accepted and therefore we may conclude significant different in the monthly income before and after joining an SHG.

Wilcoxon Matched Pairs Test (Signed Rank Test)
Null Hypotheses: H\(_0\) there is difference between the monthly income of members before and after joining the SHG.

Wilcoxon Paired Test Analysis: The table value of T @ 5% level of significance when n = 8 is 4. Therefore the calculated valve is greater than table value and null hypotheses are accepted. Therefore we may conclude that there exists significant difference in the monthly income after joining the SHGs.

Saving level after joining into SHGs
Table-3 reveals the data about saving level after joining into SHGs. 45% or 135 respondents have been saving Rs. 500-1000 after jion to SHGs. 26% of the women respondents have been saving less than Rs. 500 after joining to SHGs. 16% of the respondents have been saving Rs. 1000-1500 and 8% of the respondent between Rs. 1500-2000 after joining to
SHGs only 5 respondents found to be earning between Rs. 2000 and above.

Increase in savings level v/s occupational status
Increase in savings level v/s occupational status has been measured and presented in the table-4. Table-4 establishes the relationship between the increase in saving level after joining into SHGs and occupational status of the members, a chi-square test has been applied with a hypotheses.

Hypotheses: There has been no significant association between the increase in saving level after joining SHGs and occupational status of the employees.

Chi-square table
Calculated value 24.9193 d.f. = 4, t.v. = 9.488, significance level 5%

Chi-square Analysis
The calculated value being 24.9193 greater than the T.V. = 9.488 at d.f. = 4 with 5% level of significance rejects the null hypotheses and therefore we may conclude that occupational status influences the level of the respondents.

Benefits Gaining Through SHGs
Table-5 reveals the benefits derived by the respondents from SHG programme. Among 300 respondents, most of the respondents have been ranked habit of saving as prime benefit with 290 respondents, as the ultimate aim of SHG is to ensure, saving habit, second rank has been given to increase in standard of living (280) and through savings and increase in income their standard of living will automatically increase. The 3rd rank was given to free from money lenders, fourth rank to additional earnings, which tells that through SHGs the respondents can create additional earnings. The 5th rank was given to social cohesion, 6th rank to children marriage 7th rank to investment in fixed assets and final the last rank 8, was given to children higher education.

Problems that overcome after join to SHGs
Table-6 reveals problems which are solved by the respondents after joining into SHGs. Final ranking is awarded which is present in the table after proper arrangement. All the respondents who have joined SHG have frankly expressed their opinion. The opinion is tabulated as per multiple ticking request. Out of 300 respondents 290 gave first rank to lack of family support and many of the family members are not supporting to them which has been solved by the members after joining into SHG. Second rank has been given to more work as if the SHG members were showing their work with a positive attitude. The third rank to lack of education as the sample respondents overcome this problem through participating in the training arranged by the NGOs. The rule of SHG says that all the members should participate in all the activities so that they overcome the problem of hesitation in facing the problems. Fourth rank was awarded to this by the respondents. Fifth rank and 6th rank was given to male domination and social barrier overcoming by participating in various social welfare activities. Seventh rank to lack of awareness and final eighth rank was given to lack of proper training.

Level of importance of training programme arranged by government to perceive skills
Training generally given in any organisation in order to get overall improvement of employees. In microfinance sector women are trained to gain knowledge and to get a practical education in the programme. Table-7, reveals the level of importance of training programme arranged by the government to acquire skills. In order to acquire skills stated in the table from Sl. No. 1 to 4, the members require training programme to be arranged by the government. Table reveals that respondents opinion in each skill is more than the needed value. Therefore it is concluded that for all the required skills training programmes is needed and it is to be arranged by the government.

### Anova Table

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>S.S.</th>
<th>d.f.</th>
<th>M.S.</th>
<th>F-ratio</th>
<th>5% of limit (From F-Table)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Sample</td>
<td>3200</td>
<td>(3-1)=2</td>
<td>3200/2</td>
<td>1600/601.1111</td>
<td>F(2,9)=4.26</td>
</tr>
<tr>
<td>Within sample</td>
<td>5410</td>
<td>(12-3)=9</td>
<td>5410/9</td>
<td>=601.1111</td>
<td>= 2.6617</td>
</tr>
<tr>
<td>Total</td>
<td>8610</td>
<td>(12-1) = 11</td>
<td>5410/9</td>
<td>=601.1111</td>
<td></td>
</tr>
</tbody>
</table>

### Anova Table Analysis

The above Anova Table shows that calculated value is 2.6617 which is less than the TV=4.26 at 5% level of significance.
significance with $V_1=2$ and $V_2=9$ accepts the null
hypotheses. Therefore we may conclude that in order
to acquire skills government should provide training.

**Women participation agreeability and influence in social, community and political activities**
Agreeability of women participation in social, community and political activities is measured and highlighted in the Table-8. 5 point Likert scale has been used to measure the different activities. Out of 300 respondents 170 or 56.67% have strongly agreed for all the activities stated in the table. Only 16% or 48 respondents are either neutral or do not agree and strongly do not agree. 82 sample respondents have expressed agreeability about women participation in social, community and political activities. To know if any difference exists in opinion among the respondents and exert influence in social, community and political activities, a null hypothesis was framed to apply Anova.

**Hypotheses:** There exists difference in opinion among respondents about membership in SHGs increases women's participation and influence in social, community and political activities.

**Anova Table**

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>S.S.</th>
<th>d.f.</th>
<th>M.S.</th>
<th>F-ratio</th>
<th>(From F-Table)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between sample</td>
<td>3689.9</td>
<td>(5-1)=4</td>
<td>3689.6/4</td>
<td>922.4/208.72</td>
<td>F(4,24)</td>
</tr>
<tr>
<td>Within sample</td>
<td>4174.4</td>
<td>(25-5)=20</td>
<td>4174.4/20</td>
<td>= 208.72</td>
<td>2.78</td>
</tr>
<tr>
<td>Total</td>
<td>7864.30</td>
<td>(25-1)=24</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Anova Analysis**
The above table shows that the value of F is 4.4193 which is greater than the table value 2.78 at 5% level with d.f. being $V_1=4$ and $V_2=20$ and rejects the null hypotheses and therefore we may conclude that membership in SHGs increases women's participation and influence in social, community and political activities.

**Level of women improvement in Economic Decision Making after participation in SHGs**
Decision making much depends upon skill in choosing the right option at right time. Decision making must be effective as it is going to solve women from critical or worst financial position. Table-9 indicates the level of women improvement in economic decision making after participation in SHGs.

**ANOVA Table**

<table>
<thead>
<tr>
<th>Source of Variation</th>
<th>S.S.</th>
<th>d.f.</th>
<th>M.S.</th>
<th>F-ratio</th>
<th>(From F-Table)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between sample</td>
<td>3620</td>
<td>(5-1)=4</td>
<td>3620/4</td>
<td>905/184.2</td>
<td>F(4,20)</td>
</tr>
<tr>
<td>Within sample</td>
<td>3684</td>
<td>(25-5)=20</td>
<td>3684/20</td>
<td>= 184.2</td>
<td>2.87</td>
</tr>
<tr>
<td>Total</td>
<td>7304</td>
<td>25-1=24</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Anova Table Analysis:**
The above table shows that the calculated value of F being 4.9131 greater than Table value 2.87 at 5% level of significance with $V_1=4$ and $V_2=20$ rejects the null hypotheses and accepts the alternative. Therefore we may conclude that everybody is accepting that SHG programme increases the level of improvement in economic decision making.

**Awareness of Management Tools**
Table-10 highlights the awareness of management tools by the respondents. Management tools like planning to forecasting over consider and high
negative response exists about the variables. Decision making and awareness of social media is seems to be highest known management tools among different variables. 130 each respondents known about social media and decision making, 120 members know the management tool of forecasting and 110 each imposing discipline and coordination. There exists a moderate ignorance of management tools and awareness of management tools makes the SHG bank linkage programme a success.

Conclusion
This paper made an attempt to understand the effectiveness of unorganized microfinance in Bengaluru. Microfinance is effectively contributing significantly to their family development in terms of obtaining credit for education, house repairs and marriage of their children and also for consumption purpose. The study find the positive impact on the society but still there exists some hindrances in the success of existing model of microfinance like credit time, product options, loan utilization etc., It was felt during the time of data collection members expressing dissatisfaction of various service activities followed by banks such as requirement of collaterals, inconvenient procedural formalities, loan utilization checks, requirement of collaterals, difficult repayment terms. Since many of the management tools are not known to the members, the organizers immediately should address this trend which is going to make microfinance program a high success.

References:
(4) Singh G. (2009), Microfinance - An innovation in Rural Credit System, Karukshetra, 57(4), 3-6.

Table-1
Demographic Profile of SHG Members

<table>
<thead>
<tr>
<th>Demographic Factors</th>
<th>Variables</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>15-20 years</td>
<td>15</td>
<td>5.00</td>
</tr>
<tr>
<td></td>
<td>20-25 years</td>
<td>30</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>25-30 years</td>
<td>30</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>30-35 years</td>
<td>65</td>
<td>22.00</td>
</tr>
<tr>
<td></td>
<td>35-40 years</td>
<td>55</td>
<td>18.00</td>
</tr>
<tr>
<td></td>
<td>40-45 years</td>
<td>30</td>
<td>10.00</td>
</tr>
<tr>
<td></td>
<td>45-50 years</td>
<td>40</td>
<td>13.00</td>
</tr>
<tr>
<td></td>
<td>50 &amp; above</td>
<td>35</td>
<td>12.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>300</td>
<td>100.00</td>
</tr>
<tr>
<td>Residence</td>
<td>Bangalore outer-skirts</td>
<td>120</td>
<td>40.00</td>
</tr>
<tr>
<td></td>
<td>Bangalore urban</td>
<td>280</td>
<td>60.00</td>
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<td></td>
<td>Total</td>
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<td>100.00</td>
</tr>
<tr>
<td>Occupational Status</td>
<td>Housewife</td>
<td>183</td>
<td>61.00</td>
</tr>
<tr>
<td></td>
<td>Employee</td>
<td>117</td>
<td>39.00</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>300</td>
<td>100.00</td>
</tr>
<tr>
<td>Experience</td>
<td>&lt; than 2 years</td>
<td>55</td>
<td>18.00</td>
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<td></td>
<td>2-4 years</td>
<td>135</td>
<td>45.00</td>
</tr>
<tr>
<td></td>
<td>4-6 years</td>
<td>100</td>
<td>33.00</td>
</tr>
<tr>
<td></td>
<td>Above 6 years</td>
<td>10</td>
<td>4.00</td>
</tr>
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</table>

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### Table 2: Monthly Income

<table>
<thead>
<tr>
<th>Age in Years</th>
<th>Income Before Joining</th>
<th>Income After Joining</th>
<th>Difference</th>
<th>Rank</th>
<th>Rank Sign.</th>
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<tbody>
<tr>
<td>15-20</td>
<td>1000</td>
<td>1500</td>
<td>-500</td>
<td>4.5</td>
<td>-4.50</td>
</tr>
<tr>
<td>20-25</td>
<td>1500</td>
<td>2000</td>
<td>-250</td>
<td>1.5</td>
<td>-1.50</td>
</tr>
<tr>
<td>25-30</td>
<td>2000</td>
<td>2500</td>
<td>-500</td>
<td>4.5</td>
<td>-4.50</td>
</tr>
<tr>
<td>30-35</td>
<td>2500</td>
<td>3000</td>
<td>-500</td>
<td>4.5</td>
<td>-4.50</td>
</tr>
<tr>
<td>35-40</td>
<td>3000</td>
<td>3500</td>
<td>-500</td>
<td>4.5</td>
<td>-4.50</td>
</tr>
<tr>
<td>40-45</td>
<td>3500</td>
<td>4000</td>
<td>-500</td>
<td>4.5</td>
<td>-4.50</td>
</tr>
<tr>
<td>45-50</td>
<td>4000</td>
<td>5000</td>
<td>-1000</td>
<td>7.0</td>
<td>-7.00</td>
</tr>
<tr>
<td>50 &amp; above</td>
<td>4500</td>
<td>6000</td>
<td>-1500</td>
<td>8.0</td>
<td>-8.00</td>
</tr>
</tbody>
</table>

Source: Primary Data

### Wilcoxon Matched Pair Test:

**Null Hypotheses:**

There is no difference in the monthly income of members before and after joining SHG.

**Wilcoxon Matched Pair Test Analysis:**

The table of T @ 5% level of significance when n = 8 is 4. Therefore, the calculated value is greater than the critical value, and therefore the null hypotheses are accepted.

### Table 3: Saving Level after Joining SHGs

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Saving Level</th>
<th>No. of Respondents</th>
<th>Simple Percentage</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Rs 500</td>
<td>77</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Rs 500-1000</td>
<td>135</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Rs 1000-1500</td>
<td>48</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Rs 1500-2000</td>
<td>24</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>Rs 2000 &amp; above</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>300.00</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data

### Table 4: Increase in Savings level vs occupational status

<table>
<thead>
<tr>
<th>Increase in Savings level</th>
<th>Occupational Stamps</th>
<th>Employed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than Rs 500</td>
<td>61</td>
<td>16</td>
<td>77</td>
</tr>
<tr>
<td>Rs 500-1000</td>
<td>87</td>
<td>48</td>
<td>135</td>
</tr>
<tr>
<td>Rs 1000-1500</td>
<td>15</td>
<td>33</td>
<td>48</td>
</tr>
<tr>
<td>Rs 1500-2000</td>
<td>15</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Rs 2000 and above</td>
<td>05</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>183</td>
<td>117</td>
<td>300</td>
</tr>
</tbody>
</table>

Source: Primary data

### Table 5: Benefits Gaining Through SHGs

| Sl No | Benefits | No. of Respondents | Rank |


<table>
<thead>
<tr>
<th></th>
<th>Habit of Saving</th>
<th>290</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Increase in Standard of living</td>
<td>280</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Social Cohesion</td>
<td>239</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Investment in Assets (Fixed)</td>
<td>168</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Free from money lenders</td>
<td>275</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>Additional Earnings</td>
<td>260</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>Children Higher Education</td>
<td>139</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>Marriage</td>
<td>198</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Primary Data
HR PRACTICES IN THE CHANGING WORK PLACE AND SOCIETAL SET-UP

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Abstract

The managerial practices of a company are generally based upon the top management’s assumptions about people working in the organization. It reflects the attitude of the top management towards the human resources of an organization. Managerial philosophies of companies are embedded in the society. McGregor (1960) has labeled these managerial philosophies as ‘Theory X and Theory Y. This paper is an attempt to identify the relationship between human resource (HR) practices and the societal set up of the Indian business organizations. For this, the different variables of HR practices were studied and the management’s philosophy was identified by measuring beliefs of top management about employees in the organizations. The sample for the study consisted of 95 respondents from two private sector organizations and 119 respondents from two public sector organizations. The findings of the study indicate that the variables of HR practices (planning, recruitment, and selection) were highly but negatively related to the philosophy of management in the private sector organizations. This meant that the Indian organizations were practicing traditional practices of management in such organizations. The prevalence of traditional managerial a practice focusing on managerial control has always dominated the managerial community in the sense that it is more prevalent and is more ‘tightly' linked to managerial practice.

