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A Study on the Future Prospects and Intricacy in the Implementation of Digital India

Aditi Kaushik[1], Pankhudi Singal[2,] Anupam Singh[3]

[1,2,3]AISECT University, Bhopal (M.P.) India.

ABSTRACT

Prime Minister Narendra Modi's visualization of a Digital India will change our nation and build prospects for all citizens by developing digital technologies. His vision is to empower every citizen with access to digital services, knowledge and information but it is a long journey to go. Digital India means connecting India via internet. The government needs to take care of the smallest details of the program. There has to flawless harmonization between different departments in order to successfully implement the project, which is yet another complex task. This paper examines the concept of Digital India with regards to its expansion to administration and other new areas of citizen services. It also points out the various convolutions related to lack of digital awareness, shortage of required communication and information technology infrastructure in our country. The paper also states some practical and workable solutions for the stated problems. The paper is based on secondary data. The research will be qualitative and Problem oriented.

*Keywords***:** Digital India, Aadhar Card, Future Scenario, Expansion, Infrastructure, convolutions.

I INTRODUCTION

Wednesday, July 1st, at the Indira Gandhi Indoor Stadium, Delhi, Prime Minister Narendra Modi launched the much striving 'Digital India' Program. Staged with the Prime Minister were the top industrialists like, RIL Chairman and Managing Director Mukesh Ambani, Tata Group chairman Cyrus Mistry, Wipro Chairman Azim Premji and many others, who articulated of taking digital uprising to the masses. With the launch of Digital India programme, the government is taking a big step forward to transform the country to a digitally empowered economy. The initiative is taken to create participation, Transparency and a responsive government. The program is to be build at a projected cost of Rs.1,13,000 crore and includes schemes worth Rs.1 lakh crore like Digital Locker, e-education, e-health, e-sign and national scholarship portal. The program also has BharatNet which initiates in creating Next Generation Network (NGN) in eleven states of the country. The main aim is to create digital friendly masses in the country. The Ministry of Communications and IT is the nodal agency to implement this program. The Department of Electronics and Information Technology (DIETY), India is hopeful of having a huge impact on the Ministry of Communication and IT.

Although, this ambitious Program is about to bring a revolution in the country but the journey to achieve the goal is very long. The present scenario of the country needs change on various fronts to create a Digital India in real sense. His vision to empower every citizen with access to digital services, knowledge and information but Lack of needs analysis, business process re-engineering, interoperability across MMPs, and coping with new technology trends (such as mobile interfaces, cloud computing, and digital signatures) were some of the limitations of the initiative.

II LITERATURE REVIEW

(a) Mr. Jinal Jani, Girish Tere Dept. of Computer Science Thakur College of Science and Commerce, India, in thier paper, Digital India: A need of Hours, said that "The outcome of Digital India is to produce Wi-Fi locations for people, creating job, universal phone connection, High speed internet , Digital Inclusion, e-Services, e-Governance, Digitally motivated people, National Scholarships Portal , Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution. The aforementioned projects are under various stages of implementation and require transformational process reengineering, refinements and adjustment of scoping and implementation strategy to achieve the desired service level objectives by the concerned line Ministries/Departments at the Central, State and Local government.

(b) A report by MITSOT and Confederation of Indian Industry, Digital India: Unleashing Prosperity, 2015, has stated the future prospects of Digital India according to Himanshu Kapania Managing Director, Idea Cellular "It is a myth that only metro and urban citizens use & need digital services. Huge traction for digital services is already being witnessed beyond cities. For, Idea Cellular, the usage of data services is growing exponentially in non-urban centers. Digital services constraints are on the supply side– not on the demand side."

(c) According to Ganesh Natarajan, CII/Zensar "Digital platforms help make the India of our dreams happen." Mr Ankit Lal, Aam Aadmi Party said that "There are many initiatives for Smart Cities, but we also need Smart Citizens."

(d) A corporation is a living organism; it has to continue to shed its skin. Methods have to change. Focus has to change. Values have to change. The sum total of those changes is transformation – Andy Grove, former CEO of Intel.

III OBJECTIVES

(i) To study the future prospects of Digital India.
(ii) To study the problems which the government will face in digitalization within the country.
(iii) To give suggestions for solving the stated problem.

IV RESEARCH METHODOLOGY

The paper is based on secondary data. The study of reports of the Government of India, Newspapers, Journals are made and conclusions are drawn from it. The research is qualitative and Problem oriented. It studies the problem related to the access of internet in the country and possible solutions.

V INTRICACIES OF DIGITAL INDIA

(a) Prime Minister Modi's dream of Digital India will use technology to improve the overall picture in terms of education, healthcare, banking and others. His plan of creating hundred smart cities will increase the efficiency and the growth of the country but turning the plan to reality is very difficult a study by McKinsey and Facebook finds that India has one billion people without Internet access. The report, titled 'Offline and Falling Behind: Barriers to Internet Adoption,' has constructed an 'Internet Barrier Index' assessing the obstacles to Internet access in 25 countries. India is 20th in the list. The study further quotes Even the cheapest data plans are simply too expensive in the country.

(b) Digital India aims of creating broadband highways which will have a coverage network not only including Big cities and towns but near about 2,50,000 villages of the country. However laying cables do not ensure they will be used. The requirement of digitally literate people is necessary in order to make the maximum possible use of internet. Moreover, government needs content and service partnerships with telecom industries to bring the grand vision to reality.

(c) The plan also includes the mobile network penetration which will also cover 43,200 villages that still remain out of signal reach. "Universal access" does not, however, guarantee a working network. Even in its major cities, India's mobile network is so stressed that many say it's broken, with call failures and drops a common complaint. The more will be the usage the more will be the spectrum required. Therefore the country needs to work on increasing its band with.

(d) This plan aims for "net zero imports" in electronics, or imports that match exports by value, by 2020.This is ambitious, as of now, India stands to import three quarters of the $400bn worth of electronics products it will consume in the next five years. Hardware exports as of now are still under $10bn. This calls for a very big ramp-up in local manufacturing. Critics of the programme say that the "manufacturing first" focus can slow progress when the objective should be on something else, like education (such as with the UPA government's Aakaash tablet programme).

(e) One more problem that Digital India will face is the detection of frauds System need to designed in such a manner that that will help curb the problem of traceability and fraud detection. However, financial frauds based and cash flow detection will be a major issue that needs to be worked upon.

VI CONCLUSION & SUGGESTIONS

The digital India plan will help reducing corruption; tracing of criminals will be easy with the availability of internet and better networking. Digital India can be a great help for monitoring the residential status of a person with keeping a record of his entry and exit by digitalizing passports.

Another suggestion is to digitalize Birth certificates as this is the base record of every individual and is required in every where throughout your life. However, UID is an example of digitalization of birth records but there are errors as it is compulsory only when a child becomes three. The record lacks medical history and frauds relating to age can also be done as age is a main criterion for jobs selection process.

Other benefits include reduction of paper work and will make the country more advanced and efficient. The movement will bring drastic changes in the sectors of health, education and banking. The digital infrastructure will create digital empowerment within the country by opening the

citizens to the global world and thereby virtually eliminating the physical boundaries.

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Corporate Governance – Its Model's Applicability in Corporate World

Dr. Anisha Satsangi

Dept. of Applied Business Economics, Faculty of Commerce,
DEI Dayalbagh, Agra (U.P.) India.

ABSTRACT

A corporate is also creates, for the individual and for the society, the path for ever growing prosperity, equality and eternal peace soaked in enlightened unselfishness as the way to Godhood. Good governance has been an eternal source of inspired thinking and dedicated action. Modern business corporations share many of their features with democratically elected governments. Boards of companies need not be uniform with respect to their composition, thinking styles and functioning methodologies. Their strength lies in their diversity.
Developing prospective of corporate governance is:

(i) *Foreign corrupt practices act 1977 (USA) made specific provisions regarding establishment, maintenance and review of systems of internal control.*
(ii) *In 1979, US Securities exchange commission prescribed mandatory reporting on internal financial controls.*
(iii) *Tread way Commission constituted in 1985 highlighted the need of putting in place a proper control environment, desirability of constituting independent boards and its committees and objective internal audit function.*
(iv) *The committee of sponsoring organization produced and stipulated in1992*

Creating awareness on the importance of implementing good C G practices both at the level of Individual Corporation and the economy as a whole help in:

(i) Encouraging research capabilities
(ii) Providing key inputs for developing laws and regulations
(iii) Maximization and fair distribution of wealth
(iv) Working with the regulatory authorities at multiple levels to improve implementations.

Key words: corporate governance, Anglo- American model, German model, Japanese model, India model,

I INTRODUCTION

"CORPORATE GOVERNANCE IS DIFFERENT FROM MANAGEMENT. GOOD GOVERNANCE HAS ALWAYS BEEN AN ISSUE STIMULATED FUNDAMENTAL THINKING RIGHT FROM ANCIENT TIMES".

It also created for the individual and the society the path for ever growing prosperity, equality and eternal peace soaked in enlightened unselfishness as the way to Godhood. Good governance has been an eternal source of inspired thinking and dedicated action. Modern business corporations share many of their features with democratically elected governments. Boards of companies need not be uniform with respect to their composition, thinking styles and functioning methodologies. Their strength lies in their diversity.

II DEVELOPING PROSPECTIVES

(a) Foreign corrupt practices act 1977 (USA) made specific provisions regarding establishment, maintenance and review of systems of internal control.

(b) In 1979, US Securities exchange commission prescribed mandatory reporting on internal financial controls.
(c) Tread way Commission constituted in 1985 highlighted the need of putting in place a proper control environment, desirability of constituting independent boards and its committees and objective internal audit function.
(d) The committee of sponsoring organization produced and stipulated in1992

III NATIONAL FOUNDATION OF CG

The ministry of Corporate Affairs, has set up national foundation for Corporate Governance (NFCG) in partnership with confederation of Indian Industry (CII), institute of company secretary in India (ICSI), and Institute of Chartered Accountant of India (ICAI)

IV BEST CG PRACTICES

(a) Mission
   (i) To foster a culture for promoting good governance, voluntary compliance and facilitate effective participation of different stakeholder;
   (ii) To create a framework of best practices, structure, processes and ethics;
   (iii) To make significant difference to Indian Corporate governance in India towards achieving stability and growth.

(b) Some Definitions
   (i) "Corporate Governance is the system by which companies are directed and controlled…"
                    Cadbury Report (UK), 1992
   (ii) "…to do with Power and Accountability: who exercises power, on behalf of whom, how the exercise of power is controlled."
   (iii) Sir Adrian Cadbury, in *Reflections on Corporate Governance, Ernest Sykes Memorial Lecture, 1993*

(c) Indian Definitions
   (i) "…fundamental objective of corporate governance is the 'enhancement of the long-term shareholder value while at the same time protecting the interests of other stakeholders."

SEBI (Kumar Mangalam Birla) Report on Corporate Governance, January, 2000

(d) Further Defined As
Corporate governance is essentially about leadership:
         (i) leadership for efficiency;
         (ii) leadership for probity;
         (iii) leadership with responsibility; and
         (iv) Leadership which is transparent and which is accountable.

Principles for corporate governance in the commonwealth

V OBJECTIVES

   (a) To compare the models of Corporate Governance.
   (b) To identify the impact of Corporate Governance Practices adopted by Indian Government.
   (c) To provide findings and suggestions as per the four pillars and prescribed elements of CGP.

VI RESEARCH METHODOLOGY

(a) Sample: The study is based on secondary data taken from government reports. https://en.wikipedia.org/wiki/**Corporate_governance**

articles.economictimes.indiatimes.com
www.businessdictionary.com/definition/**corporate**-**governance**

(b) Hypothesis:
Ho1: there is no significant similarity among the different models of Corporate Governance practices.
Ho2: there is no significant impact of good Governance practices Adopted by Indian Governance.

VII MODELS OF CORPORATE GOVERNANCE

There are four main models of C G

   (a) Anglo- American model
   (b) German model
   (c) Japanese model
   (d) India model

(a) Anglo American Model
This is also known as unitary board model. This approach to governance tends to be shareholder-oriented. It is also called the 'Angle- Saxon' approach to corporate governance, being the basis of corporate governance in America, Britain, Canada, Australia and other Commonwealth law including India.

(b) Features
   (i) Equally divided ownership between individual/ institutional shareholders.
   (ii) Directors are rarely independent of management
   (iii) There is a fairly clear separation of ownership and management
   (iv) Most institutional investors are reluctant activists. They act as portfolio managers.
   (v) Provide adequate protection to the small investor and promoting general market liquidity.
   (vi) Discourage large investors from taken an active role in C G.

(c) Erman Model
It is also called two-tier board model, CG is excised through two boards, in which the upper board supervises the executive board on behalf of shareholders and is typically societal- oriented. In this model, although shareholders own the company, they do not entirely dictate the governance mechanism. They elect 50 percent of members of supervisory board and the other half is

appointed by labour unions, ensuring that employees and laborers also enjoy a share in the governance. The supervisory board appoints and monitors the management board.