Key Words: Human Resource Development, Managerial Philosophy, Theory X, Theory Y

Introduction

The changes in the market scenario have necessitated the Indian industry to look inward for the development of human resources (HR). If the Indian organizations are to develop and maintain their competitive edge, the potential value of the employees needs to be increased by enhancing and linking their skills and capabilities in tune with the contemporary requirements of the market. Barney (1991) felt that firms could develop strategic capability and, for attaining this, the strategic goal will be to create firms which are more intelligent and flexible than their competitors.

The human resource management (HRM) function has emerged as one of the most important areas of organizational practice. It has not been developed in isolation but rather in the context of industrial change and economic development. The uniqueness of HR requires a totally different type of attention from management. The HR function has the characteristics that provide the greatest challenge as well as the opportunity. A company’s HR is fragile, relationships are delicate, contributions are unpredictable, and stability is uncertain. Youndt (2000) felt that since employees are free, within limits, to leave their firm, there is a significant risk of organizations incurring an intellectual capital loss unless individual knowledge is transferred, shared, transformed, and institutionalized.

The crucial inputs to an organization include, among others, its human resources. People bring to their jobs diversity of skills, needs, goals, and expectations. Barney (1991) proposes that sustainable competitive advantage is attained when the firm has a human resource pool that cannot be imitated or substituted by its rivals. The employees are socialized into the organization first by way of recruitment and then through continuous functioning in the organization. According to Schuller (2000), “skills, knowledge, and competencies are the key factors in determining whether the organizations and nations will prosper.

HR practices in changing work place

The interface between the individual and the organization is critical to full utilization of human resources. The individual and the organization establish a 'psychological contract.' The individual member expects to make contributions to the organization and receives certain rewards in return. The organization provides certain rewards and expects in return certain contributions from the individual. This interface can be effectively handled with the help of HR planning, work analysis, career development, leadership, job motivation, appraisal-reward process, and a favorable organizational culture. As suggested by Spindler (1994), psychological contract creates emotions and attitudes which form and control behavior. Sims (1994) felt that balanced psychological contract is necessary for a continuing, harmonious relationship between the employee and the organization.

The idea that individuals are capable of development is founded on the conviction that people are important and their involvement is necessary for an organization to be effective. This conviction is translated into practice through a variety of programmers that facilitate individual development and lead to better adjustment with the environment. Thus, human resources are a company’s most valuable and strategic asset and the focused
involvement of the top management with institutionalized leadership down the hierarchy is a prerequisite to attract and retain people. The patterns of work relationships at work reflect the HR philosophy. The managers who are encouraged to follow the role model of their seniors perpetuate the philosophy and practices of HR. In the process of organizational socialization, they internalize the values and attitudes of their leaders. The entire process is thus institutionalized. Schein (1990) indicates that people identify with the visionary leaders – how they behave and what they expect. Enterprise vision and mission will not become a reality unless employees are involved and integrated with the company's goals. HR provides the enabling work climate of the organization comprising of managerial values, attitudes, and styles.

With the 'license system' being replaced to a great extent by the 'market system,' the new economic environment is primarily marked by the freeing of shackles for entrepreneurship and economic growth. The challenge of human resource development (HRD) practices would be to create an environment of resilience which can successfully accommodate and assimilate changes in systems, structures, technologies, methods, etc. The pressures of change are most likely to be felt by those who have to lead and manage the change process in such a volatile economic environment. HRD would have the ability to attract and retain people and is the key to manage this macro change—both in terms of pace and rate. The change leaders would be confronted with the need to reorient culture, thinking, and paradigms. The challenge is for the change agents to get individuals who would have a sense of belonging and commitment to the organization and who would welcome the impending changes. Hamel and Prahalad (1991) contend that a firm would achieve competitive advantage if it can obtain and develop human resources which would enable it to learn faster and apply its learning more effectively than its rivals.

Managing in a turbulent environment is not easy and managers are constantly looking for new concepts, tools, and techniques to help them cope with the demand of accelerating change. This finding is consistent with other accounts of implementation failure across the range of managerial innovations (e.g., reengineering, TQM) and technological innovations (e.g., flexible manufacturing technologies, enterprise resource planning systems) where failure rates are above 50 per cent. The result is that managerial innovations become management fads which are tried and then abandoned. These failures may be attributed to an organization's HR practices and the underlying philosophy of management (Barley and Kunda, 1992).

The following key issues emerged from the study:

> Organizations will have to design managerial practices which are sensitive to human existence.
> The managerial practices in the organization have an impact on the organizations of the future.
> HR concepts that get packaged along with modern managerial practices are likely to revolutionize the workplace.
> The bottom line is that people want to be cared for and respected.

On their part, organizations want commitment and integrity. A successful combination of committed people and a benevolent organization could well be the way for organizations in this competitive environment in India.

HRM Debate and HR Models

The debate about HRM could be regarded as an outcome of the current interest in corporate and business strategy. Strategic management has assumed an overwhelming significance among practitioners partly as a result of being heavily promoted in the management literature (Peters, 1988; Peters and Waterman, 1982). Mintzberg (1978) and Porter (1985) have also contributed to the populism of the concept of strategy in the HR lexicon. A number of researchers abroad (Ichniowski, Delaney and Lewin, 1989; Ichniowski, 1990; Huselid, 1993) and in India related a comprehensive measure of HR practices to the firms' financial performance (Rao, 1982; Rao and Pereira, 1987; Business Today, 1996; Singh, 2000). The impact of HR practices on organizational level outcomes such as productivity, turnover, performance, and profitability was an important research issue in the early nineties. Most of the work was undertaken to study the relationship between HR practices and firm level outcomes like productivity, turnover, and market value (Becker and Gerhart, 1996; Becker et al, 1997).

The Harvard model is conceived as an analytical framework which is premised on the view that if general managers develop a viewpoint of how they wish to see employees involved in and developed by the enterprise, they would solve most of the problems of HR. Compared to the matching model, this model is termed as the 'soft variant.' It stresses on the human aspect of HR and is more concerned with employer-employee relationship. It also highlights the interests of different stakeholders in the organization.

This model allows for multi-level analysis of these outcomes. It can provide a useful basis for comparative analysis of HRM (Poole, 1990). Such an approach is completely missing in the matching model. The main criticism of this model is that it does not explain the extensive relationship between strategic management and HRM (Guest, 1991).
The matching model has been criticized as being too prescriptive by nature mainly due to the fact that its assumptions are too unitarist (Boxall, 1992). It emphasizes a 'tight fit' between organizational strategy and HR strategies and, while doing so, completely ignores the interest of employees and hence considers HR as a totally passive, reactive, and implementations function. The model's emphasis on tight fit makes the organization inflexible and incapable of adapting to the required changes and hence is a 'misfit' in today's dynamic business environment. The very idea of the model to consider and use human resources like any other resources in an organization seems unpragmatic as it misses the human aspect. Despite many criticisms, the matching model provides a good framework to theory development in the field of HRM. It also provides a promising schema to look at the HR practices in universal and generic term. It, however, ignores the cultural processes.

The matching model and the Harvard analytical framework represent two very different emphases — the former is closer to strategic management literature while the latter to human relations tradition.

Some aspects of the basic philosophy of 'soft HRM' can be traced back to the writings of McGregor (1960) who, as mentioned by Truss (1999), even used the terminology 'hard' and 'soft' to characterize the forms of management control. McGregor's Theory X describes the 'control' model of management (Walton, 1985) while Theory Y emphasizes the importance of integrating the needs of the organization and those of the individual — the principle of mutual trust again being expressed by Walton (1985). The soft model of HRM traces its roots to the Human Relations School. It involves "treating employees as valued assets, a source of competitive advantage through their commitment, adaptability, and high quality of skills, performance etc." (Storey, 1992). HRM as a concept emerged in the mid-1980s with the efforts of the writers of management of that decade including Pascale and Athos (1981) and Peters and Waterman (1982) who listed the attributes which they claimed as characterizing successful companies.

The 'school of excellence' writers may have exerted some influence on management thinking about the need for strong culture and commitment (two features of HRM) but, they were 'right enough to be dangerously wrong' (Guest, 1993).

It has, however, been observed that "even if the rhetoric of HRM is soft, the reality is often hard with the interests of the organization prevailing over those of the individual" (Truss, 1999). Gratton et al. (1999) identified a combination of soft and hard HRM approaches in the eight organizations studied.

The Western countries, especially the US, have done a lot of empirical studies in the area of HR practices. In India, on the other hand, no attempt has been made to systematically evaluate the extent of HRD function or its components or practices, its expected impact on the organization, and its internal working and support provided to it by the management (Pareek, 1997). In an era of competitive market, implementation of HRD practices without extensive empirical studies may turn out to be disastrous for the Indian organizations.

Managerial Practices
The managerial practice is based upon the top management's assumption about people working in the organization. Whether managers are aware of these assumptions or not, they decide how to deal with their superiors, peers, and subordinates. In the words of Schein (1970), the kinds of assumptions a manager makes about the nature of people will determine his managerial strategy and his concept of the psychological contract between the organization and the employee. Schein (1970) also felt that the tradition of philosophy of management underlies the doctrine of rational-economic man derived originally from the philosophy of hedonism which argued that man calculates the actions that will maximize his self-interest and behaves accordingly. The economic doctrine of Adam Smith which was built on this assumption led to the theory that relationships in the marketplace between organizations and customers or buyers should be left alone because the separate pursuits of self-interest would regulate market relationships. The ideas of Adam Smith propounded in his Wealth of Nations have served for about two hundred years as the basis of our capitalistic system.

The modern practice of management is based upon an optimistic view of the nature of men and women. They are considered to be potentially creative, trustworthy, and cooperative. McGregor (1960) has labeled this managerial philosophy as 'Theory Y.' The traditional managerial view that the average human being working in an organization has an inherent dislike for work, avoids responsibility, lacks ambition, and wants to be closely directed is termed transmitted down through the organization structure. Control is exercised through command. The power and the right to make decisions must be centralized at the top.

Argyris (1964), McGregor (1960), and others felt that the jobs in modern industry are so specialized that they neither permit the people working in the organization to use their capacities nor enable them to see the relationship between the job done by the human beings working in the organization and the overall organizational mission. In the self-actualizing man theory, the contract involves the exchange of opportunities to obtain intrinsic rewards (satisfaction from accomplishment and the use of one's own
Organizations and managements have both tended towards a simplified and generalized conceptualization of man. Consequently, many decades of research has resulted in vastly complicated models of man and attitude of the management towards the human resources of the organization. Schein (1970) felt that man is a more complex individual than the rational-economic, social or self-actualizing man. Not only is he more complex within self, being possessed of many needs and potentials, but is also likely to differ from others in the patterns of his own complexity. It has always been difficult to generalize about man.

The top management of an organization makes assumptions about the human resources. Managerial effectiveness will depend on the degree to which these assumptions fit empirical reality. Historically, the assumption about people in organizations largely reflected philosophical positions on the nature of man. On the one hand, there is a genuine interest in human beings and, on the other, there are fears about the consequences of human growth and deep pessimism about human beings changing their behaviour.

The liberalization, privatization, and globalization of the Indian economy has resulted in a competitive market economy. The need of the hour is to attract high level of initiative and innovation. Before recasting the philosophies and practices, there is a need to understand the philosophy of management of Indian organizations. The initial stimulus came from the realization that the paternalistic philosophy of management in the past gave little momentum for growth in future. Managements had developed plans for growth but they have now realized that they had not developed the attitudes and skills within them to take initiatives, make decisions, and take risks (Theory Y).

While there is empirical evidence of relationship between the philosophy of management and organizational culture, in the Indian context, one finds little evidence of research on the relationship between the philosophy of management and HR practices. It is in this context that this paper examines the relationship between HRD practices and the philosophy of management. In other words, it explores the impact of HRD practices on the philosophy of management and, at the same time, maps the attitude of the management towards employees working in the private and the public sector organizations.

HRD practices and societal set-up in India
The objectives of this study are to:
• Examine the assumptions of the top management about the people working in the organization
• Understand the social organization through HRD belief and the philosophy of management in the organization
• Examine the nature of differences in the philosophy of management subscribed to by the organization towards employees working in the public and the private sector
• Examine the nature of relationship between HRD practices represented by planning, recruitment, selection, performance evaluation, training and development, career management and rewards and the philosophy of management in the private and the public sector organizations.

We hypothesize that HRD practices in terms of planning, recruitment, selection, performance evaluation, training and development, career management, and rewards are significantly related to the practices of management.

Measures
Measure of Human Resource Development Practices
For the purpose of measuring HRD practices, the questionnaire developed by Gordon (1986) was used. The questionnaire was standardized and spilt half reliability was calculated to be 0.81. It consisted of 69 items including the following variables:

Human resource planning: The items focused on the process of analyzing an organization's human resource needs.

Recruitment: The items focused on identifying and attracting candidates for current and future jobs.

Selection: The items focused on obtaining employees who are most likely to meet the desirable standards of performance.

Training and development: The items related to the set of activities designed to increase an individual's skills, knowledge or change an individual's attitudes to preparing individuals to assume higher level or different responsibilities.

Performance evaluation: The items focused on measuring and evaluating an employee's past performance against a standard of performance.

Career management: The items related to the process of designing and implementing goals, plans, and
strategies to satisfy the organizational needs while allowing individuals to achieve their career goals.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
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</tr>
<tr>
<td>Recruitment</td>
<td>23</td>
</tr>
<tr>
<td>Selection</td>
<td>23</td>
</tr>
<tr>
<td>Performance evaluation</td>
<td>07</td>
</tr>
<tr>
<td>Training</td>
<td>24</td>
</tr>
<tr>
<td>Career development</td>
<td>11</td>
</tr>
<tr>
<td>management Rewards</td>
<td>27</td>
</tr>
</tbody>
</table>

**Rewards**: The items focused on repaying equitably for a service based on the quality of service.

**Measure of Practices of Management**

The management belief questionnaire examined the theory and beliefs of managers regarding the top management's philosophy on people working in the organizations.

The questionnaire probed four areas of management belief system:

- Belief in individual's innate capacity for initiative, individual action, and leadership
- Belief in the value of sharing information and objectives
- Belief in participative management
- Belief that individual control should be by self-control rather than control by supervisors.

**Characteristics of organizations studied**

The sample consisted of 214 participants working in four different organizations – two belonging to the public sector and two belonging to the private sector (see Box for a profile of the organizations). There were 95 respondents from the private sector organizations (Organization 'A' and Organization 'C': 54+41) and 119 from the public sector organizations (Organization 'B' and Organization 'D' = 68+51).

All the organizations in the sample were either listed in Group A of the Bombay Stock Exchange or contributed significantly to the development of the nation. At the time of selection, all the companies were profit-making organizations.

We collected the data personally and also by mail using non-probability incidental sampling with an assurance that information obtained would be kept confidential. The sample size comprised of all management levels but most of the respondents were from middle level management with an assumption that they would possess an accurate perception of HRD practices employed in their organizations. The sample also included other departments such as production, marketing, finance, HRD, etc. The purpose of including managers other than the HRD function was to get an honest account of HRD practices in their organizations; it was felt that their personal involvement in policy formulation would be much less than the HRD department.

**Results and Discussion**

We analyzed the data and computed the correlations considering that our main objective was to examine the nature of relationship between various aspects of HR practices and the changing workplace. The findings are presented in Tables 1 and 2. The perceived negative correlation of philosophy of management with HRD practices showed that the private sector organizations still had belief in 'Traditional practices'.

**Table 2: Changing HRD Practices in the workplace environment and the societal set up in Public Sector**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Data</th>
</tr>
</thead>
<tbody>
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<td>9</td>
</tr>
<tr>
<td>Recruitment</td>
<td>15</td>
</tr>
<tr>
<td>Selection</td>
<td>19</td>
</tr>
<tr>
<td>Performance evaluation Training and development</td>
<td>01</td>
</tr>
<tr>
<td>Career management Rewards</td>
<td>16</td>
</tr>
<tr>
<td>No. of cases</td>
<td>119</td>
</tr>
</tbody>
</table>

Though the top management's views and the balance sheet emphasized the belief of the organization towards 'Theory Y,' the response showed that the management philosophy was not clear to managers working in the organization.

Contrary to the hypothesis, the results showed that there was no significant relationship between the variables of HR practices and the philosophy of management in the public sector organizations whereas, in the private sector, the variables of HR practices, particularly training and development and rewards, were highly but negatively related to the philosophy of management. Thus, the hypothesis has been partially proved by this study.

The issue of HRM practices in large business organizations was explored in this study to determine whether organizations were practicing traditional or modern philosophy of management. The findings pertaining to private sector organizations reflected that Indian organizations were practicing traditional philosophy of management. The traditional philosophy of management depends primarily upon economic motivation, i.e., 'the carrot and stick' policy – the rewards go to the performers who are retained and promoted while those who are less efficient are not rewarded and, at times, demoted, laid off or discharged.

The results are paradoxical: on the one hand, while managers believed in shared objectives, participation, and individual control, yet they tended to have serious doubts about the capacity to
demonstrate initiative, individual action, and leadership.

Conclusion

The top managers of the public sector and their public documents show belief in modern practices of management; however, the survey results project a blurred picture of the practices of management. Thus, they talk about 'empowerment' but habitually hoard power or they proclaim that they are 'reengineering' their organizations when they are really just firing a few of the lackluster workers."

On the other side of the parallel stream emerged a contrary trend particularly after the opening up of the economy. It provided conditions where the outward-looking market-oriented globalized economy constituted the bulwark of economic transition. The Indian organization could compete in the global market in which maximum utilization of human resource is possible by adopting the modern practice of management to the changing work place and societal set-up. In this era of globalization, organizations will have to deal with the convergence of technologies and a mature set of customers and employees.

Organizations would have to design a managerial practice which is sensitive to human existence. The managerial practices in the organization have an impact on the organizations of the future. HR concepts that get packaged along with modern managerial philosophy are likely to revolutionize the workplace. The bottom line is that people want to be cared for and respected. On their part, organizations want commitment and integrity. A successful combination of committed people and a benevolent organization would be beneficial in the long run. This is possible only if organizations adopt HR practices with modern managerial philosophy.

References


5. MIT Press


A STUDY ON ECONOMIC EMPOWERMENT OF WOMEN ENTREPRENEURS IN TRICHY TOWN

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Abstract

“Progress of our land cannot be achieved without the active participation of our Mothers, Sisters and Daughters”

Dr. S. Radhakrishnan.

Empowering women economically is proposed as a prime factor in enhancing gender equality and development. The World Bank’s Gender Equality Action Plan for 2007-2010 – Gender Equality as Smart Economics – explicitly recognizes the broad development benefits of empowering women economically. These efforts by the World Bank to make the broad economic case for gender equality have created possibilities for improving women’s economic status and making progress towards gender equality. The UNIFEM (2000) describes just how pivotal “an income of one’s own” is for women’s personal well-being and autonomy. There is mounting evidence that women’s ability to fully enjoy human rights – indeed, even to demand such rights – is integrally linked to their economic empowerment. The participation of women in economic activities, particularly outside the home, is often posited as an important enabling factor in the economic empowerment of women. Not only can employment be a source of economic independence, but it can help to give women a sense of self-worth. This present study is an attempt to explore the economic empowerment of women entrepreneurs in Trichy town. This study reveals the status of women in the society to move forward with entrepreneurial skill through economic empowerment.

Key Words: Women Entrepreneurs, Economic empowerment, Economic indicators.

Introduction:

“You can tell the condition of a nation by looking at the status of its women” Nehru.

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions. Government of India has given due importance to women empowerment in the country and several schemes has been introduced for the upliftment of women entrepreneurs. Women workforce ratio in the country is increasing due to the increase in the women literacy rate in India.

Women perform 66 percent of the world’s work, produce 50 percent of the food, but earn 10 percent of the income and own 1 percent of the property. (Women, Business and the Law, World Bank, 2011) Globally, women represent 49.6% of the total population, but only 40.8% of the total workforce in the formal sector. Since ages India has been men-dominated country. But, time is changing now. Women in India have outraged the fact that since hundreds of years they had been following the orders of men. They now know their rights and duties and with the spreading awareness amongst the women they are now no less than the men. They are walking with men at the same pace in each and every field. In former days, for Women there were 3 Ks- Kitchen, Kids, Knitting, then came 3 Ps- Powder, Papad, Pickles and now at present there are 4 Es- Electricity, Electronics, Energy, Engineering.

Indian women had undergone a long way and are becoming increasingly visible and successful in all spheres and have shifted from kitchen to higher level of professional activities. Women entrepreneurs are fast becoming a force to reckon with in the business world and are not only involved in business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men. Today, many women have established their own economy i.e., entrepreneurial empire and are now ruling their world as they wished to. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures.

Objectives of the Study:

- To study about the demographic profile of the respondents.
- To explore the economic empowerment of women entrepreneurs in Trichy.
- To offer suggestions.

Methodology of the Study:
The present study is undertaken to explore the economic empowerment of women entrepreneurs in Trichy town. To draw inference, the Primary data had been collected through structured schedule from 100 respondents through Simple Random Sampling technique. To substantiate the fact, secondary data were collected from the various published sources. The data so collected were tabulated, edited and analyzed, assess the facts to draw conclusion.

Review of Literature:
Karl (1995) studied the role of empowerment of women on decision making and concluded that empowerment as a multifaceted process, involving the pooling of resources to achieve collective strength and countervailing power and entailing the improvement technical skill, administrative, managerial and planning capacities and analytical reflective abilities of local women. Kumar (1997) made a case study of Self-Help Group in the Tirupathi block of Andhra Pradesh. A total of 21 SHGs were selected for this study after a detailed description of the profile of groups and group and members, the author came to the following conclusions; The groups were mostly homogeneous in terms of their socio-economic background. This homogeneity contributed to the cohesiveness and solidarity of the members. The saving level was reasonably satisfactory because of low interest rates charged by the banks and the revolving fund. However some groups become passive and defunct. The reasons for this were irregularity in repayment of loan, non adherence to the norms set by the group and lack of mutual trust and confidence among group members.

Limitations:
- The data was collected only from 100 respondents.
- The study is focused to economic empowerment of women entrepreneurs only.

Table No:1
Demographic Data

<table>
<thead>
<tr>
<th>Age</th>
<th>Percent</th>
<th>Educational Qualification</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td>10</td>
<td>Illiterate</td>
<td>25</td>
</tr>
<tr>
<td>21-30</td>
<td>30</td>
<td>Primary</td>
<td>30</td>
</tr>
<tr>
<td>31-40</td>
<td>30</td>
<td>Secondary</td>
<td>20</td>
</tr>
<tr>
<td>41-50</td>
<td>20</td>
<td>Diploma</td>
<td>15</td>
</tr>
<tr>
<td>Above 50</td>
<td>10</td>
<td>Graduate</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Percent</th>
<th>Monthly Earnings</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>20</td>
<td>Below Rs.5,000</td>
<td>10</td>
</tr>
<tr>
<td>Married</td>
<td>60</td>
<td>Rs.5,001-Rs.10,000</td>
<td>35</td>
</tr>
<tr>
<td>Separated</td>
<td>10</td>
<td>Rs.10,001-Rs.15,000</td>
<td>45</td>
</tr>
</tbody>
</table>

| Widow | 10 | Above Rs.15,001 | 10 |
| Total | 100 | Total | 100 |

Source: Primary data

Inferences:
- 30% of the respondents are found in the age group of 21-30 and 31-40.
- 60% of the respondents are married and 10% of the respondents are separated and Widow.
- Overall 30% of the respondents are having primary education.
- 45% of the respondents’ monthly earning ranges between Rs.10,001-Rs.15,000.

Table No:2
On the basis of Occupation

<table>
<thead>
<tr>
<th>Kinds of business owned</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family business</td>
<td>5</td>
</tr>
<tr>
<td>Petty shop</td>
<td>11</td>
</tr>
<tr>
<td>Merchant stores</td>
<td>20</td>
</tr>
<tr>
<td>Tailor shop</td>
<td>30</td>
</tr>
<tr>
<td>Beauty parlor</td>
<td>14</td>
</tr>
<tr>
<td>Xerox shop</td>
<td>10</td>
</tr>
<tr>
<td>Vegetable shop</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

Inference:
- On the whole 30% of the respondents own tailor shop and 20% of the respondents run merchant stores.
- Only 5% of the respondents take care of family business. But 95% of the respondents are new and budding entrepreneurs.

Table No:3
Purposes of the Respondents starting a business

<table>
<thead>
<tr>
<th>Reasons for starting a business</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earn money</td>
<td>50</td>
</tr>
<tr>
<td>Sely employment</td>
<td>20</td>
</tr>
<tr>
<td>Want for freedom to make own decision</td>
<td>12</td>
</tr>
<tr>
<td>Social status</td>
<td>10</td>
</tr>
<tr>
<td>Self achievement</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

Inference:
- 50% of the respondents expressed their reasons for starting their business only to earn money and to substantiate the family income.

Table No:4
Sources of Capital

<table>
<thead>
<tr>
<th>Sources of capital</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own capital</td>
<td>20</td>
</tr>
<tr>
<td>From money lenders</td>
<td>40</td>
</tr>
<tr>
<td>From relatives</td>
<td>10</td>
</tr>
<tr>
<td>Nationalized banks</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
Inference:
> 40% of the respondents raised their capital from money lenders.
> 30% of the respondents obtained loan from Nationalized banks.

<table>
<thead>
<tr>
<th>Economic Indicators</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>32</td>
<td>100</td>
</tr>
<tr>
<td>Savings</td>
<td>30</td>
<td>74</td>
</tr>
<tr>
<td>Fulfilling basic needs</td>
<td>40</td>
<td>96</td>
</tr>
<tr>
<td>Meeting educational expenses</td>
<td>22</td>
<td>70</td>
</tr>
<tr>
<td>Meeting medical expenses</td>
<td>42</td>
<td>78</td>
</tr>
<tr>
<td>Repayment of loan</td>
<td>12</td>
<td>32</td>
</tr>
<tr>
<td>Utensils</td>
<td>12</td>
<td>64</td>
</tr>
<tr>
<td>Gold/Silver</td>
<td>20</td>
<td>70</td>
</tr>
<tr>
<td>Owned house</td>
<td>48</td>
<td>64</td>
</tr>
<tr>
<td>Shares/Bonds</td>
<td>20</td>
<td>50</td>
</tr>
<tr>
<td>Purchase of luxury goods</td>
<td>20</td>
<td>52</td>
</tr>
<tr>
<td>Spending entertainment</td>
<td>34</td>
<td>58</td>
</tr>
<tr>
<td>Spending in cultural activities</td>
<td>80</td>
<td>84</td>
</tr>
</tbody>
</table>

Table No: 5
Opinion of Economic Indicators

Source: Primary data

Inference:
> The income level increased from 32% to 100%.
> The savings of the women entrepreneurs has improved from 30% to 74%.
> Their fulfilling basic needs converted from 40% to 96%.
> To meet their educational expenses and medical expenses has increased from 22% to 70% and 42% to 78%.
> The repayment of loan increased from 12% to 32%.
> The utensils are uplifted from 12% to 64%.
> The purchase of gold/silver has increased from 20% to 70%.
> The women entrepreneurs owned house enhanced from 48% to 63%.
> The purchase of shares and bonds level increased from 20% to 50%.
> The purchase of luxury goods level enhanced from 20% to 52%.
> Their spending capacity increased from 34% to 58% for entertainment.
> Their cultural activities also higher from 80% to 84%.

Suggestions:
> The Government should take necessary steps regarding positive business environment for female entrepreneurs.
> The financial institutions and banks which provide finances to entrepreneurs must create special cells for providing easy finance to women entrepreneurs.
> Government should increase the training programmes to develop skills, profession competencies, leadership etc.

Conclusion:
Women constitute almost half of the total population in India but they are not enjoying their freedoms, equalities, privileges, on par with their male counterparts. Since implementation of planning in India, several policies and approaches were made to reduce inequalities between women and men. As a result a shift from "welfare" to "development" to "empowerment" to "human development" approaches has taken place to change the position and status of women. Both government and NGO’s sectors were intervening to empower the women. The National Empowerment Policy, 2001 also emphasized that women’s economic empowerment may be visualized only with the development of women entrepreneurship. Women entrepreneurial development is one of the important area where majority of countries have focused upon as a part of overall Human Resource Development. It is well ascertained by policy makers across the countries that strategic development of an economy required equal participation and equal opportunities to all sections and gender. Entrepreneurial development is one significant instrument for sustainable economic development.

References:
3. www.google.co.in.
Abstract

Cloud computing is a new Internet-based computer technology. The paper analyzed the current actuality of the application for enterprise E-commerce, and pointed the main issue of that application. The paper put forward that cloud computing has a wide perspective in the application of E-commerce by describing the conception and characteristic of cloud computing, and special analyzed the main aspect of improving E-commerce by cloud computing.

Introduction

Internet has changed the world, it is an indisputable fact. The 21st century, the trend of the gate to the social normalization brings the huge impact, based on the Internet and the rise of the Internet technology one at tremendous speed changing people's existence and study way, Cloud Computing so arises at the historic moment. Cloud Computing is a new technology, is a hi-tech product, has broad prospects for development. A good structure, reliable and extensible security model structure of the Cloud Computing development plays a very important role, it is the grid and cloud can actually used in the powerful guarantee of real world. E-commerce is online commerce verses real-world commerce.

E-commerce includes retail shopping, banking, stocks and bonds trading, auctions, real estate transactions, airline booking, movie rentals—nearly anything you can imagine in the real world. Even personal services such as hair and nail salons can benefit from e-commerce by providing a website for the sale of related health and beauty products, normally available to local customers exclusively. While e-commerce once required an expensive interface and personal security certificate, this is no longer the case. Virtual storefronts are offered by a variety of hosting services and large Internet presences such as eBay and Yahoo!, which offer turnkey solutions to vendors with little or no online experience. Tools for running successful e-commerce websites are built into the hosting servers, eliminating the need for the individual merchant to redesign the wheel. These tools include benefits like shopping carts, inventory and sales logs, and the ability to accept a variety of payment options including secure credit card transactions.

Cloud computing is seen as the next revolution of science and technology industry, it will radically change the way of working and business model. Combining with e-commerce, cloud computing is to have great influence on the enterprise all aspects.

What is cloud computing?