(d) Japaneses Model

This is also called business – network model. Which reflect the cultural relationship seen in the Japanese keiretsu network, in which the board tends to be large, predominantly executive and ritualistic? The reality of power is lies in the relationships between top management in the companies in the keiretsu network.

(e) Common Features of German & Japanese Model

   (i) Banks and financial institutions have substantial stakes in the equity capital of the company.

   (ii) Cross holding in the group of firms is common in Japan.

(iii) Institutional investors in both the company view themselves as long term investors. They play fairly active role in corporate management.

(iv) Both have the efficiency in the capital market such as disclosure norms are not very stringent, check on insider trading are not very comprehensive and effective, emphasizes on liquidity is not very high.

(v) There is hardly any system of corporate control in these countries. Mergers and takeovers are rare occurrences'.

(f) Indian Model

Indian corporate is governed by the company's act of 1956 which follows more or less the UK model. The pattern of private companies is mostly that of closely held or dominated by a founder, his family and associates. India has adopted the key tenets of the Anglo-American external and internal control mechanism after economic liberalization.

Table 1
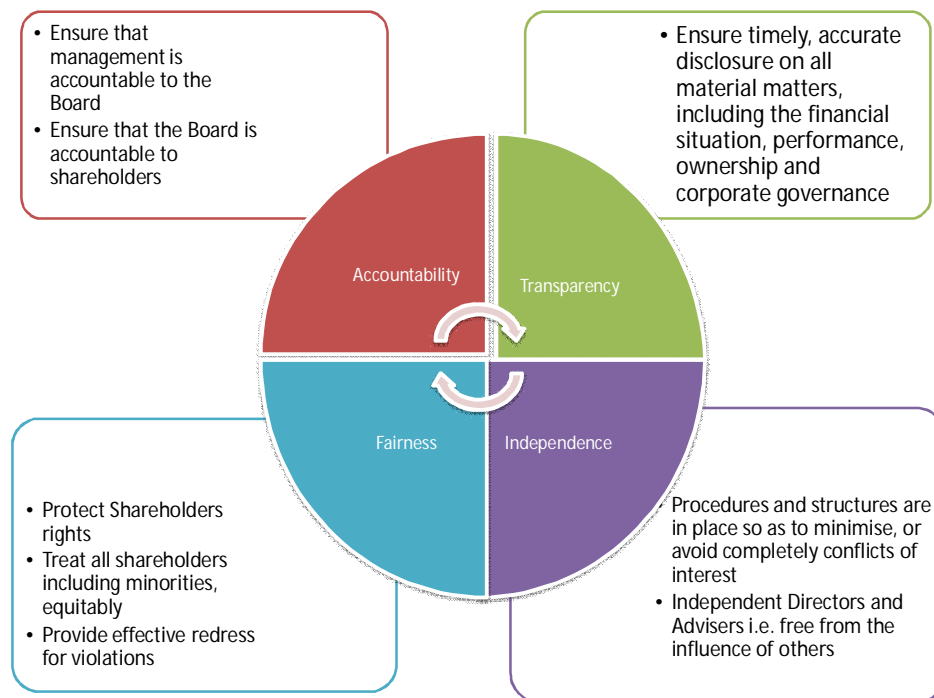**Showing: The Comparative Analysis of Models**

S.NO.	FEATURES	ANGLO-AMERICAN	GERMAN	JAPANESE	INDIAN
1	Corporate objective	Shareholders value	Long term corporate value	Long term corporate values	Shareholders value
2	Shareholding	Diffused institutional investors, significant block holders.	Banks, Promoters families other corporate	Financial and non-financial corporate	Directors and relatives, other corporate, foreign investors, Govt- term lending institutions, foreign investors.
3	Governance Focus	Capital market	Corporate Body	Keiretsu or business network	Maximum Surplus
4	Measures of Success	Return on financial capital	Return on human capital	Return on social capital	Return on financial capital
5	Decision- Making	Checks and Balances between voice and exit options. Outside stakeholders excluded	Within the network of stakeholders including employees, local community	Within the network – includes business associates and banks as stakeholders	Management, outside stakeholders excluded
6	Control of corporate	Separated from ownership	Linked with ownership	Linked with ownership	Linked with ownership
7	Orientation	Short- term driven by Stock market Prices	Long- term	Long-term	Short term gains
8	Long term investments in	Physical capital, R& D, Human Capital	Plants and Equipments, employee training	R & D, Employees training	Physical capital
9	Capital market (Primary)	liquid	Less importance due to close ties with banks	Less importance due to close ties with banks	Less importance due to institutional findings
10	Capital market (secondary)	Important, frequent hostile takeovers possible	Not important, hostile takeovers rare	Not important, hostile takeovers rare	Not important, hostile takeovers rare

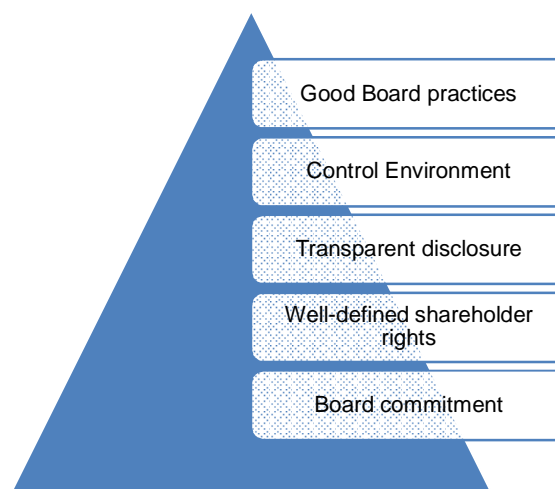| 11	Investors commitments	low	High important in difficult times	High important in difficult times	low
12	Major investors	Institutional shareholders, individual stakeholders, business network, employees, government and banks.	Banks, business networks employees, government, individual shareholders, and institutional shareholders	Business networks, main banks, government, institutional shareholders, individual shareholders, and employees	Directors and relatives, other corporates, foreign investors, govt. term lending institutions, public shareholders, and institutional investors (UTI)
13	Board compositions	Executives and non-executive directors	Two-tier boards, upper tier-supervisory board, lower tier- management board	Executives and non-executive directors (representing outside finance institutions)	Executives and non- executive directors
14	Goal of the board	To promote shareholders wealth	To promote long term organizational health	To promote long term organizational health	Short term gains
15	Board independence over management	Little	High	Little formally, more informally	Little
16	Executive compensation	High	moderate	low	Moderate, subject to Govt approval
17	Dividends	High	Low	Low	Low, uncertain
18	Strength	Dynamic, market- based, liquid capital, internalization non- problematic	Long-term industrial strategy, stable capital, strong overseas investment, governance procedures	Long- term industrial strategy, stable capital	Recent government and organizational activism (CII) towards corporate governance practices.
19	Weaknesses	Instability, short- termism	Internationalization difficult, vulnerable to global capital	Secretive, corrupt practices, growth in institutional activism and financial speculation in recent times	Lack of proper disclosures, secretive corrupt practices, instability

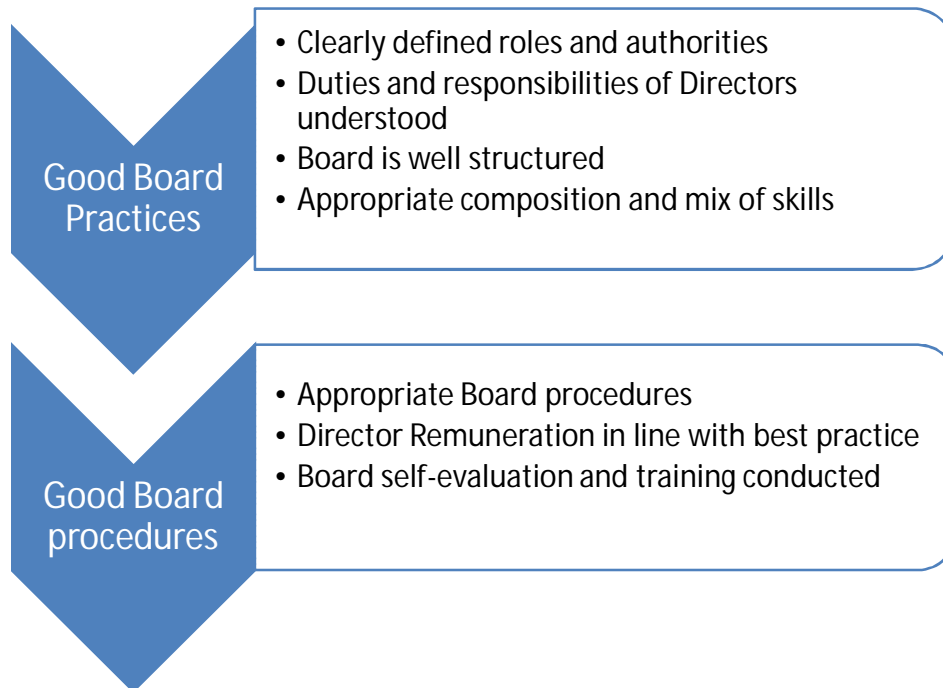## VIII FINDINGS AND SUGGESTIONS

As per the comparative analysis of the models it is found that there should be the responsibilities of the corporate sector to practice following four major things known as four **pillars** of Corporate Governance:

- Ensure that management is accountable to the Board
- Ensure that the Board is accountable to shareholders

- Ensure timely, accurate disclosure on all material matters, including the financial situation, performance, ownership and corporate governance

Accountability

Transparency

Fairness

Independence

- Protect Shareholders rights
- Treat all shareholders including minorities, equitably
- Provide effective redress for violations

Procedures and structures are in place so as to minimise, or avoid completely conflicts of interest
- Independent Directors and Advisers i.e. free from the influence of others

Elements of Corporate Governance

Good Board practices

Control Environment

Transparent disclosure

Well-defined shareholder rights

Board commitment

Good Board Practices
- Clearly defined roles and authorities
- Duties and responsibilities of Directors understood
- Board is well structured
- Appropriate composition and mix of skills

Good Board procedures
- Appropriate Board procedures
- Director Remuneration in line with best practice
- Board self-evaluation and training conducted

(a) Control Environment
  (i) Internal control procedures
  (ii) Risk management framework present
  (iii) Disaster recovery systems in place
  (iv) Media management techniques in use
  (v) Internal Audit Function
  (vi) Management Information systems established
  (vii) Compliance Function established
  (viii) Business continuity procedures in place
  (ix) Independent external auditor conducts audits
  (x) Independent audit committee established

(b) Transparent Disclouser
  (i) Financial Information disclosed
  (ii) Non-Financial Information disclosed
  (iii) Financials prepared according to International Financial Reporting Standards (IFRS)
  (iv) Companies Registry filings up to date
  (v) High-Quality annual report published
  (vi) Web-based disclosure

(c) Well Defined Shareholders Rights
  (i) Minority shareholder rights formalized
  (ii) Well-organized shareholder meetings conducted
  (iii) Policy on related party transactions
  (iv) Policy on extraordinary transactions
  (v) Clearly defined and explicit dividend policy

(d) Board Commitment
  (i) The Board discusses corporate governance issues and has created a corporate governance committee
  (ii) The company has a corporate governance champion
  (iii) A corporate governance improvement plan has been created
  (iv) Appropriate resources are committed to corporate governance initiatives
  (v) Policies and procedures have been formalized and distributed to relevant staff
  (vi) A corporate governance code has been developed
  (vii) A code of ethics has been developed
  (viii) The company is recognized as a corporate governance leader

(e) Other Commitments
  (a) Corporate Governance applies to all types of organizations not just companies in the private sector but also in the not for profit and public sectors
  (b) Examples are NGOs, schools, hospitals, pension funds, state-owned enterprises

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Role of Emergengening Neuromarketing Techniques in Advertising with Particular Reference to Indian Medical Tourism Industry: A Discussion and Agenda for Future Research

Harit Kumar[1], Dr. Neha Mathur[2], Dr. Sangeeta Jauhari[3]

[1]Assistant Professor, Department of Business Administration, PSIT, Kanpur (U.P.) India.
[2]Faculty Management, AISECT University, Bhopal (M.P.) India.
[3]Faculty Management, AISECT University, Bhopal (M.P.) India.

ABSTRACT

Mass Media and travel agencies have coined a term Medical tourism; it is becoming a popular choice for tourist across the world. In current scenario developing countries like India, Thailand, Malaysia, etc are making focused effort to promote medical tourism. India is enjoying competitive advantage in healthcare segment by its low cost advantage. The key concerns facing the Indian medical tourism industry include: limited government initiative, lack of integrated effort to promote the industry, lack of promotion and the lack of uniform pricing policies and standards across hospitals. Recent years have seen an "explosion" in the abilities of neuromarketing in developing effective advertisement campaign. Unfortunately, it is little known and reported on how advertising companies make more effective healthcare tourism commercials. The purpose of this paper is to analyze how neuromarketing techniques may impact the consumer response to Indian Medical Tourism advertising campaigns. The result shows that using neuromarketing methods an Indian healthcare company can better understand the conscious and unconscious consumer's thoughts and tailor specific marketing messages. . Finally, this paper analyses and concludes the main factors, affecting the consumer behavior and why the developing country like India should focus these factors to attract foreign tourists for the medical treatment.