Everyone is talking about “the cloud.” But what does it mean? Business applications are moving to the cloud. It's not just a fad—the shift from traditional software models to the Internet has steadily gained momentum over the last 10 years. Traditional business applications have always been very complicated and expensive. The amount and variety of hardware and software required to run them are daunting. You need Whole teams of experts to install, configure, test, run, secure, and update them. When you multiply this effort across dozens or hundreds of apps, it's easy to see why the biggest companies with the best IT departments aren't getting the apps they need. Small and mid-sized businesses don’t stand a chance. With cloud computing, you eliminate those headaches because you’re not managing hardware and software—that’s the responsibility of an experienced vendor like salesforce.com. The shared infrastructure means it works like a utility: You only pay for what you need, upgrades are automatic, and scaling up or down is easy.

Cloud-based apps can be up and running in days or weeks, and they cost less. With a cloud app, you just open a browser, log in, customize the app, and start using it. Businesses are running all kinds of apps in the cloud, like customer relationship management (CRM), HR, accounting, and much more. Some of the world's largest companies moved their applications to the cloud with salesforce.com after rigorously testing the security and reliability of our infrastructure. As cloud computing grows in popularity, thousands of companies are simply regrinding their non-cloud products and services as “cloud computing.” Always dig deeper when evaluating cloud offerings and keep in mind that if you have to buy and manage hardware and software, what you’re looking at isn’t really cloud computing but a false cloud. The latest innovations in cloud computing are making our business applications even more mobile and collaborative, similar to popular consumer apps like Face book and Twitter.

As consumers, we now expect that the information we care about will be pushed to us in real
time, and business applications in the cloud are heading in that direction as well. With Cloud 2, keeping up with your work is as easy as keeping up with your personal life on Face book. Cloud computing is a way of using computers where the computer resources (software and hardware) are provided as a service over the internet and are dynamically scalable and often virtual (i.e. not necessarily in one known place). What this means to users is that the information they use is stored on computers somewhere else (other than their local PC) and can be accessed where, when and how they want it.

Cloud computing customers don't generally own the physical infrastructure on which the applications run and store the data. Instead, they rent usage from a third-party provider and then use the system as they need it, much as people use gas or electricity. The more resources they use (such as more users having access to an application or using more disk space for storing data) the more they pay.

Cloud Computing Exhibits the Following Key Characteristics

Empowerment of end-users of computing resources by putting the provisioning of those resources in their own control, as opposed to the control of a centralized IT service. Agility improves with users' ability to re-provision technological infrastructure resources. Application programming interface (API) accessibility to software that enables machines to interact with cloud software in the same way the user interface facilitates interaction between humans and computers. Cloud computing systems typically use REST-based APIs.

Cost is claimed to be reduced and in a public cloud delivery model capital expenditure is converted to operational expenditure. This is purported to lower barriers to entry, as infrastructure is typically provided by a third-party and does not need to be purchased for one-time or infrequent intensive computing tasks. Pricing on a utility computing basis is fine-grained with usage-based options and fewer IT skills are required for implementation (in-house). Device and location independence enable users to access systems using a web browser regardless of their location or what device they are using. As infrastructure is off-site (typically provided by a third-party) and accessed via the Internet, users can connect from anywhere. Multi-tenancy enables sharing of resources and costs across a large pool of users thus allowing for:

1. Centralization of infrastructure in locations with lower costs (such as real estate, electricity, etc.)
2. Peak-load capacity increases (users need not engineer for highest possible load-levels)
3. Utilization and efficiency improvements for systems that are often only 10–20% utilized.

Reliability is improved if multiple redundant sites are used, which makes well-designed cloud computing suitable for business continuity and disaster recovery. Provisioning of resources on a fine-grained, self-service basis near real-time, without users having to engineer for peak loads.

Performance is monitored and consistent and loosely coupled architectures are constructed using web services as the system interface. Security could improve due to centralization of data, increased security-focused resources, etc., but concerns can persist about loss of control over certain sensitive data, and the lack of security for stored kernels. Security is often as good as or better than other traditional systems, in part because providers are able to devote resources to solving security issues that many customers cannot afford. However, the complexity of security is greatly increased when data is distributed over a wider area or greater number of devices and in multi-tenant systems that are being shared by unrelated users. In addition, user access to security audit logs may be difficult or impossible. Private cloud installations are in part motivated by users' desire to retain control over the infrastructure and avoid losing control of information security.

Maintenance of cloud computing applications is easier, because they do not need to be installed on each user's computer.
The Influence of the Cloud Computing Upon The E-Commerce

Cloud Computing Can Improve the Safety of Business Enterprise E-Commerce Application

The business enterprise scale is more and more big, business enterprise the backlog more information resources. Along with the rapid development of network, the business enterprise data gets effectively and savagely to also lead the attack of coming a lot of viruses and black guest at the same time and then makes the safety that the business enterprise data saves be subjected to serious threat and made also more and more big in the devotion on the information safety. Apply cloud in the business enterprise calculation, can is saving the data in the high in the clouds, is computed service by cloud to provide ascend provide profession, efficiently and safety of data saving, thus the business enterprise need not worry again because various safe problem causes the data throw to lose. Therefore, cloud computing can provide the data of credibility and safety saving center for business enterprise.

Cloud Computing Can Improve the Vivid and Profession of Business Enterprise E-Commerce Application

Cloud computing can provide economic dependable E-commerce system to make to order service for business enterprise, software's namely serve (SaaS) is a kind of service type that cloud computing provides, it software Be a sow in line service to provide. Compute a technical electronics to outside wrap according to cloud is the importance of business enterprise application E-commerce service to apply of a. Business enterprise while using network frame and application procedure makes use of cloud computing can make it more of convenience, the electronics outside wraps actually be with need but change a kind of form of E-commerce. The business enterprise is adopting cloud computing service, to the E-commerce system carry on a development and get stripe have already no longer needed to cost a great deal of funds and manpower, don't need singly trap software and procedure of investing the establishment inner part. The business enterprise being a customer to carry can more expediently use various service that cloud computing provides and needs to install a network browser then and makes the business enterprise be getting less for supporting and getting stripe E-commerce system but throwing in of expenses like this just at this time.

Cloud Computing Can Carry Out Common Calculation Environment Hard the Data Attaining Handle Ability

Cloud computing passes to definitely adjust one degree strategy, can pass logarithms ten thousand is carry on consociation's providing super strong calculation ability for customer to the of 1,000,000 common calculators, using the door can complete to use list set calculator hard completion of task. In "cloud", cloud computing mode will be according to needing to be adjusted to provide strong calculation ability with numerous calculation resources in cloud while being to hand in one to compute a claim. Compute mode in cloud in, business enterprise no longer from own calculation on board, is not from a certain appointed server either, but passed various equipments(such as move terminal etc.) on the net to acquire from the Internet need of information, therefore the speed got leapng of quality.

Cloud Computing Can Provide Good Economic Efficiency for the E-Commerce Application

A great deal of calculator and network equipments are what business enterprise sets up E-commerce system to provide with, remarkable BE, business enterprise for satisfying more and more business needs, have to also periodically carry on replacing to the calculator and the network equipments. E-commerce system establishment of cost more big, and develop and the empress supporting expect to need higher expenses, for funds opposite limited small and medium enterprises to speak, is is hard to undertake, and apply with network service and business of rapid growth to request to be hard also to match. Cloud computing can reduce the establishment cost of business enterprise E-commerce system in the application in the E-commerce. The business enterprise passes cloud computing any further the dissimilarity continue to purchase an expensive hardware equipments, also the dissimilarity bears a large amount of maintenance fee, this is mainly cloud computing to provide IT foundation structure, at this time the equipments that needs to rent high in the clouds is all right. From this, cloud computing can provide good economic efficiency for the application of business enterprise E-commerce.

Today, cloud computing is getting all the rage. Cloud computing is still a very young technology and we still having more room for improvement. Although the meaning of cloud computing may be differ from one point of view of a person to another, it still all boils down to sharing one meaning which is – delivering information over the internet. It is very similar to: autonomic computing, client server model, grid computing, mainframe computer, utility computing, peer to peer and service oriented computing.

Conclusions
(1) All of your gadgets will be synchronized at all times.
(2) You can access your stored information any time you like.
(3) Organizing mine data online.
(4) Sharing of data instantly regardless of type and size.
So with the given benefits of using cloud computing, you are probably thinking now that you could have been using it already, but you are just not aware. To give you an example, of what is cloud computing, have you ever used gamily? If yes, then maybe you are aware of how they share files with their Google docs, right? With Google docs, you get to share information whether written document or spread sheet file. Anyone with permission to view and edit the file can do so. That is a classic meaning of cloud computing, we just don’t use the term for it more often. We might be expecting something like: our gadget knowing what we like and what we want to do even without our command. It may sound weird today, but the possibility of it happening in the near future is crystal clear.

References

MANAGEMENT OF NON-PERFORMING ASSETS OF COMMERCIAL BANKS IN INDIA

*V. Radha

Abstract

The Indian Banking System has undergone significant transformation following financial sector reforms. It has several outstanding achievements to its credit, the most striking of which is its reach. An extensive banking network has been established in the last twenty years. The Indian banks are now spread out into the remote corners of our country. Indians banking system is one of the largest in the world in terms of branch network of the banks.

The main source of funds for banks is deposits similarly, the main income for banks is the interest earned on loans and advances. Though, the bankers are in the job of lending and recovering for many years, still have not mastered the art of recovery.

When a banker grants a loan to a borrower, he expects that the borrower will utilize the funds to create the necessary asset to carry on the surplus to the bank so as to reduce his loan liability in installment. In this process, the borrower is benefited to have an asset of his own and when he repays the loan, the bankers purpose of lending is also fulfilled, but this does not happen sometimes, due to borrowers inability to earn surplus and sometimes he will fully do not repay. In such circumstances, the banks assets in the forms of loans and advances get locked up in the hands of borrowers and banks suffer liquidity. Such assets of the bank lease to generate income and thus become non-performing assets.

Scope of the study:

The level of non-performing assets is considered an important parameter for evaluating the health of banks. Banks with higher level of NPA is considered as a weak bank. NPAs have become one of the foremost concerns of the financial institution and banks so by studying the NPA management, it will be possible to find out the area of problems of rising NPA. The present study was organized to study NPA management of commercial banks in India.

Introduction:

Banking system plays a vital role for the efficient functioning of an economy. Indian banking system has several outstanding achievements to its credit; the most string of which is its reach. An extensive banking network has been established in the last twenty years. The Indian banks are now spread out into the remote corners of our country. Indians banking system is one of the largest in the world in terms of branch network of the banks.

The main source of funds for banks is deposits similarly, the main income for banks is the interest earned on loans and advances. Though, the bankers are in the job of lending and recovering for many years, still have not mastered the art of recovery.

When a banker grants a loan to a borrower, he expects that the borrower will utilize the funds to create the necessary asset to carry on the surplus to the bank so as to reduce his loan liability in installment. In this process, the borrower is benefited to have an asset of his own and when he repays the loan, the bankers purpose of lending is also fulfilled, but this does not happen sometimes, due to borrowers inability to earn surplus and sometimes he will fully do not repay. In such circumstances, the banks assets in the forms of loans and advances get locked up in the hands of borrowers and banks suffer liquidity. Such assets of the bank lease to generate income and thus become non-performing assets.

Statement of the problem:

Since the banking sector reforms, NPAs have become the most critical factor governing the performance of banks. NPAs have serious implications of the profitability of banks. Banks cannot recognize on book income on NPA accounts, there is a strain on the profitability of banks as profit earned; have to be diverted towards making provisions for impaired assets. This is an area which making provisions for impaired assets. This is an area which requires urgent consideration as the present system delays in arriving at a legal solution.

Objectives of the study:

- to study the nature and causes of NPA
- To analyze the NPA’s of commercial banks.
- To suggest certain measures to reduce the level of NPA’s

Prudential norms:

The NPA concept was introduced in India by the RBI with the effect from 1st April 92 and certain norms know as prudential norms were issued as to the methods of NPA identification, asset classification, and provisioning and income recognition. As long as expected income is realized from an asset, it is treated as performing asset and as a “non performing” asset when it fails to generate income or deliver value on due date.

Npa identification:

The basis for identifying NPA’s would vary depending on the nature of the loan asset (i.e.) term loan, cash credit, bills etc.

Asset classification:

Banks are required to classify NPA’s further into the following categories based on the period for
which the assets have remained NPA and realisability of the dues.

**Standard assets:**
It is one, which does not disclose any problem and which does not carry more than normal risk attached to the business.

**Sub-standard assets:**
It is one which has been classified as NPA for a period not existing 18 months.

**Doubtful assets:**
As the asset remained NPA for a period existing 18 months

**LOSS ASSETS:**
A loss asset is one which is considered as uncollectible. It is one where the bank or internal or external auditors or the RBI inspection has identified loss but the amount has not been return off.

**PROVISIONING NORMS:**
Based on the asset classification, the inspection officer will give instruction to bank management and auditors to make required provisions. The following table shows the provisions to be made for different type of assets.

**Provisioning Norms**

<table>
<thead>
<tr>
<th>CATEGORY OF ASSET</th>
<th>PROVISION REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard asset</td>
<td>25% on global loan portfolio basis</td>
</tr>
<tr>
<td>Sub-standard assets</td>
<td>General provision of 120% on total outstanding</td>
</tr>
<tr>
<td>Doubtful assets</td>
<td>100% for unsecured portion</td>
</tr>
<tr>
<td></td>
<td>20-50% of secured portion which depends on period of account i.e. upto 1year-20%</td>
</tr>
<tr>
<td></td>
<td>1-3years-30%</td>
</tr>
<tr>
<td></td>
<td>More than 3 years-50%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
</tr>
<tr>
<td>Loss assets</td>
<td>20-50% of secured portion which depends on period of account i.e. upto 1year-20%</td>
</tr>
<tr>
<td></td>
<td>1-3years-30%</td>
</tr>
<tr>
<td></td>
<td>More than 3 years-50%</td>
</tr>
</tbody>
</table>

The policy must be objective and based on the record of recovery as done by international standards. Therefore, the banks should not charge and take to income account interest on any NPA. However, interest on advance against their deposits like KVP’s, IVP’s may be taken to income account on the due date provided adequate margin is available. Interest realized on NPA may be taken to income account provided the credits in the accounts towards interest are not out of fresh or additional credit facilities sanctioned to the borrower concerned.