Keywords: Medical Tourism, Neuromarketing, Neuroscience, Old Brain, Advertising, Consumer behavior

I INTRODUCTION OF MEDICAL TOURISM

Medical tourism is an emerging form of a niche tourism market which has been rapidly on the rise in the recent years. The term medical tourism is the act of roaming to other countries to attain medical, dental and surgical care. According to Goodrich & Goodrich (1987), medical tourism is the attempt to create a center of attention tourists by deliberately promoting its health-care services and facilities, in addition to its regular tourist amenities.

A law (1996) has defined medical tourism as a travel from home country or home city to other country or other city to improve one's health condition as one type of relaxation. It comprises of getting indigenous and alternative medical services, and any other form of tourism undertaken with the purpose of focusing a health concern.

Connell (2006) observes medical tourism as a popular mass culture where natives travel to out of the countries to find healthcare services and facilities such as medical, dental and surgical care even as having the opportunity to stay the tourist spots of that country.

Carrera and Bridges (2006) have given a new definition to medical tourism, as travel which is methodically designed to maintain one's physical and mental fitness.

According to GATS (General Agreement on Trade and Services), medical tourism is the subsequent mode of trade in health services. In this mode, Patients (customers) leave their home country to get health care services with expert at reasonable prices. Blouin et al., (2006).

Bookman & Bookman (2007) have defined medical tourism as travel with the endeavor of improving one's health, and also an economic activity that entails trade in services and represents two sectors: medicine and tourism. Medical tourism according to Dhaene (2009) is looking for available quality combined with cost effective and low price health services while offering a similar level of safety to the patient.

Generally, mainstream of medical tourists come from developed countries of the world especially Europe, the UK, Middle East, Japan, U.S. and Canada where the expenditure of medical handling is very exclusive and there are frequently lengthy waiting times for treatments. Other than India, countries that are currently promoting medical tourism are Thailand, Malaysia, Singapore, South Korea Bolivia, Brazil, Belgium, Cuba, Costa Rica, Hungary, and Jordan. Private sector expansion in rising economies— such as India, Thailand, Singapore, and certain Latin American nations— attracts foreign patients for moderately cheaper care: the uninsured, the underinsured, or those who prefer not to wait for treatment under a national health insurance system.

From various previous research it has been observed that following factors are driving the growth of medical tourism in India are: (i) the lengthy waiting lists in the developed countries, (ii) the low cost of medical treatments In India, complicated surgical procedures are being done at one-tenth of the cost as compared to the procedures in the developed countries, (iii) The inexpensive international air fares and favorable exchange rates, (iv) the Internet; with the development of communications, new companies have emerged who acts as middlemen between international patients and hospital networks (v) the latest technology, expert doctors, nurses and para-medical staffs that has been adopted by the big hospitals and diagnostics centers in India.

II MEDICAL TOURISM IN INDIA – THE CURRENT SCENARIO

According to a Mckinsey-CII study the industry's earning potential estimated at Rs.5000-10000 Crores by 2012 (CII-Mckinsey, 2002). Medical tourism can contribute Rs 5,000-10,000 crore additional revenue for up-market tertiary hospitals by 2012 and will account for 3-5% of the total healthcare delivery market, says the Confederation of Indian Industry (CII)-McKinsey study on healthcare (2002: pp.1-2).

The key service providers in Indian medical tourism are: In Private sector hospitals like Apollo Hospitals, Escorts Hospital, Fortis Hospitals, Breach Candy, Hinduja, Mumbai's Asian Heart Institute, Arvind Eye Hospitals, Manipal Hospitals, Mallya Hospital, Shankara Nethralaya etc. a In public -sector hospital, AIIMs is also in the fray. In terms of locations – Delhi, Chennai, Bangalore and Mumbai accommodate to the maximum number of wellbeing tourists and are developing as famous medical tourism hubs of India. India visualizes high-end healthcare services through BPO firms like Hinduja TMT, Apollo Heart Street, Comat Technologies, Datamatics and Lapiz that work in the areas of claim settlement, billing and coding, transcriptions and form processing. Therefore, it is clear that the opportunities and challenges for growth in the health sector are seen primarily within the private/corporate sector, not in the public sector.

Now days India is renowned for latest medical practices as well as indigenous medical practices. All these traditional healthcare systems are attracting national and international patients, and generate tourism flows. The medical tourism arrangement in India is depicted in **figure1**
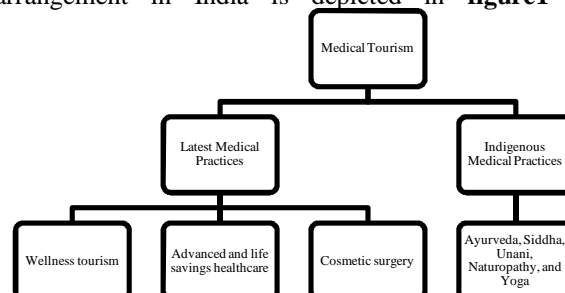

Table 1:
Categorization of the services range of medical tourism

	Wellness tourism	Alternative systems of medicine	Cosmetic surgery	Advanced and life savings healthcare
Services offered	Spas, Stress relief, rejuvenation centres	Ayurvedics, Siddha treatment for diseases e.g. Arthritis, Rheumatism	Dental Care, Plastic Surgery, Breast enhancement, Tummy reduction, Skin Treatment	Open transplants, cardio vascular surgery, Eye treatment, Hip Replacement, In vitrio fertilization
Profit Margin	Low	Low	Medium	High
Key Competitors	Thailand, South Africa	--	South Africa, Cuba, Thailand	Singapore, Jordan, Thailand

III OBJECTIVES OF THE STUDY

This research works explores concepts and the role of emerging neuromarketing techniques in promotion of Indian medical tourism, and designing the suitable promotional strategies for developing medical tourism in India.

IV RESEARCH METHODOLOGY

It is based on a review of the literature, including published research, web sites, newspapers, and the travel and tourism magazines that carry medical tourism related information. This helps to design the strategies being used for promoting medical tourism in India.

V INTRODUCTION OF NEUROMARKETING

Neuromarketing is a emerging marketing concept that uses medical techniques to know how central nervous system reacts to marketing stimuli. The term of neuromarketing was initially coined by the Nobel Prize winner, Ale Smidts, in 2002 and defines "the study of the cerebral mechanism to understand the consumer's behavior in order to improve the marketing strategies"

In particular, new economic sciences developed neuromarketing, neurofinance, neuroaccounting or neuromanagement. These new disciplines have more important academic aims, but also practical aspects are applied. Dr. Eric Kandel, neuroscientist and winner of the Nobel Price for Psychology and

Medicine said that "Understanding the human mind in biological terms has emerged as the central challenge of science in the twenty-first century".

Neuromarketing usually studies the action of FMRI, EEG, galvanic skin response and eye tracking. They are selected for the potential results and cost of use. Among all the areas of research, the brain is the most captivating. The human brain is the most complex structure of our body. The synapses change with experience and learning, which gives a different picture for marketing specialist when studying subjects with different age or level of education.

Dr. A. K. Pradeep, founder & CEO at Neurofocus, a Nielsen company, suggests that about 11 million bits of information is collected by our brain every second, but only 40 bits from that is processed by our conscious mind. Unconscious mind can reveal important details about the purchase process and consumer behavior, and become one of the top priorities in the neuromarketing studies.

In the book "Neuro Marketing. Le nerf de la vente", Patrick Renvoisé and Christophe Morin talk about three brains and how consumers take decisions:

The thinking brain (neocortex) is the rational brain in charge with the logical thinking, and represents the conscious mind.

The emotional brain (limbic system) mediates and controls the emotions and feelings. It is our intuitive brain and represents the subconscious mind.

The old brain (reptilian brain) controls the basic functions like heart beating, breathings, control of adrenaline when it needs. It is the most primitive brain, but with a crucial role in taking decisions.

VI NEUROMARKETING TECHNIQUES IN MEDICAL TOURISM ADVERTISING

Healthcare sector faces new challenges in selling and advertising their products. Innovative surgeries and medical advancement are released on the market. Due to the profitable business, the competition is strong. Each hospital tries to differentiate and attract the final consumers with their product's benefits. In this context, advertising plays a key role. In the last few years, a new science, called neuromarketing, has been helping companies get more consumer insights.

Customer's reaction towards advertising is inclined by many factors like culture, role and practice of advertising in different countries, gender, age, level of education and many others. While customer's also have diversity on these all basis, but "the language of the brain is universal"

Traditional marketing research has limitation and do not answer to all the questions about consumer behavior. Integrating the neuromarketing techniques with the traditional ones may create effective advertising practices and help to attain deeper consumer and market insights.

Direct to medical tourism advertising can fall into two categories: **"Product-Assert", "Help-Seeking"**, but depending on laws and regulations these can vary from country to country. Due to the high amounts of money involved in medical tourism advertising, many companies may benefit from neuromarketing research. Each year, a trillion dollars is spent to persuade the human brain and "over 400 billion dollars is invested in advertising campaigns".

Medical service providing companies can use neuromarketing techniques to make preliminary tests and select the most effective TV commercials. This is possible by following neuromarketing techniques:

fMRI (Functional Magnetic Resonance Imaging) is measuring the brain's activity by detecting the oxygen level in blood flow.

EEG (Electroencephalography) measures and records the electrical activity of the brain.

SST (Steady State Topography) measures and records the brain's activity during TV ads.

MEG (Magneto Encephalography) offer information about the brain activity by using a magnetic field. It has high temporal and spatial resolution.

Respiratory Rate means the number of breaths usually taken during one minute.

Heart Rate means the number of heartbeats usually taken during one minute.

Galvanic Skin Response or Skin Conductance measures the changes in the electrical properties of the skin, depending on the level of moisture.

Eye Tracking Method, which tracks where the eyes are looking at.

The above neuromarketing tools reveal that it is possible to measure both Central Nervous System (CNS) reaction responsible for long-term communication results and also identifying short-term Peripheral Nervous System (PNS) reactions caused by a TV commercial.

VII FINDINGS

In order to persuade the prospective customers when watching a healthcare commercial, neuromarketer's may try to influence our reptilian brain (old brain) by using six primary factors:

(a) **The 'Old Brain' is self-centered** – Healthcare commercials should be focused on the consumer's wellbeing, and nothing else.

(b) **The 'Old Brain' is survival driven** – to feel better and to extend their life.

(c) **The 'Old Brain' seeks contrasts** - before/after, with/without, slow/fast all these contrasts may snatch the concentration of the healthcare viewers.

(d) **The 'Old Brain' is tangible** - it likes what is familiar and motivates the consumers to take decision.

(e) **The 'Old Brain' remembers beginning and end** – a healthcare commercial should concentrate on the first and last messages.

(f) **The 'Old Brain' is visual** – "Use a picture. It's worth a thousand words."

VIII FUTURE SCOPE OF RESEARCH

Neuromarketing techniques may be used to respond questions that are "invulnerable" for the traditional research methods. I hope that this paper would motivate future research into new trends in behavioral aspects of medical tourism consumers. A limitation of this paper is that a complete image on the consumer behavior in this industry wishes quantitative and qualitative researches. Therefore, researcher would like to continue with a qualitative research on medical tourism advertising.

IX CONCLUSION

India is in a strong position to tap the universal opportunities in the medical tourism sector. This paper has suggested some of the neuromarketing driven medical tourism advertising strategies for further promoting medical tourism in India. These include constructing and promoting the image of India as expert medical tourism destination, designing and promoting new amalgamation of medical tourism products, keeping up the high standard of quality treatments at a rational price, providing informative online and offline materials and make them available to the potential customers.

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A Study on Stress Issues among Working Women in IT Sector in India

Jaya Acharjee[1], Dr. Vijay Singh[2], Dr. Monika Malviya[3]

[1,2,3]AISECT University, Bhopal (M.P.) India.

ABSTRACT

The present study aims to know the actual status of working women in different field of IT and Ites industries. With this, we can analyze the problems has been facing by working women whether it is physically or mentally at all. Also there are some suggestions provided to cope up the stress and work energizing for working women from organization end. Some personal suggestions given for working mother to de-stress and to handle their personal as well as professional commitments simultaneously.

Keywords – stress, working women, IT & Ites sector

I INTRODUCTION

In 1932, Walter Cannon established "experience a shock or perceive a threat, it quickly releases hormones that help it to survive"

The Encarta World dictionary (North American Edition, 2009) found that stress includes "stress felt by somebody is mental, emotional or physical strain caused, by anxiety or over work. It may cause such symptoms as raised blood pressure or depression.

In the 1990s our country emerged as a leading front runner country in the field of Information Technology. We become in services as well as software development according to the statistics.

India's sunshine sector –IT & Ites continue to chart double digit growth and it is expected that growth chart will be US $53 by the end of year 2008.(data quotes from RBI, IDC & India's Central Bank) India becomes a great outsourcing destination for all countries.

Here IT services, system integration, outsourcing, packaged software with support & installation, IT Training & education too are part of this big sector.

There are lots of services provided by IT industries which include:-
  (i) Medical
  (ii) Bank Office Operation
  (iii) Accounting
  (iv) Data Processing
  (v) Call Centers
  (vi) BPOs(Business Processing Outsourcing)
  (vii) Hotel Industries
  (viii) Government Organization

Since IT industries become integral part of global market it contributes 34% of the global market now a day. With this, IT service has reached USD 88.1% in 2011 & increased export ratio from 4% to 26% during the period.

Due to increasing responsibility in office and home, working women experience stress to balance both the fields simultaneously. According to NASSCOM survey, the number of women in the IT-BPO sector grew 60% in the last 2 years to 6.7 lakhs in 2008. Refers to survey on gender inequality conducted by HR consulting firm Mercer and IT association (NASSCOM)

II OBJECTIVES & SCOPE

(a) **Objectives & Scope of Research:** There are mainly 3 objectives for research in this subject-
  (i) To understand present scenario of working culture in IT sector in India.
  (ii) To understand and analysis the predominant factors generating stress among working women in IT Sector.
  (iii) To provide suggestions based on findings of research to cope up stress issues facing by working women.

III LITERATURE REVIEW

For the objective of this research literature review was important. A lot of studies have been carried out in the field and analysis of the literature given the present status.

Following is the literature review depicting the various level of research work carried out in the respective field. There have been a lots of Research Papers reviewed published in many national and international journals. Here is a brief reviews are given below –

(a) **Rachel Goldstein (2011):** This survey will help us to compare the stress level of women in other countries. Survey method is used to the research the study of stress level. Especially all trusted international news channels did this study like, CNN, Reuter, etc. thru many surveys by different news channels; it is found that Indian women are more stressed than any other countries women. And the reason is very clear, and somehow any women wants to handle both responsibilities simultaneously whether of home or outer world. Nowadays they do not want to stay housewives at all. And due to this change of lifestyle and of mode, they feel much more stressed than other women in world. CNN report revealed, India is the first country to

face stress issue most than most than any other country. There are only secondary data is taken for this study.

(b) Dr. Meeta Pathade (2011): This case study belongs to banking sector in Maharashtra and only the study is done in a specific company. This study will help us to understand the stress level in women employee and how to manage stress in banking sector in Maharashtra. In this research author studied the effects of STRESS among the women executives in the banks in Mumbai city. The researcher shows many types stressors among women executives like poor working condition, rotating work shift. Work load ,etc. due to excessive stress may reload many diseases like peptic ulcer ,migraine headache   ,etc. researcher tested hypothesis and found that moderate level of stress is experienced by women executive like overload work ,work ambiguity etc.

(c) DNAindia.com (2012): This paper is based on survey & interviewing method and taken interviews from NGOs conducted by women professional. And the data is based on secondary data specifically. DNA delves into, why Indian women are so stressed out. In this survey it is came out to our knowledge that Indian women are so much stressed than in other countries said Shubha shameem(Secretary, working women co-ordination committee). Ms Kiran Moghe (President of Janwadi Mahila Sanghatan Maharashtra) added that Indian women still get NO support from men at home. Men are the decision maker at home today too. Ms Roshni Parkhi (working professional) realized that most of the stress by women itself. If she wants she can enjoy office and home both work equally. This survey revealed that society's attitude has not changed towards working women yet. They demand a lot from them but not interested to be a helping hand for them. Let's hope for best.

(d) Aamir Sarwar (2012): This survey is related to a specific part in Pakistan by using sampling method to study s the stress level among Pakistani working women and how to manage them accordingly. This journal is related to the study the work stress differences between manufacturing & service sector. Mr Amir found that women are more stressed that men and the stress level is varies as per their designation.

(e) MS Darshan, RajeshRaman, TS Sathyanarayan Rao, Dushad Ram, Bindu Annigeri (2013): this is the cross sectional online study using questionnaire and specifically done among software engineers i.e. CESD scale, professional life stress scale and AUDIT test to check harmful effect due to alcohol use. SPSS tool used for statistical measurement. In this study, 129 employees were taken for interviewing and 51% of them found to feel stress during interviewing to them. Due to stress, they used to consume alcohol and prone to psychiatric disorder. It is also a big obstacle of IT development among all software engineers.

(f) Dr. Umarani (associate professor), K.Tamizharasi (research scholar) (2014): this journal is related to study the work stress in BPO sector where researcher tried to know the reasons behind stress in BPO. Researcher found the main reason are work timing ,late night or night shift working specially for working women employee , work load , work timing , heavy volumes of calls , insufficient holidays etc.,. Due to these problems they prone to catch high blood pressure, diabetes, trauma, headache etc.

(g) VidyaPatwardhan, Dr.Suresh Mayya, Dr. H.G. Joshi (2014): This study used descriptive research design. OR (organizational role stress) scale used to collect data. The sample consisted of total 77 managers in different hotel industries from India. This paper is based on stress issue in hotel industries. This paper showed that role stress is determined among women managers from low to high level. Main stressors are role erosion, role stagnation, and role overload. The dual responsibilities of working women are the main cause of stress problem for them.

(h) Geeta kumar, Dr.K.M .Pandey& Dr. Joshi (2014): The main objective of this article is to highlight the stress level at software company i.e. HCL company Bangalore. This article revealed that out of 100, 98 employees feel stressed due to physically, mentally, or emotionally. The age group of 20-29 does overtime on a regular basis and this is also a reason of job stress for HCL employees.

(i) Ramesh Bhatt M, Pallavi Shet, Nayanatara AK and Ganaraja B (2014): this study is conducted among 155 professionals in IT firm in Karnataka and Mangalore. The findings are totally based on BMI (body mass index), PLSS (professional life stress score) &PSS (perceived stress score). Also this study differentiates the professional life environment which led to stress and other factors of psychological problems in young IT professional. It is revealed that they enjoyed a good earning but also suffered many diseases.

IV RESEARCH METHODOLOGY

This article and its findings are totally based on secondary data. The data has been collected through various sources like websites, e books and research papers.

V PRESENT SCENARIO FOR WORKING WOMEN IN IT SECTOR

Since the number of IT industries increased so numbers of employees are increased. In the same manner number o women employees too. As of now women are handling multiple roles in every sphere of life –she is a wife, she is a mother and Now she is a Manager in MNC (Multi National Company) too. So it is clear that she is the single person but her responsibilities are multidimensional.

Perceived focus of control in a single field means to say she is not able to concentrate in a single work or not able to give her 100% perfectly. The reason is very clear it is Stress due to she is not able to do so. If she gets a flexible environment at office as well as home then she would be greatly benefitted.

No one can avoid her family and home as well as her office work too. And in the process of balancing all these, she gets stressed. It is not possible for her to leave any one of them at all.

VI REASON OF WORK PLACE STRESS

There are lots of reasons for job Stress at work place –

(i)   Unreasonable demands
(ii) Lack of interpersonal communication between employer and employee
(iii) Lack of inter personal relationship
(iv) Long working hours
(v)   Difficulties to balance work and home demands
(vi) The fear of losing one's job
(vii) Less time to spend with family

VII CONCLUSION

We can say that stress always affects badly and this is also a truth that if it remains for a long time then it definitely creates physical and mental problems too.

Due to stress issues, organization faces the problem of less productivity by working women employee. If organizations check periodically and take a survey or meeting fortnight to know the stress level of employees then they can overcome the productivity issue definitely.

Google and many other MNCs have already started activities on the same. They have a unique office where you can take your pet and take a rest or sleep after a long work and a day care child center where a working mother can look after their children very well .There are also sport and entertainment Centre are there so that employee can be do their job and give 100% result without any stress.

VIII SUGGESTIONS

There are some personal suggestions given based on this research work and other MNCs initiatives to cope up stress issues specially for working women-

(a) IT & Ites related to all jobs are really stressful and for that, all Organizations must modify their policies and activities to de-stress the Job stress for women employees.
(b) There should be a committee cum mentor group with some psychologist who can give expert advice for any problem faced by women employee.
(c) Day Care facility should be given for taking care of small child for working mother so that she can look after her child and can give 100% without any stress.
(d) Work from home facility may also be encouraged for women employees during pregnancy and when child is too small to take care of the child properly.
(e) In-Out time should be flexible specially for working mother of new born baby with a close look and observation by Management.
(f) Cab facility should be given for safe pick up & drop from home by every IT companies.
(g) Meditation, Yoga, Gardening, weekend travel plan etc. are also very useful technique for de-stress in a personal manner for every working women.

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Work Life Balance: An Analytical Review

Jessey Methew[1], Dr. Rekha Gupta[2]
[1,2]AISECT University, Bhopal (M.P.) India.

ABSTRACT

The present study focuses to gather various views regarding work life balance especially in relation of working women. The research is mainly based on secondary data. This research paper is describing the details and contents of various researches have already performed on the subject.

I   INTRODUCTION

"And on the seventh day God ended his work which he had made; and he rested on the seventh day from all his work which he had made". Genesis 2:2, King Bible

Work-life balance, defined as a term to harmonize the levels of professional and personnel grounds, a person sets in a life. During the time period of 1800s, during and following the industrial observing the patterns and loads of work emerges out as a result of Industrial revolution , industrialists and unions unanimously agreed on the point that workers needed a day off. This later became a two-day 'weekend'. During those times the work was more on manual side and the pressures of work was also reasonably manageable. Eventually the complications, complexity in jobs, rising competitions has generated an enormous pressures on the individuals both on professional and on personnel ground.

The phrase "Work Life Balance" is having its origin since past. Recently the meaning of this phrase has taken up a new dimension due to the technological advancement and other related issues like, working seven days in a week or the concept of 24 *7. It's really being tough to bring parity in professional and personnel world especially in current days. Various techniques and tools have been applied by the organization to maintain the work pressure levels of their employees so as to impart them a harmony. Various researcher from time to time tries to explore the various angles and dimensions of work life balance, its effects, tools and techniques used to maintain work life balance.

II   OBJECTIVE & RESEARCH METHODOLOGY

The present research paper is a small attempt to understand the term Work Life balance and to critically review the literature based on it so as to develop a frame of understanding related to the subject matter especially in relation to working women. The data is purely secondary in nature. The type or research used is descriptive in nature.

III LITERATURE REVIEW

(a) J. Sudha, Dr. P. Karthikeyan, in their paper "Work Life Balance for Woman Employee" has discussed that in order to achieve a Work Life Balance, every women should adopt the strategies of planning, organizing and setting limits both at workplace and at home for balancing life both at personal and professional level.

(b) Vijya Mani titled "Work Life Balance and Women Professionals" attempts to gain imminent about women employed in different occupation, in pairing work and life in Tamil Nadu, India. The findings revealed that role clash, lack of acknowledgment, organizational politics, gender bias, elderly and children care issues, quality of health, problems in time management and lack of proper social support are the major factors influencing the WLB of women professionals in India.

(c) N Gayathri, P Karthikeyan, titled "Work Life Balance –A Social Responsibility or a Competitive Tool" emphasis the Long term Strategy that the employers should soon need to provide trainings to employees on how they can manage work with other aspects such as family and friends.

(d) Ahuja M & Thatcher J. in their paper "Moving Beyond Intentions and Towards the Theory of Trying: Effects of Work Environment and Gender on Post-adoption Information Technology Use" has taken a survey of 75 school teachers and 75 KPO women employees and have found that "organizational commitment, job autonomy and perceived work overload are strong contributors to a sense of balance for an employee. Indian professional is looking for supportive work places that help them manage their multiple roles. This would have a spillover effect on the commitment and low attrition rate and at the same time enhance an individual's Work-Life Balance."

(e) Singh S. in his study titled   "Work Life Balance: A Literature Review" says that the notion that work and private life are separate and conflicting requires a change and researches about the positive connections of work life and family life should be emphasized and become the essence of Work Life balance.

(f) Balasubramanian, L. in a news article on "When You Should Quit Your Job?" has discussed that the major reasons for women employees quitting their job is earthly timings and dissatisfaction they have from their jobs. Reallocation after marriage is also one big reason for quitting jobs. They found that WLF is more necessary after marriage.

(g) M.A.Raajarajeswari, Dr.R.Saravanan, have done their study on "Work Life Balance of Women Employee: A Literature Review to achieve WLB" each woman ought to set the objective and exceed expectations both in profession and Family methods like, arranging, sorting out and setting cutoff points can be applied at home and work place for achieving a fantastic and enjoyable all around life both professionally and in home front.

(h) Kumari K Thriveni, Devi V Rama in Impact of Demographic Variables on Work-Life Balance of Women Employees (with special reference to Bangalore City), has analysed that there is significant relationship between demographic factors and work life balance of women employees. Work-life balance initiatives is planned to help employees balance their work and personal lives are not only an option, but also a necessity for many employers today.