**INCIDENCE OF NPAs HAS THE FOLLOWING DIMENSIONS:**
- It affects recycling of bank credit
- Reduces income-affects profitability
- Serving NPA becomes costly-increases expenditure-affects profits
- Leads to increase in provisioning-affects profitability
- Lendable sources will shrink
- Affects the service to good borrowers-as their needs could not met.
- When money, manpower, time and other infrastructure are directed to service NPAs regular development work suffers
- It affects liquidity position of the bank
- Forces the bank to raise additional resources at high cost to meet statutory requirement
- Shadows the image of the bank

**MANAGEMENT OF CERDI RELATED NPA’S:**
NPAs do not yield any profits. Moreover appropriations have to be done from existing profits, which also results in lowering of profits. Management of NPAs involves three stages:
- Regular monitoring of the performance of each loan asset and its periodic reviews
- Early identification of problem assets for the success of remedial action and
- Effective follow up for recovery

**TABLE-1**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>GROSS ADVANCE (cr)</th>
<th>TOTAL ASSETS (cr)</th>
<th>GROSS NPAs AMOUNT (crs)</th>
<th>PERCENT TO GROSS ADVANCE</th>
<th>PERCENT TO TOTAL ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>2283473</td>
<td>3766717</td>
<td>44957</td>
<td>2.0</td>
<td>1.2</td>
</tr>
<tr>
<td>2009-10</td>
<td>2733458</td>
<td>4440872</td>
<td>59926</td>
<td>2.2</td>
<td>1.3</td>
</tr>
<tr>
<td>2010-11</td>
<td>3079804</td>
<td>5294006</td>
<td>74614</td>
<td>2.4</td>
<td>1.4</td>
</tr>
<tr>
<td>2011-12</td>
<td>3550389</td>
<td>6037982</td>
<td>117262</td>
<td>3.3</td>
<td>1.9</td>
</tr>
<tr>
<td>2012-13</td>
<td>4055874</td>
<td>6961967</td>
<td>155890</td>
<td>3.8</td>
<td>2.2</td>
</tr>
</tbody>
</table>


Table 1 reveals the gross NPAs of public sector bank as percentage to gross advance and total asset. The gross NPAs have increased from 47957 crore to 155890 crore during 2008-12. The gross NPAs
as percentage of gross advance has increased from 2.0 percent to 3.8 percent during the same period. Similarly, the share of total asset has also increased from 1.2 percent to 2.2 percent during the same period. Thus, the gross NPAs to gross advance and gross NPAs to total asset are increasing day by day which resulted in lower return on advance and the loss of yield on advance adversely affect the profitability of banks.

**TABLE-2**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NET ADVANCE (cr)</th>
<th>TOTAL ASSETS (cr)</th>
<th>NET NPAs AMOUNT (cr)</th>
<th>PERCENT TO NET ADVANCE</th>
<th>PERCENT TO TOTAL ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>2259212</td>
<td>3766717</td>
<td>21155</td>
<td>0.9</td>
<td>0.6</td>
</tr>
<tr>
<td>2009-10</td>
<td>2701300</td>
<td>4440872</td>
<td>29375</td>
<td>0.1</td>
<td>0.7</td>
</tr>
<tr>
<td>2010-11</td>
<td>3305632</td>
<td>5294006</td>
<td>36071</td>
<td>0.1</td>
<td>0.7</td>
</tr>
<tr>
<td>2011-12</td>
<td>3878312</td>
<td>6037982</td>
<td>59162</td>
<td>0.5</td>
<td>1.0</td>
</tr>
<tr>
<td>2012-13</td>
<td>4472774</td>
<td>6961967</td>
<td>39950</td>
<td>0.5</td>
<td>1.3</td>
</tr>
</tbody>
</table>


The above table shows net NPA of public sector bank to net advance and total asset. The net NPAs has increased from 21155 crore to 89950 crore during 2008-12. The share of net NPAs to net advance has increased from 0.9 to 1.5 percent during the same period. Thus, there is a continuous increase in share of NPAs to net advance and total asset.

**TABLE-3**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>GROSS ADVANCE (cr)</th>
<th>TOTAL ASSETS (cr)</th>
<th>GROSS NPAs AMOUNT (cr)</th>
<th>PERCENT TO GROSS ADVANCE</th>
<th>PERCENT TO TOTAL ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>585065</td>
<td>1016522</td>
<td>16926</td>
<td>2.9</td>
<td>1.7</td>
</tr>
<tr>
<td>2009-10</td>
<td>644070</td>
<td>11507336</td>
<td>17639</td>
<td>2.7</td>
<td>1.5</td>
</tr>
<tr>
<td>2010-11</td>
<td>732310</td>
<td>1398217</td>
<td>18240</td>
<td>2.5</td>
<td>1.3</td>
</tr>
<tr>
<td>2011-12</td>
<td>880445</td>
<td>1677801</td>
<td>18315</td>
<td>2.1</td>
<td>1.1</td>
</tr>
<tr>
<td>2012-13</td>
<td>1045763</td>
<td>1989804</td>
<td>19986</td>
<td>1.9</td>
<td>1.0</td>
</tr>
</tbody>
</table>


The above table shows that the advances of private sector bank in absolute term have increased from 585065 crore in 2008-09 to 1045763 crore in 2012-13. The NPAs also have increased from 16926 crore in 2008 to 19986 crore in 2012. However, the percentage of gross NPA to gross advance show a decreasing trend from 2.9 percent in 2008 to 1.9 percent in 2012. Thus, there is continuous decline in share of NPAs to gross advance total asset due to introduction of various prudential norms from the reduction of NPAs.

**TABLE-4**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NET ADVANCE</th>
<th>TOTAL ASSETS (cr)</th>
<th>NET NPAs AMOUNT (cr)</th>
<th>PERCENT TO NET ADVANCE</th>
<th>PERCENT TO TOTAL ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>575328</td>
<td>1016522</td>
<td>7411</td>
<td>1.3</td>
<td>0.7</td>
</tr>
<tr>
<td>2009-10</td>
<td>632494</td>
<td>11507336</td>
<td>6505</td>
<td>1.0</td>
<td>0.6</td>
</tr>
<tr>
<td>2010-11</td>
<td>797533</td>
<td>1398217</td>
<td>4431</td>
<td>1.6</td>
<td>0.6</td>
</tr>
<tr>
<td>2011-12</td>
<td>966400</td>
<td>1677801</td>
<td>4300</td>
<td>0.5</td>
<td>0.3</td>
</tr>
<tr>
<td>2012-13</td>
<td>1143248</td>
<td>1989804</td>
<td>5325</td>
<td>0.5</td>
<td>0.3</td>
</tr>
</tbody>
</table>


The about table investigate the net advances and net NPAs. Ratio of net NPAs to net advances and net NPAs to total assets.Net NPAs of private sector banks shows decreasing trend. The net NPA decreased from 7411 crore in 2008-09 to 4300 crore in 2011-12 and increased to 5325 crore in 2012-13.

Despite of the continuous increase in net advances in all years the net NPA ratio to net advances shows decreasing trend during the study period except in the year 2010-11. That is only in 2010-11 the efficiency and asset quality of private sector bank is questionable otherwise in all other years the bank had shown a continuous improvement.
Similarly, the ratio of net NPA to total assets shows decreasing trend during first two years that is in 2008-09 and 2009-10 and the ratio is constant during last three years that is 0.3. As if we see overall performance of private sector bank we can say that wide improvement as the net NPA ratio changes from 1.3 to 0.5 and 0.7 to 0.3.

### TABLE-5
**GROSS ADVANCE AND GROSS NPA OF FOREIGN BANKS**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>GROSS ADVANCE</th>
<th>TOTAL ASSETS (cr)</th>
<th>GROSS NPAs AMOUNT (cr)</th>
<th>PERCENT TO GROSS ADVANCE</th>
<th>PERCENT TO TOTAL ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>169716</td>
<td>445129</td>
<td>6444</td>
<td>3.8</td>
<td>1.4</td>
</tr>
<tr>
<td>2009-10</td>
<td>167437</td>
<td>433413</td>
<td>7133</td>
<td>4.3</td>
<td>1.6</td>
</tr>
<tr>
<td>2010-11</td>
<td>199321</td>
<td>493036</td>
<td>5068</td>
<td>2.5</td>
<td>1.0</td>
</tr>
<tr>
<td>2011-12</td>
<td>234710</td>
<td>583600</td>
<td>6292</td>
<td>2.7</td>
<td>1.1</td>
</tr>
<tr>
<td>2012-13</td>
<td>268612</td>
<td>621562</td>
<td>7972</td>
<td>3.0</td>
<td>1.3</td>
</tr>
</tbody>
</table>


The above table helps in examining trends of gross advances, gross NPAs, ratio of gross NPAs to gross advances and ratio of gross NPAs to total assets. We can also visualize the trend of foreign banks by using gross advances, gross NPAs and ratio of gross NPAs to gross advances and total assets. We can clearly see from the table that the gross advances are increasing continuously and there is an increase of over 58 percent as compared to 2008-09 and 2012-13 except in the year 2009-10.

The amount of gross NPAs shows a mix kind of trend over the period of study. There is increase in gross NPA amount in the year 2008-09 and 2009-10 that is 6444 crore to 7133 crore and again in the year 2011-12 and 2012-13 that is 6292 crore to 7972 crore. While there is decrease in the year 2010-11 that is 5068 crore but if we see the last three years data, we can clearly see that there is increase in gross NPA to total advance to total assets which shows that the assets quality is diminishing instead of improving.

### TABLE-6
**NET ADVANCE AND NET NPA OF FOREIGN BANKS**

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NRT ADVANCE</th>
<th>TOTAL ASSETS (cr)</th>
<th>NET NPAs AMOUNT (cr)</th>
<th>PERCENT TO NET ADVANCE</th>
<th>PERCENT TO TOTAL ASSETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>16583</td>
<td>445129</td>
<td>2996</td>
<td>1.8</td>
<td>0.7</td>
</tr>
<tr>
<td>2009-10</td>
<td>163260</td>
<td>433413</td>
<td>2977</td>
<td>1.8</td>
<td>0.7</td>
</tr>
<tr>
<td>2010-11</td>
<td>195539</td>
<td>493036</td>
<td>1312</td>
<td>0.7</td>
<td>0.3</td>
</tr>
<tr>
<td>2011-12</td>
<td>229800</td>
<td>583600</td>
<td>140</td>
<td>0.5</td>
<td>0.2</td>
</tr>
<tr>
<td>2012-13</td>
<td>263380</td>
<td>621562</td>
<td>2645</td>
<td>0.5</td>
<td>0.4</td>
</tr>
</tbody>
</table>


It is observed from the above table that the net advances shows rising trend from 2008-09 to 2012-13 except in the year 2009-10, that is 165385 crore to 263080 crore. Similarly, the total assets shows rising trend from 2008-09 to 2012-13 except in the year 2009-10, that is from 445129 crore to 621562 crore.

We can see in first two years the ratio of net NPA to net advances was stable that is 1.8 in 2008-09 and 2009-10 and from third year it shows decreasing trend that is from 0.7 to 0.5. Similarly, the ratio of net NPA to total assets was stable that is 0.7 during the first two years that is 0.3 to 0.2 and increase to 0.4 during last year that is 2013. If we see the overall performance of foreign bank we can say that there is a wide improvement as the net NPA ratios changes from 1.8 to 0.5 and from 0.7 to 0.4.

Thus, after comparing both gross and net NPA ratio, foreign banks are more efficient than public sector banks.

### Findings of the study
It is found on the basis of analysis of data that the asset quality of private sector banks and foreign banks improved consistently in the past few years as reflected in the decline in the ratio ie., NPAs as a percentage of advances and total assets.

Over the period of the study, it has been registered that the public sector banks have achieved a greater penetration compared to private and foreign banks.

### Suggestion
The bank should adopt the following strategies to control NPAs
- Project with old technology should not be considered for finance.
- Large exposure on big corporate or single project should be avoided.
Banks should prevent diversion of funds by the promoters.

Effective inspection system should be implemented.

The recovery machinery of the banks has to be streamlined. Target should be fixed for field officers.

Managers should ensure the availability of security to cover at least 20-25 percent of the loan outstanding.

Make an ABC analysis of the advances, classifying them into chronic defaulters, possible defaulters and good borrowers and put monitoring effort according to needed degree.

Conclusion

Non-performing assets are on the increase in the Indian banking system and this has severely eroded the profits of most of the Public sector banks. Granting loans without adhering to sound principles of lending is one of the causes for the mounting NPAs. Politicians in order to strengthen their vote bank channelize the hard earned money of the depositors to their followers. Thus creating ways for increases in the NPAs.

On the part of the borrower it is the financial indiscipline that makes them to default payments to the banks. The fact that there are also willful defaulters cannot be denied. To eradicate the ever increasing NPAs the government has to come out with strong measures and the banks should be given adequate powers to collect the loans issued. The banking system also has to cooperate with constant changes and face new challenges that arise out of new environment. This will make the commercial banks in India to become more efficient and profitable.

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A STUDY ON INFLUENCE OF JOB SATISFACTION ON THE QUALITY OF TEACHING

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**V. Padmapriya

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Abstract
Teacher job satisfaction is of very high importance as it is the reason for educational growth. The longer a teacher remains the more comfortable and devote them become. It should be noted that teacher job satisfaction and education quality are not necessarily complementary objectives. Especially those measures ensuring control and incentive related working conditions for teachers, significantly increase student achievement while reducing teacher job satisfaction.

Keywords: Job satisfaction, Teaching quality

Introduction
Teaching is one of those things that nearly everybody thinks he or she can do better than the experts. Everybody has taught something to somebody at one time or another, after all. We begin our amateur teaching careers as children by imposing our superior knowledge on our younger siblings or playmates. As students, we pass judgment among our peers on this or that teacher's capabilities. As adults, those of us who do not teach professionally stand ever ready to criticize those who do. Teaching is a creative act, never more so than in primary and secondary schools. Because teaching is challenging often with expectations from administrators, supervisors, parents, politicians, not to mention children, teacher burnout and stress related problems is a reality for part of the workforce. And when one's teaching is done under stress it is to be noted that it depletes the quality of teaching. As the success of children who are hungry to learn depends upon quality of teacher. So it necessitates ensuring job satisfaction of teachers as, teaching is one of those rare jobs in which one's work is wrapped up in one's personality.

Job satisfaction is termed as the positive emotional response to a job resulting from attaining what the employee wants from the job. Job satisfaction gives us motivation and helps us become more optimistic no matter what challenge we may face at work. It encourages workers to always give their best shot in everything they do. In addition, a person who is truly satisfied with his or her career life helps create a more positive work environment. Workers who have job satisfaction can help boost the morale of his or her co-employees and will encourage them to be optimistic about their job. It is generally perceived to be directly linked to productivity as well as to personal wellbeing. Job satisfaction implies doing a job one enjoys, doing it well, and being suitably rewarded for one's efforts. Job satisfaction further implies enthusiasm and happiness with one's work. The Harvard Professional Group (1998) sees job satisfaction as the keying radiant that leads to recognition, income, promotion, and the achievement of other goals that lead to a general feeling of fulfillment.

Teacher's job satisfaction, while difficult to define, may be even more difficult to measure. Determinants of job satisfaction are known to vary according to gender, age, experience, and position, and defining job satisfaction for teachers involves many wide-ranging differences as to what contributes to job satisfaction. While teachers' feelings about certain aspects of their jobs strongly affect their decisions to stay in teaching or leave the profession, it becomes clear that an understanding of teacher job satisfaction is important. Minarik, Thornton and Perreault (2003) indicate that the ever increasing attrition of teachers due to job dissatisfaction has depleted human capital, disrupted instructional programs, inhibited student learning, and increased operational costs. Significant increases in the attrition rates of teachers have increasingly become a major barrier to continuous school improvement.

Review of Literature
Many studies have revealed that Job Satisfaction of teachers and quality of teaching has a good deal of link.