(i) Shilpi Gupta, Dr. Prachi Singh, in Work Life Imbalance as a Cause of Withdrawal Attitude in Women: An Exploratory Study of the Challenges Faced By Women, has discussed the problem faced by working women due to societal barriers and hypocrisy that exists .Problems like Caring about family, Lack of support in accomplishing dreams, Non co-operation from family and society, and Gender inequality existing in the society, non tolerability of modern role of women are some of the issues that are faced by the working women on daily spheres of life.

(j) M.Mano Samuel, Dr. Mahalingam, in their study on "A Study on Work-Life Balance Among The Women Faculties in Arts & Science Colleges With Special Reference to Madurai city". It was found that modern organizations, especially education institutions should create some practical approaches of Work life Balances, so that the employees achieve a greater level of Job satisfaction.

IV CONCLUSION

Thus in nut shell it can be interpreted that Work life balance specifically in relation to women is becoming a matter of concern. The reviews and studies stated aforesaid provide a glimpse of the current scenario of work life balance, techniques being used to optimise WLB and the variables and the factors predominantly defining work life balance in totality.

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Improving Quality in Education - a Real Challenge – A Study to Improve Quality Education in BSSS Campus

Lila Simon[1], Sunita Anand[2]
[1,2]BSSS, Bhopal (M.P.) India.

ABSTRACT

What does quality means in the context of education? Do the faculty as well as students of the present day understand the real meaning of Quality with the existing complex system of education or for them it's simply a Job. We boast of our young brains. Have we ever analyzed our learning curves? India could not make it to any significant headway in the worlds ranking of its institutions as per the reports of The Times Higher World University ranking 2015-16. Through this paper the authors have tried to identify the few factors contributing to law Quality in Education. A survey was conducted to identify the level of agreement by students as well as teachers of our institution in this regard. The same elements identified were utilized to find the opinion from teachers as well students.

Key words: Quality education, Higher education, digital Learning,

I   INTRODUCTION

Quality in education testifies the intricacy and complicated nature of the Higher Education system. Quality Education includes the learners, the environment, the content, the process and also the outcomes linked to a positive involvement in the society. Defining the quality and explaining quality assurance schemes existing in the higher education has become extremely complex proposition. The main reason behind being that there are many variables affecting any scheme that gets implemented. The Robbins Report of 1963, Higher Education in the UK has undergone major expansion. It emphasized on a change from an elite to a mass system.

The Higher Education system has been tilled now found to be very neutral to the skill deficit problems within our country. The demographic dividend of India indicating the potential to become youngest nation by the year 2020 indicates a severe challenge due to lack of basic skill development programme at school and higher education levels But what does Quality in Education actually mean?

II   REVIEWS

Quality education accounts the global influences as per Motala,2000; and Pipho, 2000, Quality means including relevancy of stakeholders. (motala,2000; Benoliel,O'Gara & Miske,1999).

Self assessments offers quality education.(Glasser, 1990).Studies have found that a relationship of class size is not always consistently been linked to student achievement .(Rutter,1979). Constructive discipline and reinforcement of positive behavior speak a seriousness of purpose to students (Craig, Kreft & Du Plessis, 1998)

III RESEARCH METHODOLOGY

A sample size of 152 from "The Bhopal School of Social Sciences" were asked to evaluate the college on the basis of 18 items. The data was collected, coded, edited and analyzed .The output was generated with the help of SPSS.

Table 1
Case Processing Summary

		N	%
Cases	Valid	151	99.3
	Excluded[a]	1	.7
	Total	152	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 2
Reliability Statistics

Cronbach's Alpha	N of Items
.824	15

Table 3
Item Statistics

	Mean	Std. Deviation	N
Safe environment	.95	.211	151
Ambience	.90	.300	151
Infrastructure	.84	.367	151
Regular class	.83	.379	151
Strength	.81	.395	151
Discipline	.85	.354	151
Behavior of Teacher	.85	.361	151
Well managed class	.77	.423	151
Competency of the Teacher	.82	.384	151
Participative Class	.77	.419	151
Teacher Feedback	.84	.367	151
Relevant ,upgraded syllabus	.79	.405	151
Uniqueness of Syllabus	.62	.488	151
Skill Development	.75	.435	151
Life Skills	.76	.428	151

Table 4
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	628.985
	df	105
	Sig.	.000

Table 5
Communalities

	Initial	Extraction
Safe Environment	1.000	.683
Ambience	1.000	.682
Infrastructure	1.000	.389
Regular class	1.000	.592
Strength	1.000	.558
Discipline	1.000	.522
Behavior of teacher	1.000	.525
Well managed class	1.000	.504
Competency of the teacher	1.000	.427
Participative class	1.000	.402
Teacher Feedback	1.000	.553
Relevant ,upgraded syllabus	1.000	.560

Uniqueness of syllabus	1.000	.577
Skill development	1.000	.759
Life skills	1.000	.735

Extraction Method: Principal Component Analysis.

Table 6
Total Variance Explained

Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
4.443	29.618	29.618	4.443	29.618	29.618	2.742	18.278	18.278
1.702	11.346	40.964	1.702	11.346	40.964	2.536	16.909	35.188
1.262	8.416	49.380	1.262	8.416	49.380	1.772	11.812	46.999
1.061	7.072	56.451	1.061	7.072	56.451	1.418	9.452	56.451
.966	6.437	62.889						
.859	5.725	68.614						
.758	5.052	73.665						
.736	4.904	78.569						
.668	4.453	83.023						
.589	3.930	86.952						
.573	3.817	90.769						
.477	3.179	93.948						
.407	2.712	96.660						
.273	1.818	98.478						
.228	1.522	100.000						

Extraction Method: Principal Component Analysis.

Table 7
Component Matrixa

	Component			
	1	2	3	4
safe environment	.471	-.274	-.288	.551
ambience	.498	.369	-.216	.502
infrastructure	.541	-.213	-.210	.083
regular class	.482	.504	-.166	-.279
strength	.325	-.022	.671	.046
discipline	.596	.381	-.102	.105
behavior of teacher	.609	.278	.268	.070
well managed class	.485	-.191	.480	-.045
component teacher	.554	.342	-.047	.027
participative class	.479	.358	-.069	-.199
teacher feedback	.431	-.234	.430	.356
relevant ,upgraded syllabus	.652	.001	.056	-.362
uniqueness of syllabus	.717	-.105	-.010	-.225
skill development	.625	-.526	-.252	-.165
life skills	.571	-.587	-.200	-.158

Extraction Method: Principal Component Analysis.
a. 4 components extracted.

Table 8
Rotated Component Matrixa

	Component			
	1 Classroom Discipline	2 Overall Development	3 Teacher Feedback	4 Safe Environment with ambience
Safe environment				.726
Ambience				.681
Infrastructure		.504		
Regular class	.761			

Strength			.738	
Discipline	.632			
Behavior of teacher	.534			
Well managed class			.641	
Competency of the teacher	.592			
Participative class	.621			
Teacher feedback			.648	
Relevant, upgraded syllabus	.507			
Uniqueness of syllabus		.562		
Skill development		.855		
Life skills		.846		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Table 9
Component Transformation Matrix

Component	1	2	3	4
1	.632	.585	.399	.316
2	.715	-.683	-.146	.019
3	-.115	-.318	.890	-.305
4	-.276	-.300	.165	.898

IV ANALYSIS AND DISCUSSION

The reliability tests for the variables were also conducted and Cronbach's Alpha value for 15 items was obtained as 0.824.

The Correlation matrix shows the value of Determinant as 0.013. (0.013>0.0001) and the value for KMO is 0.752 for 15 items and 0.000 a significance. In communalities none of the extraction part shows values less than) 0.30 indication a good sample size.

The total variance explained indicates that four factors contribute to 56.451% of cumulative variance [rotation sum of squared loadings]. From the rotated component matrix, Factor 1 includes regular class, discipline, teachers' behavior, competency of the teacher, participative classes and upgraded syllabus., Factor 2 includes infrastructure uniqueness of the syllabus, skill development and life skills, Factor 3 includes strength of class, well managed class room and teacher's feedback and Factor 4 includes safe environment and ambience. The four factors are named as :-

    (i) Classroom Discipline
    (ii) Overall Development
    (iii) Teacher Feedback
    (iv) Safe Environment with ambience

Limitations of the study: The respondents from the teachers could not be assessed as more than 95% of the teachers surveyed had the only one answer "Yes".

V SUGGESTIONS AND CONCLUSIONS

This study was interesting as we concentrated on our own institution. Further this study helped us to find out the areas in which the college can focus for improving the quality of Education.

The vision of higher education should be to contribute to the development of learning society. The Government of India though have started e-Learning modules in school to improve and standardize quality of education a constant feedback is also a need of the hour to evaluate the effectiveness of these modules.

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Emergence of Skill Initiatives in India and its effect: an Analytical Review

Mathew John[1], Dr. Rekha Gupta[2],
[1]Research Scholar, AISECT University, Bhopal (M.P.) India.
[2]HoD, Dept. of Arts, AISECT University, Bhopal (M.P.) India.

ABSTRACT

The present research article intends to gather various views and researches carried out in the area of Skill initiatives and the steps to impart vocational education in Indian context. The research is mainly secondary in nature and the article is describing the details and contents of what all the researches have performed on the subject.

I   INTRODUCTION

Vocational Education, Training and Skill Development (VETSD) means all forms and levels of the educational process involving, in addition to general knowledge and academic skills, the study of technologies and related sciences, the acquisition of practical skills, know-how, attitudes and understanding relating to occupations in the various sectors of economic and social life. Vocational Education, Training and Skill Development (VETSD) are further understood to be:-

(a)   a means of preparing for occupational fields and for effective participation in the world of work;

(b)   an aspect of lifelong learning and a preparation for responsible citizenship;

(c)   an instrument for promoting environmentally sound sustainable development;

With the several mission related to growth. The Indian Government has identifies skill development as one of the major contributor in the country's overall growth sector. It is being identified that 500 million individuals will be skilled by 2022.This need is necessitated by NSSO data revealing a shortage by 500 million skilled people by 2017 combined with the Economic Survey (2014-15) findings that 64% percent of the Indian population would be in the working age of 15-49 years. Despite an increase in training capacity, only 2.5% and 12.5% of the present workforce have been exposed to formal and informal vocational training respectively. This goal is combined with India's anticipated GDP growth from 6.9% in 2013-14, 7.2% in 2014-15.As a leading and a topic of interest, various kinds of analysis and research has been carried out in the field of skill and vocational education so as to understand the level of standards and innovations, so far has been performed relate to the subject matter.

II   LITERATURE REVIEW

(a)   "Impact of skill development programmes of jan shikshan sansthan's on the neo-literates in the states of Andhra Pradesh, Tamil Nadu, Karnataka and Kerala, by Noble Social and Educational Society, Government of India has briefly presented history of JSS(Jan Shakti Sansthan), role and functioning of JSS in the promotion of skill development training courses among the neo-literates, number of JSS in India. Overwhelming majority of the beneficiaries benefited from this programme in terms of self employment and wage employment.

(b)   Seshukumari conducted a study on Impact of Polyvalent Adult Education among Women in Visakhapatnam Shramik Vidyapeeth,has found that majority of the beneficiaries were satisfied with the vocational courses provided to them, after completing the courses 41.6 percent started self employment units and majority in the various courses got employment.

(c)   "Impact assessment study of socio-economic development programmes– a case study of Himachal Pradesh", Conducted by Asia Pacific Socio–Economic Research Institute, New Delhi. The objective of the study was to assess the qualitative improvement of the under privileged and the weaker sections of the society through the feedback of the various socio economic programmes implemented in the state during 1996-97 and 1998-99. It was found that two third of the households were benefited by one or the other programmes.

(d)   A report on district wise skill gap study for the state of Uttar Pradesh by ICRA Management Consulting Services Limited, reviewed the socio economic profile of the districts of Uttar Pradesh. It also identified the current and future (2012-2022) skill and manpower requirement of the industry and identify the gaps that existed. They identified the skill gaps in 19 high growth sector areas as mentioned by NSDC which will be the employment and growth engines in the coming ten years. It was found maximum demand will be generated in the sectors such as, building, construction and real estate, organized retail, and banking, financial services and insurance. It was found that there is an urgent need for the development of skill among the people.

(e)   State Resource Centre for Adult Education, Indore evaluated the JSS of Ahmedabad, Gujarat. It revealed that the target group of learners includes neo-literates, below poverty line clientele, school drop outs, daily wage earners and school and college going students. It focused primarily on women and girls of the under privileged class. Male female participation on an average was observed to be 30: 70. JSS, Ahmedabad runs variety of courses depending upon the target area

of the duration of which range from 15 days to 10 months. The fee structure is flexible to cater to the lower socio-economic strata of society for whom vocational training programmes are being run by JSS.

(f) Ms. Swati Shantaram Mujumdar, titled "A Study of Significance of Vocationalization of Education and Skill Development in India with special reference to the State of Maharashtra" has analyzed the present problems and possible recommendations for vocational training, skill and development sector in the state of Maharashtra. It was observed that the Central government has realized the direct relation between skills based education and its importance in gaining employment for the youth of our country. The present scenario around this sector is quite unwelcoming and there is scope for significant reforms in the area. The researcher in the course of over 2-3 years of its in-depth research, identified problems in the governance, regulation, administration, planning, policy, standards and other aspects related to the Vocational Education, Training and Skill Development sector. It was found that vocational education is being provided without considering the present problems.

(g) Skill Development in India, the Vocational education and Training System, World Bank Reports, stated that in spite of significant job opportunities in the informal sector, training and related interventions are not enough to the needs of this sector. The government needs to formulate policies to which helps to encourage training for the informal sector.

(h) National Staff Development policy, has emphasized on framing a policy applied to all staff on providing guidelines for the Training and Development of Employees in Further Education Colleges made between AOC and the Trade Unions in January 2001 (updated in May 2009), which is built on the statutory framework set out in the Employment Relations Act 1999.

(i) The challenges facing skill development in India : An Issue Paper, Prepared for the International Workshop "Skill Development: Policy Learning and Exchange", India Habitat Centre, May 2010 by The Institute of Applied Manpower Research (IAMR)has highlighted that though India has the highest youth population it has the lowest proportion of trained youth in the world. India has a skill development challenge for 80 percent of new entrants to the workforce have no opportunity for skill training. There are about12.8 million per annum new entrants to the workforce and the existing training capacity is only 3.1 million per annum.

(j) "Skill Development in India", The Vocational Education and Training System, World Bank Report, It highlighted that though Indian economy is developing at a faster pace, the Government is finding difficult to create more employment opportunities for the majority of Indians to enable them to contribute in the growth and to participate in the benefits of growth. This creates a need for education and training that equip them for the labor market. One such tool for equipping the skilled workforce is the vocational education and training system. However, the government realizes that the present methods are not appropriate to meet the needs of the labor market. A key issue,that arises is what reforms/interventions are needed to progress the effectiveness of the system. It was found that country's ability to deal with these changing realities is constrained as in few other places. It was found that though India's population growth rate has declined over many years the labor force is still projected to grow by close to 2 percent or some 7 million or more every year over the next few years. Larger portion of the economy and of the population are still rooted in traditional activities and structures. Significant elements such as the cultural, social and political traditions of the country should, of course, be retained and education has a particular role to play in that. But other aspects need be changed if people are to budge away of poverty. Over half of the labor force in the country is still occupied in rural activities. Although there has been a noteworthy movement away but one third of the population is still engaged in agriculture. Over 90 percent of the Indian population is working in the informal sector, much of it at low levels of productivity. For this majority group, access to secondary education and VET is crucial and for most of them secondary education and VET will be the last stage of their formal schooling. An effective school to work evolution for these young people, made possible by higher quality secondary and tertiary education and VET, will improve their employment prospects and lifetime earnings.

(k) Meeting of State Education Ministers on NVEQF Report from MHRD, stated that In India's skill acquirement takes place through two basic structural streams – a small formal one and a large informal one. According to the report about 2.5 million vocational training seats are available in the India whereas 12.8 million persons enter the labour market each year.

(l) Vocational Education in India, Science and Technology: S&T Human Resources, Indranil Biswas,has written , post independence to reform the Indian vocational education system and the list of educational; policies is quite extensive. The Eleventh Plan has taken an initiative to launch a National Skill Development Mission that may bring some changes in 'Skill Development' programmes and initiatives. The Mission will be operative under Prime Minister's National Council on Skill Development *for apex level policy directions, and under the* National Skill Development Coordination Board*, and a* National

Skill Development Corporation/Trust. The State governments will engage some of their Departments/Agencies for constituting a State Skill Development Mission. Some chosen private sectors (mainly twenty high growth sectors), will play an important part as the private arm of the Mission with an outlay of Rs 22,800 crores.It was found that the training courses lacked focus on the changing job market. As a result it was found that the number of students is declining for long term vocational courses, mainly in ITIs. The training policy should be focused on the changing job market in order to attract young people. More autonomy needs to be provided to institutes and they should have market linked infrastructure. For publicly funded training, equity distribution is also a problem. But job creation must be done regionally, not centrally; otherwise it will create regional imbalances of trained manpower.

(m) Chadha, G.K. titled "Human Capital Base of the Indian Labour Market; Identifying Worry Spots", Indian Journal of Labour Economics, states that demand for labour in India is likely to remain far above the ground and robust in the coming years, both domestically and globally. But this would demand skilled and qualified labour. The ability of Indian youth has emerged as a major concern in recent years. Paradoxically, it is not just the - inexpert and amateurish that lack skills but it is also the educated that consistently lie below the required standards. The study focused on the growth and changing structure of the Indian higher education system in the light of the learning profile of the Indian jobseekers, labour market demands and the employability index for India's high-growth sectors on the basis of existing skill gaps and suggests a broad pathway to plug in the gaps and missing links. A more robust demand for personnel in technical and professional services and a better employability index for the same sectors have probably led to skewed growth of the higher education sector. The greater challenge is therefore, to prepare our larger lot of the educated graduates from the general education streams for the emerging skill needs of employable youth.

(n) Rich Singh titled "Education, Skills An Vocational Training and Access to Rural Non-Farm Employment" highlighted Rural transformation as a growth booster taking along the lowest class of social hierarchy through increased employment generation in the non-agriculture sector and thereby reducing stress on agriculture. It is considered essential to reduce pressure of population on land and increase efficiency and income levels and thereby dipping rural poverty. Thus, even when the non-farm activity is a left over it is still helpful to the poor for it works as a safety-net and prevents further inflection of poverty. The gradual conversion of rural employment observed in recent years is a positive development. However, a greater part of the rural human resources is still confined to informal employment or in petty trading as self-employed. Better paying, regular and secure employment in non-farm sector still remains subtle to a large section of rural workers. Individuality such as education, vocational training, age, gender, and land ownership income along with social status of the worker play a key role in shaping the type of employment one is most

(o) National Policy on Skill Development, Ministry of Labour and Employment,Government of India, New Delhi, roads ahead to understand the NSQF as a useful tool among a range of policies, instruments and activities, rather than to see it as a stand-alone policy. Dialogue across sectors is only starting; all stakeholders still have a lot to learn from each other. An update of the National Policy on Skills Development is envisaged in order to voice a coordinated vision of TVET for the future (India-EU Skills Development Project, 2013).

III   CONCLUSION

With the above stated reviews and literatures, it can be concluded that so far many efforts at micro and macro level in relation to vocational education and skill impartment have been taken at state and as well as National level. The statistics are giving a good image of the skill drives in India and also stating that at the policy level and as well as the at the implementation level, initiatives have been taken on a continuum basis to make India as recognizable as Skill India.

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Globalization: The Future of Human Rights

Neha Siddiqui
Asst. Professor, Department of Arts, AISECT University, Bhopal (M.P.) India.

ABSTRACT

Globalization has now become a reality and is here to stay and rule the future economies and lives of people across the globe. The new economic policies that emerged in the wake of liberalized markets have driven the states away from its constitutional mandate of welfare and social justice. Social justice has become the first casualty of globalization. During 18th century imperialism had a physical form. Today the imperialism manifests itself in different guise. That is the international financial institutions exercise control over poorer ones in a more subtle way, through the instrument of economic policies.

I GLOBALIZATION AND THE STATE

The agenda of WTO and TRIPS makes it clear that the multi-lateral agreements concerning global trade under the cover of liberalization, globalization and privatization have relegated the labour laws, environmental standards, vital services like health and education etc to secondary position, thus depriving millions of people in the developing world their genuine human rights. As rightly pointed out by Justice V. R. Krishna Iyer, "In the guise of trade our freedom is being traded, by signing the TRIPS India would be surrendering and succumbing to a hidden agenda in the form of corporate Bill of Rights, to the detriment of economic interest of the country. Today, State is no more the prime actor in the macro- economic policies. The prime actors are World Bank and its other financial allies. These financial institutions are not democratically elected. They are not accountable or responsible to anyone. But their policies affect the futures of two-thirds of human kind.

Economic globalization policies as enforced by the World Bank, IMF and the WTO have far more to do with creating poverty rather than solving it. What we need are organizations biased towards the poor and which address the problem of workers and of human rights. A report by the UNDP 1999 found that inequalities between rich and poor within countries and among countries are quickly expanding and that the global trading and finance system is one of the primary causes.

A close look at the structural adjustment programs driven by the free trade ideology and their impact on the national economies need a close look:
(a) Removal of tariffs – small industries existence will be at peril
(b) Removal of domestic laws – global financiers enter the national market may slow down foreign investment
(c) Elimination of price controls – essential goods like food, water etc, become marketable commodities unchecked increase prices of essential goods.

(d) Imposition of Wage controls – loss of social security support to the labour class.
(e) Reduced role of State in social service sector – introduction of privatization of public which were hitherto extended by the state services.
(f) Enforcement of IPR regime – developing states lack R & D facilities – no mechanism for protection of traditional knowledge from the onslaught of patents.

Agriculture sector is one of the worst hit of globalization. Nearly half of the world population even today lives directly on the land. They emphasize growing staples and a mix of diverse crops and they replant with indigenous seed varieties that their communities have developed over centuries. The period of marketisation has witnessed the dis - empowerment of labour on several dimensions like weakening of trade unions, decline in social security measures etc. The globalization with its allies liberalization and privatization have wider ramifications and repercussions on the social, legal, ethical, cultural and economic lives of the people. The developing nations have not yet fully geared up themselves to meet the challenges thrown out by the open market system.

II THE FUTURE OF HUMAN RIGHTS

The UNDP's Human Development Report 1997 provides evidence of how globalization and the systematic violation of human rights go hand in hand. Its statistics provide gloomy confirmation of the fact that many countries are worse off today than they were one, ten or thirty years ago and that the global distribution of income is the worst it has been for at least three decades. The report indicates that in 1997 thirty developing countries have registered a decline in their human development index, a construction based on life expectancy, literacy and income. And the share of the world's poorest 20 percent in global income is only 1.1 percent down from 2.3 percent in 1960.

The UDHR 1948 is a landmark document passed under the auspices of UN General Assembly which embodies the basic human rights in the field of civil, political, economic, cultural lives of people. This historic document expresses it concern for securing certain human rights which are essential for the progress of people and the development of nations across the globe. The Covenants on Civil and Political Rights and Covenant on Economic Social and Political Rights of 1966 have given legal shape to Human Rights expressed in UDHR.

Every human being irrespective of his race, religion,sex, place of birth etc., is entitled to these rights, whatever are the political ideologies or the economic globalization need a special mention. They are as follows:

(a)   Right to life and liberties
(b)   Freedom from slavery and compulsory labour
(c)   Right to equality before law
(d)   Right to recognition as person
(e)   Right to work
(f)   Right to education
(g)   Right to health
(h)   Right to enjoyment of just and favourable conditions of work
(i)   Right to social security
(j)   Right to culture
(k)   Right to adequate standard of living
(l)   Right to development

III   HUMAN RIGHTS-CHALLANGES

The constitutions of all civilized states have given expressions to these rights in their respective constitutional documents. The aftermath of globalization which induced free market policies has given a set back to the human rights of millions of people living in the developing world, as the new strategies and the structural adjustment programs adopted by the developing nations have been running counter to the interests of the people. For instance,   liberalization of trade meant the least amount of governmental interference as possible.

It is needless to state that, the new economic policies that emerged in the light of liberalized markets have driven the state away from its constitutional mandate of welfare and social justice. Human rights are such fundamental freedoms which are inalienable and inseparable from the human personality and existence that, deprival of the same to the citizens of a nation will make it a weak nation, how so ever strong it may be otherwise. The current state policies which are running in tune with the globalization are showing telling effect on the human rights of the people in many a ways. Following are some of the formidable challenges posed by the globalization to the movement of human rights which need to be addressed effectively:

(a)   The health services
(b)   Education for all
(c)   Environmental protection
(d)   Operations of multinational corporations
(e)   Agricultural sector and the issues of farmers
(f)   Intellectual property rights regime
(g)   Protection to domestic industries
(h)   Disinvestment policies
(i)   Labour and social security
(j)   Consumerism

IV PROTECTION OF HUMAN RIGHTS – THE FUTURE AGENDA FOR ACTION

In a way, globalization posits a challenge to the concept of nation – state. In the changed scenario of liberalization policies, dominating the economies, the state has assumed a new role as a player. However, it should not be lost sight of that, a state has certain constitutional mandates and basic duty to protect the democratic fabric in which the constitutionally guaranteed fundamental rights and the schemes of socio-economic justice will not be subservient to the international or external forces. As long as the few rich industrialized countries decide and dictate exclusively all matters relating to global trade and commerce, fiscal and monetary transactions which are also of vital concern to the rest of the world representing $3/4^{th}$ of the world population, globalization would amount to the hegemony and domination of a few over the rest of the world. Such a global system, where prosperity of few depends on exploitation of the many, amounts to the very negation of the concept of universal human rights.