Anna F.Lobosco and Dianna L.Newman (1992) studied 'Teaching Special Needs Populations and Teacher Job Satisfaction'. Teachers' perceptions of their jobs are strongly related to their perceptions of their students. This article confirms what one might expect: Working with students who are gifted and talented positively predicts job satisfaction, whereas working with students who have learning difficulties has a negative effect. Yet teachers 'self-reports of general job satisfaction reverse when asked about how the reality of their teaching experience compares to ideal conditions.

Zembylas, Michalinos; Papanastasiou, Elena (2004) studied 'Job satisfaction among school teachers in Cyprus'. The research report examines job satisfaction...
satisfaction and motivation among teachers in Cyprus - a small developing country in the Eastern Mediterranean. The findings showed that, unlike other countries in which this questionnaire was used, Cypriot teachers chose this career because of the salary, the hours, and the holidays associated with this profession. The study analyzes how these motives influence the level of satisfaction held by the Cypriot teachers.

Ronit (2001) studied ‘The Influence of Leadership Style on Teacher Job Satisfaction’. This study disclosed the effects of principals’ leadership style (transformational or transactional), principals’ decision-making strategy (autocratic versus participative), and teachers’ occupation perceptions on teacher satisfaction from the job. More specifically, it attempts to find out how much of the variation in teachers’ job satisfaction can be attributed to their perceptions of their occupation, as compared to their perceptions about their principals’ leadership style and decision-making strategy. The most salient finding was that teachers’ occupation perceptions strongly affected their satisfaction. Principals’ transformational leadership affected teachers’ satisfaction both directly and indirectly through their occupation perceptions. Implications of the study are discussed in relation to supervisors and principals, as well as to policy makers at the government level.

Judith Kleinfeld; G. Williamson and McDiarmid, (1986) studied The Job Satisfaction of Alaska’s Isolated Rural Teachers with their work life’. These teachers are highly satisfied about their relationship with students and their pay benefits. Large numbers of teachers are dissatisfied, however, with community amenities, their students’ academic progress, and especially, school district management. Most of these teachers teach in Indian and Eskimo villages; yet they feel that inter organizational relationships with the district office cause them more stress than cross-cultural relationships with the students and community. The conclusions of the study stated that Alaska’s rural teachers to express satisfaction with their pay and benefits and to express discontent with the hardships of living in isolated Native villages without many amenities. Similarly, the number of teachers who express dissatisfaction with the distant district office was unexpected.

Chung-Lim Ho and Wing-Tung Au of Chinese University of Hong Kong (2006) studied ‘Teaching Satisfaction Scale’ to measure Job Satisfaction of Teachers in China. In the present study proposes a teaching satisfaction measure and examines the validity of its scores. As hypothesized, teaching satisfaction as measured by the TSS correlated positively with self-esteem but negatively with psychological distress and teaching stress. The TSS scores had good incremental validity for psychological distress and teaching stress beyond earlier Job Satisfaction Scales. The TSS offers a simple, direct, reliable, and valid assessment of teaching satisfaction.

Clemence, S.M. (1989) found that role conflict affected job satisfaction of women teachers but social dimension of value influenced their job satisfaction rather favorably.

Ray, S. (1992) concluded that the mental health of teachers was positively correlated with job satisfaction and attitude towards pupils.

Reddy B.P., (1989) in his study found that over-qualified primary schoolteachers had low job satisfaction while teachers younger in age had higher level of job satisfaction, which had positive correlation with attitude towards teaching and job involvement.

So all these studies has stated the relevance of Job Satisfaction for teachers in order to improve quality of teaching and also reveals that many teachers leave their jobs as a result of job dissatisfaction. Several researchers have concluded that job satisfaction is affected by factors such as administrative support, teacher induction, collegiality, community support, students, working conditions, teacher preparation, rewards, and staff development.

And also we should know that, the concept of Job Satisfaction is not limited to corporate sector, but covers all the sectors, where there is involvement of the employees and workers. Here the study is been conducted to examine the Job Satisfaction of Higher Secondary Teachers from Salem district.

Statement of the Problem

Job satisfaction plays a significant role in all sectors. It refers to the feelings of the individuals towards its work. It is measured through the contentment the worker under goes. The satisfaction level reflects the input of the worker. The keystone in the educational sector is doubtless the teacher. On them depends much more than any other, the progress and prosperity of children. Nobody can effectively take their place or influence children in the manner and to the degree; it is possible, for them alone to do. Here comes the importance of satisfaction level of teachers in their job. The profession becomes frustrating and stressful when they have to deal with large class strength, immense work load, unmotivated perks, less recognition, no conducive environment, frequent change in curriculum etc., so here a study is made to know how the job satisfaction affects the teaching quality of teachers.

Objectives of the study

1. To identify the criteria that satisfies most in the teaching profession.
2. To identify the measures used by the educational
institutions to enhance the quality of teaching.

3. To find out the reasons for resisting frequent change in curriculum

Methodology

Sample Design

100 samples were selected from different Higher Secondary schools from Salem district. Only Government Schools were considered for the study. 10 schools were selected for according to the convenience. The selected schools are: GBHSS, Salem; GGHSS, Salem; LFHSS, Salem; Sri Saradha Vidyala GHSS, Salem; GHSS, Ammapet; GGHSS, Gugai; GHSS, Alagapuram; St.Paul’s HSS, Salem; GBHSS, Omalur; GHSS, Nethimedu.

Data Collection

Primary data was collected through questionnaire. The secondary data was collected from journals, books, magazines, records and websites.

Analysis of the study

Profile Sample

A sample of 100 teachers was taken from different schools.

1) Gender Categorization:
   Female teachers: 78
   Male teachers: 22

2) Age Categorization:
   25 to 30: 20
   31 to 35: 25
   36 to 40: 43
   41 to 45: 12

3) Subject Categorization:
   Commerce teachers: 30
   Science teachers: 30
   Humanities teachers: 20
   English teachers: 10
   Language teachers: 10

Table 1: Showing Reasons for Choice of the Profession

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particulars</th>
<th>No. of Teachers</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly Respected Profession</td>
<td>50</td>
<td>50%</td>
</tr>
<tr>
<td>2</td>
<td>Love for Children</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>3</td>
<td>Better Working Conditions</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>4</td>
<td>Better Salary and Secured Job</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>Due to passion in teaching</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>6</td>
<td>Joined accidentally</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>7</td>
<td>Other reasons</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 2: Showing the Satisfaction Level of Teachers

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Satisfied</td>
</tr>
</tbody>
</table>

Table 3: Showing the Reason for Resisting Frequent Changes in Curriculum

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Reasons</th>
<th>No. of Teachers</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Effecting the quality of teaching</td>
<td>33</td>
<td>33%</td>
</tr>
<tr>
<td>2</td>
<td>Lack of time for major retraining</td>
<td>38</td>
<td>38%</td>
</tr>
<tr>
<td>3</td>
<td>Lot of time required for preparation</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>4</td>
<td>Due to fear and suspicion</td>
<td>6</td>
<td>6%</td>
</tr>
</tbody>
</table>

Findings

On the basis of Table 1 it can be seen that majority of teachers have chosen this profession because it is considered to be a highly respected profession. And also this profession is considered to be very well secured and well paid. Better working condition is another factor for choosing this profession. The important factor in teaching is actually the "children" who are actually given less importance. Only 7% of the teachers have selected this profession due to love for children. Table 2 illustrates that most of the teachers are satisfied with the performance evaluation done by their respective institutions and also agree that these evaluation results has formed the basis for their promotional procedures. As well proper recognition and appreciation is been given for the work done. But there are teachers who are not happy with evaluation and promotional procedures of their institution, as they claim that the results are been biased according to the institutional interest. Well regarding the orientation program conducted by the institution opinion is somewhat stands in between as some are satisfied well some not.

Table 3 shows the reason why teachers resist frequent change in curriculum. The main reason portrayed by them is lack of enough time for proper training. Proper training is not been provided regarding how the subjects are to be handled, what teaching methods need to be adopted. Most of the teachers are of the opinion that a rash training is being given just to show that necessary training is provided about the changed curriculum. And also teachers claim that, change in curriculum affects
quality of their teaching as it takes time for them to understand the changed system of education. Apart from this, it also creates an overburden on them as a good time need to be spent for the preparation. Only 6% resisted due to fear and suspicion. And the fear was mainly due to the above mentioned reasons itself.

Conclusion

Job satisfaction plays a significant role in every job, whether it is a corporate sector or any other. Where ever there is presence of human in a job, the need arises to satisfy them in order to achieve whatever being desired by the employer. So to say, job satisfaction is an important factor in teaching sector also. As only a satisfied teacher can give up to their maximum. Teachers play an eminent role in molding the future of the students. So the institutions are to take necessary steps to not only increase the satisfaction level of teachers but also to maintain it.

References

TENDENCY OF ENTREPRENEURSHIP AMONG MBA WOMEN STUDENTS IN KANYAKUMARI DISTRICT, TAMIL NADU

*Dr.S.Rosita  
**T.R.Vinitha

Abstract
Entrepreneurship awareness is gaining importance in today’s world. Women are brought into limelight as most inspirational entrepreneurs and they are stepping at par with men in the field of business. The role of college is gaining importance in creating entrepreneurial inclination among the students by creating Entrepreneurial curriculum and content and by building business incubators. In this context questionnaire was administered and circulated among women MBA students of Kanyakumari district to find out the influence of demographic characteristics, motivating factors and perceived difficulties hinders their choice on MBA women students towards the entrepreneurial tendency. At the meantime, the role of colleges for providing entrepreneurial education to the students has been examined. Finally based on the findings the implications of the study have been forwarded.

Key Words: Entrepreneurship, Pool, Motivating,

Introduction
In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. In the words of former president APJ Abdul Kalam “empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems leading to the development of a good family, good society and ultimately a good nation.” When a woman is empowered it does not mean that another individual becomes powerless or is having less power. On the contrary, if a woman is empowered her competencies towards decision-making will surely influence her family’s behaviour.

The Role of the College’s in Promoting Entrepreneurship
In India there are many universities from which a number of graduates pass out every year in all streams of education. All students perusing their education hope to get a good job in the flourishing economy. Most of the students may be getting jobs of their choice and the rest of the students then think of other activities of earning money. The other activities could be various kinds of business activities. The percentage of these people are again very less compared to those who give preference to paid/salaried job. The basic reason behind this is our education system which does not concentrate on the development of entrepreneurship. At present Indian economy is growing at an average nine to ten percent every year which creating ample scope for all kinds of business activities.

National Entrepreneurship Network (NEN)
Today, NEN is India’s leader in entrepreneurship education. NEN works with over 425 top tier academic institute members; has developed a pool of more than 1,000 entrepreneurship faculty members, growing the number from an initial group of about 75 across the country; has launched more than 400 student e-cells; and reaches over 4,50,000 young people across 30 cities in India. NEN member graduates are going on to start companies, join existing startups, and launch entrepreneurial careers. In addition, NEN provides critical support and community to India’s growing pool of young and future entrepreneurs. NEN has more than 75,000 individual members, representing the largest group of new and future entrepreneurs in India. National Science and Technology Entrepreneurship Development Board (NSTED), aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions. They act as network agencies of the support system, academic institutions and Research & Development (R&D) organizations to foster entrepreneurship and self-employing using Science & Technology S&T with special focus on backward areas as well.

The Entrepreneurial Curriculum and Content
Entrepreneurship education should focus on developing students’ knowledge, skills, and ideas on the management of emerging and growing enterprises. The curriculum should consist of modules to apply students’ knowledge to real-world scenarios and to realize expansive contacts between students and entrepreneurs so that the former can acquire the necessary skills, knowledge, and ideas related to entrepreneurship. Besides providing classroom learning, the colleges should invite entrepreneurs to teach college students real-world entrepreneurship face-to-face.
Research Methodology

To examine the hypotheses, data were gathered from a self-administered questionnaire conducted in self-financing colleges among the MBA women students in Kanyakumari district, Tamil Nadu. Primary data were collected using a questionnaire. The scales used in the questionnaire were based on a 5-point Likert scale (with 1= strongly disagree, 2= disagree, 3= no opinion, 4= agree, 5= strongly agree) for each closed ended question. 75 women MBA students were chosen randomly from self-financing Arts & Science and Engineering colleges located in Kanyakumari District of Tamil Nadu and information were collected with the help of the concerned department faculties.

Hypothesis
1. H0: The availability of role models (Motivators, Educators, Guest lecturers) increases the entrepreneurial tendency among women students.
2. H0: Internship programme/ In-plant training programme undergone by the MBA students increases the entrepreneurial inclination among the women students.

Data Analysis and Interpretation

<table>
<thead>
<tr>
<th>Reasons for Choosing Management Course</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Get A Good Job</td>
<td>68.5</td>
</tr>
<tr>
<td>To Do Own Business</td>
<td>15.9</td>
</tr>
<tr>
<td>To Support Family Business</td>
<td>8.2</td>
</tr>
<tr>
<td>To Gain Knowledge</td>
<td>40.6</td>
</tr>
<tr>
<td>For Prestige Issue</td>
<td>54.5</td>
</tr>
</tbody>
</table>

From the above table 68.5 % of women students have chosen management course to get good jobs, whereas 15.9% of students have chosen MBA to make own business and 8.2% to support the family business. Another 40.6% of students choose a management course for prestige issue. 54.25% number of students have chosen management course to gain knowledge.

Relationship Between Availability of Role Models and The Inclination of Entrepreneurship

<table>
<thead>
<tr>
<th>Availability of role models</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars &amp; guest lecturers</td>
<td>55.3</td>
</tr>
<tr>
<td>Entrepreneurial talk series</td>
<td>30.7</td>
</tr>
<tr>
<td>Friends are in the business</td>
<td>48.6</td>
</tr>
<tr>
<td>Instructor stimulates the interest</td>
<td>75.2</td>
</tr>
</tbody>
</table>

The results show that Instructor encourages and cultivate students towards tendency of entrepreneurship. They are given the responsibility to mould the personality and characters of students, apart from imparting knowledge in the class. Apart from these students are influenced by non-parental factors such as entrepreneurial talk series. Some felt that their peers have the impact of the individual’s decisions to consider entrepreneurship as their career.

Relationship Between Internship Programme/In-Plant Training Programme and The Choice of Entrepreneurship

<table>
<thead>
<tr>
<th>Internship programme/ In-plant training programme</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides A Lot Of Business Ideas</td>
<td>44.5</td>
</tr>
<tr>
<td>Provide Real Business Experiences That Are Not Found In The Classroom</td>
<td>67.3</td>
</tr>
<tr>
<td>Feel Confident About Unfamiliar Work Based Problems</td>
<td>41.8</td>
</tr>
<tr>
<td>Helps To Develop My Communication Skills</td>
<td>29.1</td>
</tr>
<tr>
<td>Was Used As Cheap Labour</td>
<td>39.1</td>
</tr>
</tbody>
</table>

The objective of the internship programme is to expose students to the perspectives of industry practices and its nature of work practices. The results exhibits that the training programme transforms theoretical knowledge to application as well as developing individuals working skills and communication skills. There is an interesting fact that some students felt they are treated as cheap labours.