It should not be forgotten that WTO is about negotiation in international trade, it is not a unilateral character of demands. The developing nations should, accordingly enter into strategic alliances and work out the policies to suit their own domestic markets. For most people globalization is an emotionally charged word. To its critics it is the unwelcome face of capitalism, a process by which the rich countries subjugate the poorer economies and then a return of colonialism. Economic globalization policies, as enforced by the World Bank, IMF and the WTO have far more to do with creating poverty rather than solving it. What we need are organizations biased towards the poor and which address the problems of workers and of human rights. In this direction following suggestions are made:
(a) A multilateral agreement against hunger should be included, assuring the right to food for the people, which is a basic human right.

(b) Strict legal controls should be imposed on MNCs

(c) Real investment should be promoted and financial speculations should be minimized.

(d) There should not be any imposition of wage controls.

(e) Privatization of crucial service sectors like education, health, etc should be discouraged.

(f) There should not be any compromise on the social security schemes, which are the back bone for the teeming millions of work force

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Information Science: A Service Science Field with its Existing and Emerging Stakeholders- Techno-Educational Perspective

P K Pau1[1], A Bhuimali[2], D Chatterjee[3]

[1]FBAS, IIEST, Shibpur- An Institute of National Importance, Howrah (West Bengal) India.
[2]VC, Raiganj University, Raiganj (West Bengal) India.
[3]Pro VC, Seacom Skills University, Bolpur (West Bengal) India.

ABSTRACT

Information Science is an Interdisciplinary domain responsible for several information and technological activities. Information Science is a broader field dedicated to the academic activities along with information and technological job. Fundamentally information science is responsible for several jobs like collection, selection, processing, organization, management and dissemination. These are the internal and core job of information science. However it is today majorly responsible for some other activities like information system analysis, designing and development, it has several stakeholders out of which information, computing, technology, users are considered as most valuable. This paper is talks about information science; emphasizing its application and utilization in today's age. The stakeholder gradients in information science are increasing day by day. This paper is about information and its value also.

Keywords:-*Information Science, Information, Information Management, Development, Stakeholders, Knowledge, Information Transfer Cycle, Community Development, Information and Knowledge Society, Knowledge Economy*

I INTRODUCTION

Information Science is a domain for Information Management and Knowledge Engineering. It act as several activities related to Information and Technology like-Information Networks building, Designing and Development of Information Systems, Building data and digital repositories, preparing complete information transfer cycle and healthy information channel is also an important task of information science. Information Science or IS actually an interdisciplinary domain incorporated with so many subjects like Computer Science, Information Technology, Cognitive Science, Psychological Studies, Management and decision science and so on. The largest stakeholders of Information Science are Information [Information Studies], Technology [Mechanical Engineering, Electronics and Communication Engineering], Computing [Computer Science, Information Technology, Information and Communication Technology], and User [common people, students, office workers, academician and others]. The main workplace of information science is includes Information foundations and which includes information centers, information networks, information systems, libraries and CIC, documentation centers, publishing houses, data grid and centers. Information Science is helpful for several development activities through its stakeholders.

II OBJECTIVES

The main aim and objective of this study is includes:-

(a) To learn information science and its basic nature;
(b) To find out the origin of Information Science and its related domain;
(c) To find out main stakeholders of information science and their role in information infrastructure building;
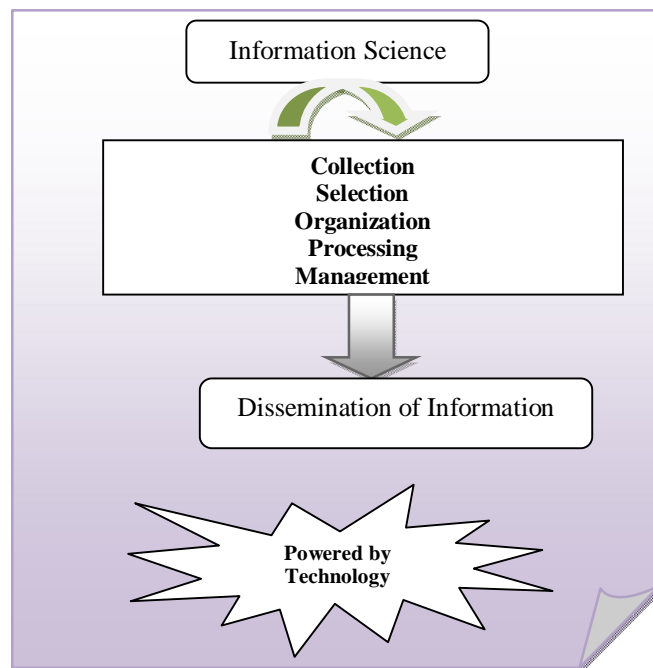(d) To learn basic on information science and its emerging trend and side by side role as a contemporary tool.

Fig: 1: Depicted basics of Information Science and its backbone

III INFORMATION SCIENCE: FUNDAMENTALS

Information Science is an interdisciplinary domain dedicated to study information; including its behaviors and nature. Information science is basically engaged in information activities like collection, selection, organization, processing, and dissemination. We know that information is most vital source and required for each and every type of institutions whether it is commercial, educational, political, communication.

Information science is an interdisciplinary domain incorporated with so many other domain related or connected with information and technology or helps in better information science practice. These subjects are including:-

(a) Computer Science;
(b) Information Technology;
(c) Management Science;
(d) Psychological and Cognitive Science and others.

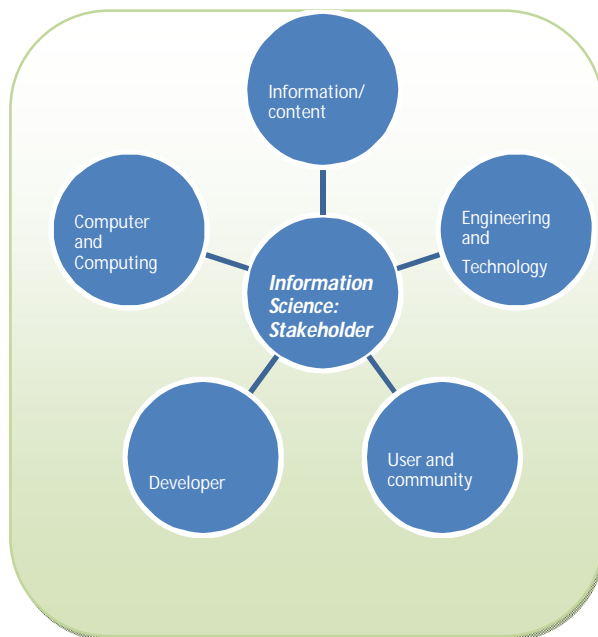Virtually the allied subjects are mainly helps to prepare better information designing and development.

Fig: 2 showing main facets of Information Science

IV INFORMATION SCIENCE: ORIGIN

Finding out the actual origin of information science is controversial matter and many experts express different thought on various points. Some people think that it is actually wider area of library science and some computing expert claim that it is actually applied domain of computer science. Though, it is actually originated as information field and growing and integrated with other domains which are helpful for healthy information practice. Information science today integrates with several science and engineering domain.
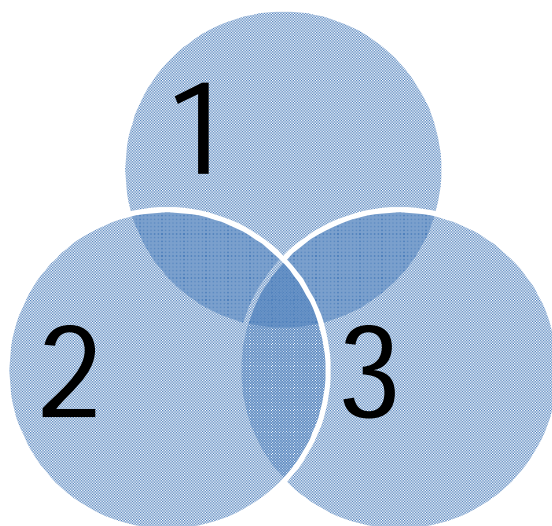
V INFORMATION SCIENCE: STAKEHOLDERS

The stakeholder of information science may be classified as follows:-

(a) **Information, Knowledge and Resources: -** It is the most valuable facet or entities of information science as all about information and knowledge. The main material in information science is information or knowledge. All the enterprises need information and similar facet and information science is actually responsible for better information processing, management and side by side dissemination;

(b) **Technologies like-** Electrical engineering, Mechanical Engineering, Communication Engineering: - It in information science is actually the technological and engineering tools and subject which promote better information transparency and make intelligent information systems. These tools are artificial intelligence, expert systems; which are useful in knowledge organization, selective dissemination of information, current awareness services, Enterprise Resource Planning, Business Intelligence, Information Analysis and so on; *Electrical and Electronics Sciences* is responsible for better information activities, which includes designing and development of Green Energy, efficient information entities like information centers, information networks, knowledge grids and whole information infrastructure. While **Communication Technologies** needed for healthy communication between information entities or information centers to information networks or within similar foundation. It is also involves in tele conferencing, virtual reality, virtual community and so on. Better information transparency, information channels are also possible with robust Communication Engineering applications;

(c) **Computing-** which includes Database Management, Networking, Multimedia, Human Computer Interaction, Cloud Computing and so on: - It is the second largest facet or stakeholder of information science. Now a day for each and every task depends on computing and similar devices. These devices are *Database Technologies* [which is requires foe better data management and dissemination], *Data Mining* [which is helpful for finding required and unknown or hidden data at a time or when required], *Information Retrieval Systems* is required for preparation of a healthy and sophisticated

information system based on healthy recall and precision. *Networking* is needed for in house communication, *Cloud Computing* is required for saving money, time and extra devices and it is actually able to make a virtual world with online hardware and application packages; *ERP and Decision Support Systems* is helpful for information science's organizational client for their easy and quick decision and repost generation. *Multimedia Systems* are also helpful for better information practice and beautiful multimedia information systems building; which is applied both in information foundation and organization to display various statistics with information science. Similarly *Human Computer Interaction* is helpful tool for healthy information and community or people interaction. Here use of **Usability Engineering** is also helpful tool;

(d) **Users-** which includes general and common mass and specific users. Now let us discuss these stakeholders one by one: - Users are the third largest stakeholder of information science, responsible for utilization or use of information. General people always use information thus they are the largest group. Organizations, enterprises are the second information users. Information foundations are also a healthy and important user.

(e) **Management** is another tool which is needed for better information management and healthy utilization of information and simultaneously technologies;

1- Information, 2- Technology, 3- Users

Fig: 3- Depicted the role of Information Science as Information-Technology- Community interaction

VI INFORMATION SCIENCE AND INCREASING COMMUNITY

Virtually Information Science and its stakeholder are emerging day by day. Technologies like Cloud Computing, Green Computing, Usability Engineering and Human Computer Interaction, Intelligent Informatics are the latest name in Information Science.

Similarly, earlier Information Science was mainly restricted in Information foundations like information centers, libraries, Information and documentation centers, digital repositories, Information Analysis and Consolidation and so on. But today Information Science is using all most all the areas of society, whether Governmental house, political section, Communication Department and so on. Practically in all most all these department a separate Informatics unit has been established for better promotion of the concerned unit.

VII FINDINGS

(a) Information Science is an Applied Science field with humanities and social science touch;

(b) It includes Applied Science, Engineering, humanities, management; that means all most all the division of knowledge;

(c) Still more fields may exist where proper information utilization is possible;

(d) Correct Information Science practice brings healthy Information literacy and digital literacy.

VIII SUGGESTION

(a) Information Science programme need to be initiated in universities and higher educational institutes foe better information transparency;

(b) It helps in removing digital divide and information divide;

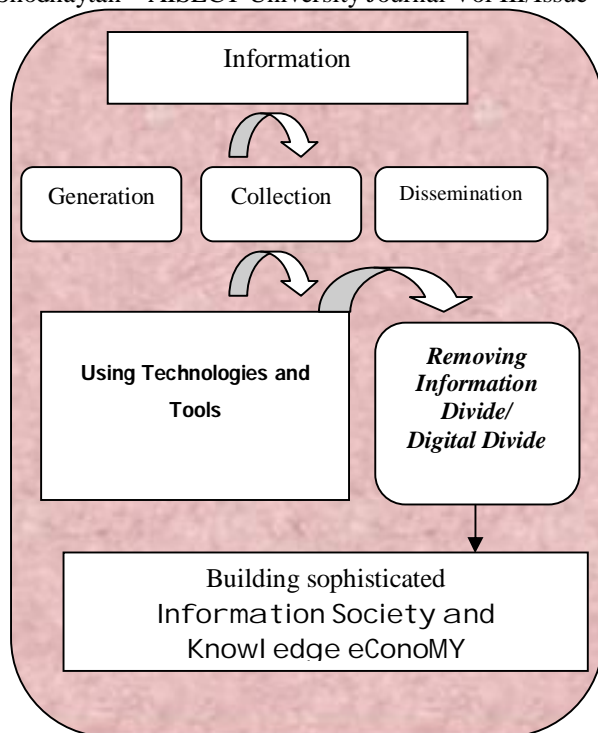(c) Knowledge workers need to attach with current need of information science for better information practice.