Suggestions

✓ Develop strong partnerships among higher education institutions, businesses, and other Community organizations so that business leaders can serve as adjunct professors, mentor, coaches, and speakers, and involve students directly in enterprise projects.
✓ Provide intensive training to teachers in entrepreneurship programs, and increase funding to support teacher training, curriculum development, and professional development.
✓ Evaluate the effects of entrepreneurship education and prove its legitimacy on campus

Conclusions and Recommendations for Further Development

This paper analyzes the tendency of entrepreneurship intentions using an instrumental variables approach in a difference-in-differences framework. The purpose of the study was to investigate the entrepreneurial inclination among MBA women students in a rural area like Kanyakumari district. The findings are:

i. 68.5% women students have chosen management course to get good jobs after completion of the course. The entrepreneurial awareness programme should be conducted more among women students.

ii. 15.9% feel that by starting their own business, women students can get respect from the society.
Male domination still has the impact on the entrepreneurial inclination among women students.

iii. The results exhibits that the training programme transforms theoretical knowledge to application as well as developing individuals working skills and communication skills.

iv. The results show that role of instructor is indispensable as they encourage and cultivate student's inclination towards entrepreneurship.

References


ETHICAL ISSUES IN COMMERCIAL ADVERTISEMENTS WITH REFERENCE TO CHENNAI DISTRICT

*Assistant Professor, Department of Commerce, Shri Sakthi Kailash Women’s College, Salem – 4.

Abstract

The Present study aims to the ethical issues in commercial advertisements with reference to Chennai District. The investigator personally distributed the questionnaires to each member of the randomly selected sample size is 100. They were requested to answer the items in the booklet as per the instruction provided at the beginning of each questionnaire. Confidentiality of response was assured. The respondents were co – operative and took one hour to fill the information in all the questionnaires. The questionnaires were collected by the investigator from the respondent. The responses were scored as per the scoring key of the respective questionnaire. The hypotheses were tested by using standard statistical tools such as regression and correlation analysis. Then the results were tabulated , analyzed and discussed. So the results shows that majority of respondents satisfied about commercial advertisement.

Keywords: Ethical Issues and Commercial Advertisements

Introduction :

In the present era, selling is a complicated task due to stiff competition and many substitute products. Products have become more Consumer Oriented. Consumer have become more sophisticated. For instance, they posses the best product at a fair price. The product are a better quality than the substitute produced for sale. But sales aren’t automatic.

The prior idea of the production is for the sales. How will the buyers get the product, when they have not heard of our products? Therefore, people must have knowledge of the existence of the product and its availability. This is possible only through a good propaganda. It arises a need for flow of information along with products from the producer to consumers. It can be done through the activity of promotion.

Promotion is the process of Marketing Communication aimed to inform, persuade and influence People. It become very essential, rather a duty, of the manufacturer to make the consumers know known from where, how, when, and at what price the product would be available. More and more promotional activities are required to induce the consumers to purchase more and more products and thus demand for the product is created. The basic purpose of promotion is to let potential customers to know about the product.

Advertising has the prominent place among the techniques of mass education and persuasion on the public. It is not modern origin. It has been used from immemorial period. In early days, Advertisement was displayed in the form of sign boards, writing on historical buildings or inscription on stones, stone pillars, stone walls etc., The development of printing has greatly boosted the ideas of advertising through newspapers, magazines, hand - books, etc., In earlier periods, it was used only in a limited manners. But now a day it has been greatly utilized.

The nineteenth century gave rise to the specific industry of advertising. With the passage of time and the untiring efforts of the people involved, advertising became an autonomous field. There is much more coming in this field in the present century with the advent of internet and globalization. Consumers worldwide are going for online advertising and gradually it may super cede TV and cinema. It has been found to be an excellent method of being linked with whatever information is needed.

Review of Literature

William L. James, and Arthur J. Kover (2012) conducted a study on “observation: Do overall attitude towards advertising affect involvement with specific advertisement.” The study aimed to measure the overall attitude towards advertising and to examine to which those attitudes affect the involvement with specific advertisement. The respondents were supplied with 15 print advertisements. Among those advertisements 3 were test advertisements and 12 were non-test advertisements. The study employed the Bauer and Greyser attitude scale. The Statistical analysis toward program interruptions were more involved in advertisements. Further the study found that those with more negative attitude towards advertising were more involved in the advertising than those with more involved in the advertising were t positive than those with more positive attitude. It was also found that people who believed that advertising was a good way to learn about products are more involved in advertisements than people who were more negative towards advertising.

Verma D.P.S. and Senhkalra (2012) conducted a study on television advertising and viewers attitudes. The study attempted to assess the reactions of television viewers regarding the commercial advertisements shown in various television programs. The respondents were 32 males and females. The statistical analysis of the data revealed that majority of the respondents watched television programmers frequently. Many of the
viewers were of the opinion that television was an appropriate medium of advertising the products. Some respondents opined that television was not an appropriate media for family planning devices and sanitary items, because it caused embarrassment while they watch television programmers with family members. Majority of television viewers were interested in commercial advertisements. Television advertisement in the form of film was most popular among viewers. Viewers gave three major reasons for monotoncy, while viewing television advertisements: (a) Large number of advertisements being shown (b) repetitive advertisements and (c) exaggerated claims made in the advertisements. Adequate information about the products was not included in all television advertisements. Respondents were after induced to purchase the products advertised on the television. Viewers were satisfied with the products purchased by them on the basis of television advertisements. But the study also reported that some of the viewers had mentioned that they were misled by television advertisements. When they made complaints to the manufacturers, fifty percentages of the consumers grievances were redressed.

Youjaeyi (2013) attempted the study the effect of print advertisements, which contained ambiguous information about the product. The study originated from the hypothesis that an advertisement, which contains specific product attributes can have either a positive or negative effect on the evaluation of the advertised brand, by alerting the way ambiguous information of the product in an advertisement is interpreted. Two experiments were conducted in the study by using print advertisement for a new personal computer. The sample for the first experiments consisted of 40 students and for the second experiment was 120 students. The test advertisement contained a headline in the bold face and three paragraphs of message emphasizing the features of computers. The subject were supplied with three booklets. In the first booklet the subjects were asked to provide the general background information. The second booklet content contained the test advertisements and in the third booklet the subject were asked to generate the salient attributes of a personal computer that would come to mind. The result of the study found that evaluation of the target brand were affected by the advertisements context priming different product attributes.

Bhatt and Jeaiswal (2013) made a study on "Advertising impact and consumer reaction ". The purpose of the study was (1) to find out the extent to which advertising of washing powder had increased its purchase and consumption by masses. (2) To find out the advertising medium having the maximum impact and (3) To find out the basis for selecting different brands and media. Samples of 100 families were taken at random such that ten families were taken at random such that ten families were selected from each of the ten different areas.

From the analysis it was found that Nirma washing powder was most popular brand. Nirma , Surf and Hipol were most popular washing powders among all income groups. It was also found that mostly purchase decision makers were females in the age group of 20 – 45 years. Good product quality was the most important factor that included users to buy washing powders. Television had the maximum impact and had emerged as the most important and appealing media as far as the washing powders are concerned.

Research Methodology :

The investigator personally distributed the questionnaires to each member of the randomly selected sample. They were requested to answer the items in the booklet as per the instructions provide at the beginning of each questionnaires. Confidentiality of response was assured. The respondents were Co – Operative and took one hour to fill the information in all Questionnaires. The questionnaires were collected by the investigator from the respondents. The responses were scored as per the scoring key of the respective questionnaire. Then the results were tabulated, analyzed and discussed.

Objectives of the study :

- To analyze the ethical issues in commercial advertisement with reference to Chennai district.
- To find out the factors that influence the ethical issues in Commercial advertisements.
- To Suggest some remedial measure to improve the present existing system.

Methods of data collection:

The term “Survey” suggests gathering of evidence relating to current condition. Surely research is the method for collection and analyzing data obtained from larger number of respondents of a specific population collected through highly structured and detailed questionnaire or interviews. It helps to collect descriptive data which people can provide from their own expenses. Primary data were collected by conducting direct structured interview using questionnaire. This is an empirical study and primary data were collected from a random sample of 100 respondents in Chennai District.

Statistical Tools:

Statistical measures such as regression and correlation analysis were used to interpret the obtained data.

Analysis of the Data:

The data collected thoroughly questionnaires have been tabulated. By using the above mentioned statistical tools, the data have been analyzed.
Interpretation has been drawn based on the analysis. The finding and observations are the results and outcome of the interpretation made during the course of analysis.

Limitation of the study:
1. The response from the respondent could be casual in nature. This may be due to lack of interest or time on their part.
2. The correctness of information provided by the respondents in the personal data could not be established.
3. Some of the information provided by the respondent might not be correct.
4. Getting timely responses from the respondent was a difficult task.
5. The reason for this may be attributed to their busy schedules.

Results and Discussion

Table 1
Stepwise regression analysis predicating Commercial Advertisement

<table>
<thead>
<tr>
<th>S.No</th>
<th>Step/Source</th>
<th>Cumulative R²</th>
<th>ΔR²</th>
<th>Step t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Age</td>
<td>0.062</td>
<td>0.049*</td>
<td>3.442</td>
<td>0.01</td>
</tr>
<tr>
<td>2.</td>
<td>Educational Qualification</td>
<td>0.075</td>
<td>0.052*</td>
<td>2.469</td>
<td>0.01</td>
</tr>
<tr>
<td>3.</td>
<td>Occupation</td>
<td>0.078</td>
<td>0.078*</td>
<td>2.129</td>
<td>0.01</td>
</tr>
<tr>
<td>4.</td>
<td>Area of Residence</td>
<td>0.094</td>
<td>0.082*</td>
<td>2.428</td>
<td>0.01</td>
</tr>
<tr>
<td>5.</td>
<td>Monthly Income</td>
<td>0.112</td>
<td>0.084*</td>
<td>2.367</td>
<td>0.01</td>
</tr>
</tbody>
</table>

Constant Value = 23.592

Five variables name, age, educational qualification, occupation, area of residence and monthly income have significantly contributed for predicating Ethical Issues in Commercial Advertisement. The variable age predictive value seems to be 0.062, paired when the variable educational qualification is 0.075, with occupation 0.078, with area of residence 0.094 and with monthly income with the bank 0.112. The predicative value of the variables separately is 0.01.

Table 2
Stepwise regression analysis customer opinion about commercial Advertisement

<table>
<thead>
<tr>
<th>S.No</th>
<th>Step/Source</th>
<th>Cumulative R²</th>
<th>ΔR²</th>
<th>Step t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Age</td>
<td>0.038</td>
<td>0.063*</td>
<td>3.482</td>
<td>0.01</td>
</tr>
<tr>
<td>2.</td>
<td>Educational Qualification</td>
<td>0.094</td>
<td>0.072*</td>
<td>3.428</td>
<td>0.01</td>
</tr>
</tbody>
</table>

Constant Value = 22.458

The results of regression analysis such as cumulative R², ΔR², Step t and P value have been given in the table. Respondents age and educational qualification would be possible predictors of customer opinion about commercial advertisement. The results indicate that the two variables are very significant in predicting customer opinion about commercial advertisement. The respondent age is poised to predict to an extent of 0.038 which is found to be statistically significant at 0.01 level.

The second variable educational qualification jointly with age, is able to predict the customer opinion about commercial advertisement to a higher level of 0.094. (significant at 0.01 level).

Table 3
Stepwise regression analysis predicition in commercial Advertisement

<table>
<thead>
<tr>
<th>S.No</th>
<th>Step/Source</th>
<th>Cumulative R²</th>
<th>ΔR²</th>
<th>Step t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Educational Qualification</td>
<td>0.064</td>
<td>0.045*</td>
<td>2.942</td>
<td>0.01</td>
</tr>
<tr>
<td>2.</td>
<td>Occupation</td>
<td>0.078</td>
<td>0.058*</td>
<td>2.622</td>
<td>0.01</td>
</tr>
<tr>
<td>3.</td>
<td>Area Of Residence</td>
<td>0.132</td>
<td>0.072*</td>
<td>2.752</td>
<td>0.01</td>
</tr>
</tbody>
</table>

Constant Value = 21.192

Three variables namely, educational qualification, occupation, and area of residence have significantly contributed for predicting the commercial advertisement. The variable educational qualification predictive commercial advertisement seems to be 0.064, with occupation 0.078 and with area of residence 0.132. The predictive value of these variables separately is 0.01.
The Ethical Issues in Commercial Advertisements are Positively and Significantly related to age (0.032), Educational Qualification (0.386), Occupation (0.3) and monthly income ((0.379). It shows a weak positive relationship with gender, religion, marital status and spouse details.

**Suggestion:**
- Advertisements is the best source to come to know about the product and also found that the commercial Advertisement help to intend them to buy the product. So the manufacturers should concentrate commercial advertisement for their consumer goods which help them to sale their product successfully.
- “Appearance” of the commercial advertisement attract more among the other features.
- There is no doubt that the commercial advertisement is much more better than way of marketing of the product.
- Advertising agencies should use creative theme which stimulate them to see the advertisement.

**Conclusion:**
The study aimed to find the Ethical Issues in Commercial Advertisement in Chennai District. The researcher framed objectives and questionnaires. Certain hypotheses are also formulated. The size of the sample is 100 respondents. The samples are collected on the basis of random sampling technique. After collecting the data, they are analysed using standardized statistical tools such as regression and correlation analysis. On the basis of analysis, the result found that majority of the respondents satisfied about Commercial Advertisement.

**Reference:**
A STUDY ON VIRAL MARKETING OF RETAIL PRODUCTS

*S. Muthumari

Introduction

Viral marketing, a relatively new concept, is the web-enabled word-of-mouth (WOM) publicity which leverage internet technology to significantly enhance its effectiveness. There is a good scope for retail chains in India to market their products using viral marketing techniques. The numbers of internet of mobile phone uses have been growing multifold in India Reaching Message to Prospectiv Customers through ‘Connectors’ (freelancers who offer their service to portals operated by retail chains) has been successfully deployed by global companies like P&G, Amazon, Yahoo and unilever. Its efficacy as a promotional tool and relevance for the Indian retail sector.

Marketing communications is one of the major activities aimed at communicating the value of products/services to prospective customers. Direct marketing is one of the major elements of communications and has gained immense popularity and acceptance in recent times due to its cost and time efficiency and unique characteristic of accurate measurability of Return On Investment (ROI) from a marketer’s perspective. Viral marketing is the web-enabled word-of-mouth (WOM) publicity which combines traditional WOM publicity with the technological advantages offered by internet to marketer’s advantage, at the same time being customer-friendly. An extension of the traditional WOM marketing, Viral marketing, gets its name from the word ‘virus’ which denotes ‘infectious spread’. It is the act of spreading WOM information about a brand online. It is the most time and cost-efficient mode of communication for a marketer.”Viral marketing describes any strategy that encourages individuals to pass on marketing to others creating the potential for exponential growth in the message’s exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.”

Factors that determine the success of viral marketing are:

- Giving away products or services for free
- Simplified marketing message to enable easy and quick transferability.
- Scalability of the viral model from small to very large.
- Leveraging the existing social networking preferences of prospective.

Types of Viral Marketing Campaigns

Several types of viral marketing campaigns,

PASS-ALONG

Pass-along is a message which encourages the user to forward it to others. The crudest form of this is chain letters where a message at the bottom of the email prompts the reader to forward it to his contact.

- **INCENTIVIZED VIRAL**
  In this a reward is offered for either passing the message along or providing some one else’s address. This can dramatically increase referral.

- **UNDERCOVER MARKETING**
  A viral message is presented as a cool are unusual page, activity or piece of news with out obvious incitement to pass along in this form of viral marketing.

- **BUZZ MARKETING**
  This makes use of advertisement or messages that create controversy by challenging the readers taste or appropriateness of usage. Discussion of the resulting controversy can generate enormous buzz and consequent WOM publicity.

- **USER-MANAGED DATA BASE**
  Here users themselves create and manage there are list of contacts using a database provided by an online service provider. By inviting other members to community users create a viral, self-propagating chain of contacts that naturally grows and encourages others to sign of as well.

Viral Marketing in Action

The art of viral marketing was pioneered by hotmail in its first 18 month of operation, Hotmail attracted 12 million user, marketing it’s the fastest growing subscriber base company in the world. Hotmail’s formula was soon successfully replicated by yahoo and other free e-mail service with amazing outcomes. Amazon.com took viral marketing beyond its simple e-mail link status. They created affiliates to promote their book sites on the web with in a short span of time, they succeed in mustering more than a 100,000 affiliates to promote amazon.com in return for a small commission for every sale attributed to them.

Filp Side of Viral Marketing

- Procter&gamble (P&G) created a division called ‘Tremor’ in 2001, to market their products and concepts to the teenagers in the US. Tremor used both online and offline WOM marketing. A typical connector had 150-200 names an his / her instant messaging list. Tremor teens were neither told what to say about the products nor were
they paid for their work they in return received coupons, discounts, free download and product samples as incentives. With out such disclosure the company witnessed the danger of basic ‘commercialization of human relations’ where friends treat one another as advertising pawns undercutting social trust.

- Buzz agent—an independent WOM agency launched in the US in 2001, “Conventional wisdom says, it would work better if you were quiet about your affiliation”, was the advise to its agents from Joe chernov, Director of public relation. Further opening of multiple accounts by members with different (fictitious) profiles, filing false reports, selling their samples.

Relevance of Viral Marketing for Retail Products In India

There is a good scope for spreading marketing messages of Indian retail stores.

**Exhibit 1: viral marketing model of a retail chain**

<table>
<thead>
<tr>
<th>Retail store creates a portal.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users register with the company’s portal by providing required details.</td>
</tr>
<tr>
<td>User receive and sent e-mail and text messages of various promotional offers and new arrivals to as many people as they can through the portal</td>
</tr>
<tr>
<td>Messages sent get recorded in their account and points are credited</td>
</tr>
<tr>
<td>Users are eligible to receive some benefits based on their performance.</td>
</tr>
</tbody>
</table>

Through the internet in the form of e-mails, flash images and text messages through mobile phones which could be a novel marketing strategy to increase sales as users of internet and mobile phones have been growing multifold in India and there is a potential for further increase in the number of subscribers. A reward is offered for either passing a message along providing someone else's contact information.

**Objectives**

- To understand the relevance and spread of viral marketing for retail products in India
- To ascertain the influence of:
  - Features and characteristics of the web portals of retail; and
  - Incentives offered by retailers on the registrations by user members

A market research was conducted at Bangalore among people of the age group 18-25 using to structured questionnaires to find out characteristics are attributes of the web portal the users look for and the incentives they would like to get from viral marketing firms before registering themselves.

**Methodology**

Survey methodology was used and two separate surveys were conducted in the city of Bangalore. The objective of the first survey, the sample size of which was 50, was to a certain the general awareness about viral marketing among the potential users, their behavior patterns and willingness to use a retail chain’s viral marketing portal. Both samples were chosen on a judgmental basis from students, unemployed and employed youth in the age group of 18-25 years the information collected from the first group of respondents was tabulated based on their awareness, preferences and willingness to be connector in the viral marketing channel and presented as several easy-to-read pie-charts the data collected from the second group of respondents, which was larger in number, was subjected to factor analysis to identify the major factors which have a bearing on their decision whether to register with the portals of retail chains or not. Adequacy of the sample and appropriateness of data for factor analysis was validated by subjecting the data to Kaiser-Meyer-Olkin (KMO) test of sampling adequacy and Bartlett’s test.

Areas future research also have been suggested, considering the currency and relevance of this topic for the Indian retail sector.

**Analysis and Finding**

**Analysis**

- The analysis from the survey results reveals that 60% of respondents knew about the term ‘viral marketing’
- When asked about they are willingness to sent viral marketing messages when they are offered incentives like discount coupons, free sample etc… there was a drastic shift in responses from the previous question
- At the same time 60% of respondents were not willing to spent time on sending viral marketing messages once they are employed on a full-time bases. About 80% of the respondents preferred to receive viral marketing messages in they are email inbox while 30% did not prefer it
- About 78% of the respondents preferred to receive viral marketing messages in SMS format on their mobile phones and 42% did not prefer it
- Compilation of response data from the last to questions so that of the repentance were willing to receive viral marketing messages on both their email inbox mobile phones.
Findings
The analysis shows that the retail chains have to attract youngsters who do not have full time employment in the age group of 18-25 to register with them as they are viral marketing web portals by offering free membership and also must offer incentives after one sends a particular number of messages to target customers either to their e-mail inbox or mobile phones. To send marketing messages of retail chains to prospective customers as many new savvy youngster are willing to send and receive viral marketing messages of latest offers and launches of their favorite retail chains.

- 20 variables have been reduced to six uncorrelated factors.
- A Common name has been assigned to the variables under each factor having absolute value of more than 0.7.
- Naming the Factors:
  - Factor 1- Major technical attributes of viral marketing portal.
  - Factor 2- Incentives, nature of offers and social networking.
  - Factor 3- Brands and products of the retail chain.
  - Factor 4- Free downloads offered to user members.
  - Factor 5- Net-to-mobile messaging facility in the viral marketing portal.
  - Factor 6- Security expectations of the users/ connectors.

Findings and Interpretations:
- The respondent’s top six attribute preferences for choosing a viral marketing portal of a retail chain are zeroed in using the factor analysis.

Recommendations
- Retail chains must target youngsters within 18-25 years age to act as connectors as there is vast potential and willingness among them which is evident from the survey response and findings.
- Viral Marketing can be used by retail chains in India to communicate their promotional messages, new product launches of arrivals and also to create brand awareness of their private brands among their customers at a relatively low cost.
- During this period of global recession where cost-cutting is the order of the day. Retail chains can consider cutting cost on advertisements and promotions by using viral marketing campaigns as tools, starting in a small way initially by targeting their loyal customers.

Limitations:
- This study is confined only to metropolis and therefore cannot be representative of the choices and preferences of connectors in smaller cities and semi-urban areas.
- Age group of 18-25 has been chosen arbitrarily and not based on any statistical tools.
- Responses to questionnaires are subject to individual biases and to that extent accuracy of some of the findings could be affected.
- Sample size is not large enough to completely eliminate the possible sampling errors.

Areas for research:
- Viral marketing being a relatively new concept, there is lot of scope for further research on this topic. Some of the suggested areas for research are:
  - Whether connectors of viral marketing channels patronize select retail chains in groups rather than as individuals. If so, what could be the common characteristics of these groups?
  - Influence of social networking groups on the acceptance or rejection of a viral marketing channel.
  - Cost effectiveness of viral marketing vis-à-vis other forms of e-marketing.
  - Suitability of viral marketing as a tool for cause-related marketing.

Conclusion:
There is a good scope for the deployment of viral marketing as a marketing communication tool in the Indian market by the retail chains, which is evident from the sample survey conducted as a part of this project and the findings from this project will be useful for retail chains to concentrate on the important factors before designing and commercializing their viral marketing portal. The success of viral marketing campaigns depends on how well they are promoted within the target users, and also the increased usage of internet and mobile phones by the Indian consumers provides a very good platform for the retail chains to promote their business by using viral marketing as an effective and cost efficient tool for marketing.

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A STUDY ON ROLE OF SOFT SKILLS IN WOMEN ENTREPRENEURSHIP

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*Associate professor and Head, Department of management, Sri Vasavi College (SFW), Erode.

Introduction

Entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk-taking appropriate to the opportunity, and through the communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition. It is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services.

Every body wants to become an Entrepreneur. Because entrepreneurship broadly helps to get internal job opportunity, make people to have bright worldwide career opportunity make people to become familiar and make people to have the capacity to contribute in economic growth of the nation.

Women Entrepreneur it may be defined as a woman or group of women who initiate, organize and run a business enterprise. Government of India has defined women entrepreneurs as owning and controlling an enterprise with a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.

Soft skills are identified to be the most critical skills in the current global market especially in business sector. Soft skills is a term which refers to personality traits, social graces, facility with language, personal habits, friendliness and optimism that make people to varying degrees. Soft skills play a important role in one’s success in life particularly in one’s profession. Soft skills help one to excel in the workplace. Soft skills in the highly competitive corporate world will help you stand out in a crowd of regular business seekers with ordinary skills and talent. The business seekers are expected to have what business providers call soft skills. Soft skills play an important part for the success of an organization. Particularly those dealing with face to face are generally more prosperous if they train their employees to use these skills. Hence soft skills have become absolutely essential for the success of the business career.

Women who innovate initiate or adopt business actively are called women entrepreneurs-Schumpeter

KEYWORDS
Soft skills, interpersonal skills, Negotiation skills
Review Of Literature

Dubrin (2006) “The ability to utilize interpersonal skills is essential in the workplace.

Interpersonal skills often referred to as soft skills, include communication, listening, team problem solving, cross-cultural relations and customer service”

Tobin (2006) “Soft skills give us the tools with which to take stock of our situation, take control of our development, and take control of our development, and take responsibility for our future.

Smith (1988) “The brutally simple motivation behind the development and imposition of all systematic instructional programmers and tests a lack of trust that teachers can teach and that students can learn.

Dr.Meenu Wats, Rakesh Kumar Wats (2007) in developing soft skills in students outlines as below with the changing educational courses, availability of masses of qualified personnel, the competition for job acquisition and job sustainability is becoming tougher. To get an edge over the competitors, students are left with no choice but to add values to their hard skills with soft skills to exhibit their true potential.

The researcher referred number of publications, books, journals and magazines and websites related to the research study and reviewed the literature. There was little research done in the area of soft skills. Nobody researched the role of soft skills in Women entrepreneurs. Hence the researcher made an attempt to identify the role of soft skills in Women entrepreneurs. My research is an attempt to identify the role soft skills in women entrepreneur development.

Objectives of the study:
- To identify the role of soft skills in women entrepreneurship
- To identify the important soft skills.
- To identify the influencing factors to develop soft skills.

Statement of the problem

The study on role of soft skills in women Entrepreneurships will help to gain knowledge about soft skills and influencing factors to develop soft skills. Hence, the present study is undertaken.

Research Methodology:

<table>
<thead>
<tr>
<th>Research Design</th>
<th>Descriptive in nature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling Frame</td>
<td>Women Entrepreneurs</td>
</tr>
<tr>
<td>Sampling Unit</td>
<td>Women entrepreneurs from different age groups, location education income level and gender.</td>
</tr>
<tr>
<td>Sampling Size</td>
<td>100 Women Entrepreneurs</td>
</tr>
<tr>
<td>Sampling method</td>
<td>Convenient Sampling.</td>
</tr>
<tr>
<td>Nature of data</td>
<td>Primary data as well as secondary data.</td>
</tr>
<tr>
<td>Method of data collection</td>
<td>Questionnaire cum schedule</td>
</tr>
<tr>
<td>Type of Questionnaire</td>
<td>Structured Questionnaire</td>
</tr>
<tr>
<td>Type of questions</td>
<td>Open ended, close ended and multiple choice questions</td>
</tr>
<tr>
<td>Statistical tools used</td>
<td>Simple percentage, Average, Range.</td>
</tr>
</tbody>
</table>

ANALYSIS AND INTERPRETATIONS
Demographic characteristics of sample respondents

<table>
<thead>
<tr>
<th>Demographic characteristics</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 30</td>
<td>21</td>
<td>21.0</td>
</tr>
<tr>
<td>30-40</td>
<td>60</td>
<td>60.0</td>
</tr>
</tbody>
</table>
The demographic characteristics of the respondents shows that majority of respondents (60.0) belonged to 30-40 years age group. It is further revealed that most of the respondents (100%) were female. A majority of respondents (39%) Were UG graduates. This signifies that education level also plays an important role to determine soft skills; it further shows that the income level is concerned; most of the respondents (47%) belong to the category of Rs.15001-20000.

Classification of respondents on the basis of their Leadership skills

<table>
<thead>
<tr>
<th>Leadership skills</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very low</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Low</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Medium</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>High</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Very high</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Classification of respondents on the basis of their Team building

<table>
<thead>
<tr>
<th>Team building</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very low</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Low</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Medium</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>High</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Very high</td>
<td>62</td>
<td>62</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Classification of respondents on the basis of their Motivation skills

<table>
<thead>
<tr>
<th>Motivation skills</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very low</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Low</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Medium</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>High</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Very high</td>
<td>61</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Classification of respondents on the basis of their Communication skills

<table>
<thead>
<tr>
<th>Communication</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very low</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Low</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Vol.2 No.2, September 2014
### Findings and Suggestions

- All of the respondents were female.
- Majority of the respondents were under the age group of 30-40 years.
- Majority of the respondents were UG Graduates.
- Most of the respondents Income level is Rs. 15001-Rs.20000.
- Majority of the respondents belongs to nuclear type of family.
- 65 percent of the respondents have very good leadership skills and only 2% of the respondents expressed leadership skills not required to carry business.
- 62% of the respondents expressed Team spirit was highly needed to carry business successfully and only 4% respondents expressed Team spirit is not necessary to conduct business.
- 61% of the respondents expressed motivation skills were highly needed to excel business and only 1% respondent’s expressed motivation is not necessary to conduct business.
- 65% of the respondents expressed communication skills were highly needed to carry business and only 2% of respondents expressed communication is not necessary to conduct business.
- 62% of the respondents expressed influencing and decision making skills were highly needed to the business world and only 3% of the respondents expressed influencing and decision making skills not required.
- 59% of the respondents expressed political and cultural awareness is necessary to conduct business and 2% of the respondents expressed political and cultural awareness is not necessary to conduct business.
- 21% of respondents expressed negotiation and trust building skill is very important to carry business successfully and only 4% of respondents expressed trust building and negotiation is not necessary.
63% of respondents expressed conflict management is very essential to conduct business in good manner.

49% of respondents expressed coaching is very essential to conduct business and only 3% of respondents expressed coaching is not necessary to conduct business.

Conclusion

Women comprise around half of the human population. But women are not treated as entrepreneurs. But now days situation are change Govt. take various initiatives to promote women entrepreneurs. The competitive landscape of the business industry is giving through a period of dramatic change. The important factor to successful business is offering the right product at the right price in the right place at the right time. All those things are possible only through experts from the field of business management, commerce, economics, architecture and other related fields. Hence the women entrepreneurs try to develop soft skills to get new business opportunity, employ people with good expertise and interest to get success, shine, make huge profit and also build the next generation of industry giants.

From the above study it is rightly said that we cannot clap with one hand. Therefore we should take integrated and coordinated approach from all to bring awareness about soft skills among the women entrepreneurs. Hence, the author believes that this study would base for future research studies in the area of soft skills.

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