Fig: 4- representing how Information playing as important stakeholder of Societal development and the ultimate source as Information Science

IX CONCLUSION

Ultimately Information is consider as most vital tool foe development and require for the entire sector; be it education, institutions, governance, political parties. Thus healthy Information Science promotes better information repositories and keep oxygen of all most all profit making and nonprofit making organization and for keeping common people information and to move our society as Information Society.

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Positioning Chhattisgarh State as a Tourist Destination

Prem Shankar Dwivedi[1], Dr. Kausthubh Jain[2]
[1]Research Scholar (Management) AISECT University, Bhopal (M.P.) India.
[2]H.O.D.(Commerce) AISECT University, Bhopal (M.P.) India.

ABSTRACT

Even though the true potential of the tourism sector not only as a revenue generator to the country but also as a major employment generator , has been recognized by different sections of the society ,the necessary measures to remedy this situation fall short of expectation. The scenario can be remedied by initiating certain measures. Creating a better infrastructure, communicating right information, utilization of existing resources and creating a secure environment are expected from the government. Developing a sense of responsibility to behave nice with tourists and encourage them to revisit the rich cultural heritage is crucial. The importance of tourism though being realized by various states has still not created the will that can really make them realize the potential. Chhattisgarh state in the central part of India is one such state that can do a lot with its tourism potential but still it is lagging behind. The present study has been carried out to underscore what the state's potential in tourism sector and how to enable it to achieve it.

Key Words: Tourism Industry, Positioning, Chhattisgarh, Heritage, Emerging Economies

I INTRODUCTION

Travel is today developing as one of the world's largest industries according to the World Travel and Tourism Council. It has been estimated that travel & tourism generated us $ 7.6 trillion (10 % of global GDP) and 227 million jobs (1 in 11 jobs) for the global economy in 2014. Recent years have seen travel & tourism growing at a faster rate than both the wider economy and other significant sectors such as automotive, financial services and health care. Last year was no exception. International tourist arrivals also surged, reaching nearly 1.14 billion and visitor spending more than matched that growth. Visitors from emerging economies now represent a 46 % share of these international arrivals (up from 38 % in 2000), proving the growth and the increased opportunities for travel from those in these new markets.

About 22.57 million tourists arrived in India in 2014, compared to 19.95 million in 2013. This ranks India as the 38th country in the world in terms of foreign tourist arrivals. Domestic tourist visits to all states and union Territories numbered 1,036.35 million in 2012, an increase of 16.5 % from 2011. In 2014, Tamil Nadu, Maharashtra, and Uttar Pradesh were the most popular states for tourists. Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. The travel and tourism competitiveness index (TTCI) 2013 of The World Economic Forum has ranked India 65th out of 140 countries covered in its study to rank countries on travel and tourism competitiveness. In the 2011 study India's rank was 68, thus indicating an improvement by three places. India is ranked 11th in the Asia-Pacific region. Among India's neighbors, Shri Lanka comes closest with the 74th place while Nepal (112), Pakistan (122) and Bangladesh (123) have a long way to catch up with their giant neighbor.

Though these are encouraging signals about the Indian tourism sector, there is another side to this story. There is a huge gap between the untapped potential and the reality. If we make a comparison with our Asian neighbors, we will find significantly larger volume of international visitors in these small countries such as Singapore, Thailand and Malaysia. .. Further even neighboring China has a share of 4.3% of world tourism's earnings, India with a comparable diverse culture and heritage has a share of only 0.89% in world tourism's earnings. This discernible difference and the huge untapped potential provide opportunities to both the government and other stake holders of the tourism industry. This less return of true tourism potential is often attributed to a lack of promotion of its tourism destinations.

Tourism has been a neglected area hitherto in our country. Of late, though the government has identified the revenue earning potential of tourism as an industry and has stated giving some real improvements. The 'Atithi Devo Bhav' campaign of Ministry of Tourism is slowly but surely picking up, yet lot has to be done. Against this back drop the present study aims to carry out a strength analysis of Chhattisgarh, one of the newer states of the country which has potential but it is not able to capitalize on that.

II LITERATURE REVIEW OBJECTIVES & METHODOLOGY

(a) Literature Review
The British Tourist Authority's definition of Tourism, "a stay of one or more nights away from home for holidays, visitors to friend or relatives, business conferences or any other purpose except such things as boarding education or semi-permanent employment."

According to UNWTO, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

"The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." According to Mathieson and Wall.

(b) Objectives of the Study

This research paper tries to explain the different ways as how this state can be positioned as tourist destination and how this will ultimately benefit the employment generation and growth of different related sectors and sub-sectors. This paper also tries to aim at the strengths and opportunities this state of Chhattisgarh is blessed with. Thus the study aims to explain the following objectives:

  (i) To study the potential of the state in positioning it as tourist destination.
  (ii) To study the attributes to differentiate the state to make the best use of its limited resources.
  (iii) The study aims to know the benefit of tourism to its stakeholders and to the population of this state as a whole.
  (iv) The research paper also focus on importance of tourism infrastructure so as to preserve handicraft, folk arts and culture of the state and thereby attract more tourists.

(c) Research Methodology:

An exploratory research design and a qualitative research approach have been undertaken in this research study. Secondary data were collected from books and the internet along with personal observations. The study attempts to explain the contribution of positioning of Chhattisgarh as tourist destination.

III ABOUT THE STATE OF CHATTISGARH

On 1st November 2000, the Chhattisgarh state was formed by carving out 16 Chhattisgarhi speaking south-eastern districts of Madhya Pradesh. Today the state has 27 districts and its capital is Raipur. This new state has large stretches of forest and greenery. In fact in a way the division of Madhya Pradesh has worked to the advantage of Chhattisgarh as the area under this state is blessed with huge natural resources.

With the formation of the new state, tourism potential of the state can be exploited to the hilt. 'Beauty' as is popularly said is in the beholders eye", and is largely perceived and suggestive. One of the world's most

famous waterfalls is Niagara Falls and it is only around 175 feet high. Compare this with world's highest cascade; Venezuela's Angel falls at 3200 feet or even our own Indian one, The Jog falls of Karnataka at 830 feet. This is what marketing does. And this is what the state needs to do – aggressive marketing.

IV TOURISM POTENTIAL OF THE STATE

The state has a tremendous potential for tourism. Its tourism strength lies in several areas such as Eco-tourism, Pilgrim tourism, Business tourism, Culture and ethno-tourism, Culture heritage and village tourism etc. Chhattisgarh has three national parks and 11 wildlife sanctuaries which can be positioned as national and international tourist destination. This forest area is full of greenery and beauty of nature which can be a boon to the people who want to relax and get away from their tension.

There are places of religious importance which can be developed as pilgrim tourism. Places like Rajim, Champaranya, Dongargarh, Shivrinarayan, Girodhpuri, Dantewada, Ratanpur, Sirpur and others are popular and main destination for pilgrim tourism. This state shares its historical background with the religious faith of Ramayan period. Places like Balmiki Ashram, shivrinarayan and many other are still there with a lot of potential.

Manpat which is in the northern part of the state is also a very promising tourist destination which is one of the most beautiful tourist spot. Apart from this Dussehra of Jagdalpur(southern part of Chhattisgarh) is also very important festival which is already very popular but still has a lot more to do to popularize it in a better way.

Tribal culture and villages of the state can also be the part of tourist attractions if explored in a way that makes people to feel different. It can make people to relax and show them the beauty and simplicity of the tribal's culture of Chhattisgarh. Today there is cut-throat competition in the market. Life is very busy and hectic in such a chaos and disturbance of urban part of our country if people get an environment which is away from all these and which lives as the creation of nature.

The state thus has the potential to attract tourists of every hue and color. The only requirement is to market its tourism potential aggressively. An analysis of the tourism potential of the state is carried out in the ongoing lines to present a clear picture.

Chhattisgarh has the potential to become a very popular tourism destination given the various tourist attractions it can offer. In fact there is something for every kind of tourism in the state – right from

pilgrimage to eco-tourism. Chhattisgarh has places which are famous pilgrimage sites. Its tourism strength lies in several areas such as Eco-tourism, Pilgrim tourism, Business tourism, Culture and ethno-tourism, Culture heritage and village tourism etc.

(a) **Eco-tourism:** This state is fortunate to have 12% share of India's forests, three national parks and 11 wildlife sanctuaries. The national parks are the major attraction of Chhattisgarh. It has several modern attractions in protected areas such as Kanger Valley national parks, Barnwaparan, Seetanadi, Udyanti and Achanakmar sanctuaries which has now become home for the wild buffalos and even more endangered Hill Myna are the state animal and state bird respectively.

(b) **Pilgrim tourism:** The state encourages development of pilgrimage centers. Rajim, Champaranya, Dongargarh, Shivrinarayan, Girodhpuri, Dantewada, Ratanpur, Sirpur and others are popular and main destination for pilgrim tourism.

(c) **Business tourism and Travel Tourism:** Chhattisgarh encourages investments in establishment of business -cum- recreation centers to cater to the needs of business tourists with higher purchasing power, facilities, such as hotels, entertainment and amusement parks, multiplexes, health, spas, shopping malls and Gulf courses are being encouraged.

(d) **Culture and ethno-tourism:** Chhattisgarh is very rich in its culture, traditions and festivals. Now it has identified and is developing ethnic villages and private sector is encouraged for proper maintenance and professional site management of important heritage site / monuments.

(e) **Culture heritage and village tourism:** state will identify and develop heritage properties i.e. old palaces, Havellies etc. as places of tourist interest. These will be integrated with the eco – tourism circuits. Bhoramdeo, Rajim, Sirpur, Tala, Malhar, Shivrinarayan, Rock paintings of Raigarh, Ramgarh, Tumhan, Barsur and Kharod will be promoted as prime heritage sites. Festivals like Dusshera of Bastar, Madai of Narayanpur and Dantewada, Ramoram mela of Sukama, Bhoramdeo, Khairagarh and Chkradhar samaroh of Raigarh will also be promoted.

The state thus has the potential to attract tourists of every hue and color. The only requirement is to market its tourism potential aggressively. An analysis of the tourism potential of the state is carried out in the ongoing lines to present a clear picture.

V   TOURISM IN CHHATTISGARH- AN OVERVIEW

Tourism in Chhattisgarh can be a major source of revenue and economic sustenance for not only the country but various states too. Particularly the ones that enjoy bounty of the nature, Kerala and Himachal Pradesh have already done it. States like West Bengal are aiming at it.

Given the number of beautiful tourist spots that the state has, if the Chhattisgarh government takes proper steps tourism can be developed into a major revenue earner for the state's kitty, creating income generation opportunities in primary, secondary and tertiary sectors.

It may be pointed out that in a very short duration after the formation of the state, the government of Chhattisgarh analyzed the potential for developing the state and took some concrete steps to promote and develop tourism in the state. It had announced a forward- looking tourism policy, which clearly recognizes the strengths and weaknesses and potential of tourism in the state. This tourism policy is not only a policy statement but is an attempt to analyze the tourism potential and strengths of Chhattisgarh along with the weakness and challenges.

The strengths and assets of Chhattisgarh clearly are pilgrimage, cultural tourism, heritage, eco-tourism, adventure tourism and wellness.

The challenges are the augmentation of infrastructure facilities with particular focus on improving air, rail and road connectivity and development of new tourist destinations, enhanced private sector participation, an aggressive and well planed publicity and marketing strategy , a more action oriented tourism administration and management, year round tourism and the more active participation of local host communities.

In order to ensure planned development and growth a master plan approach needs to be adopted. Though the state government initiates several steps to improve the air, rail and road connectivity a lot still needs to be done. Air connectivity of the state is poor and Raipur is the only city having an airport that connects to some states and cities of the countries.

VI ISSUES AND ACTION NEEDED

True, the state government has realized that tourism can be a major revenue earner for the state. But a lot needs to be done. What is required is to get the basics right first. Specifics can follow. Moreover, once the basics are taken care of the strategies for promoting tourism at various sites can be dealt on case to case basis. The tourism product is different from other

products. A tourism product is the combination of tourism services and offerings being provided by the different constituents of the tourism industry. The landscape, lush greenery, wildlife adventure, stay in hotel, traveling, festival, tradition and culture of the destination etc. constitute the invisible and intangible structure of the tourism product. These must be identified and properly classified.

(a) Important issues as regard to tourisms
   (i)   Understanding the tourist needs, wants, tastes and attitude,
   (ii) Achieving sustainable growth in tourist arrivals,
   (iii) Increasing tourist traffic during lean seasons,
   (iv) Attempting to increase the length of stay of the tourist,
   (v)   Dispersing tourist to new destinations and ,
   (vi) Enhancing image and popularity, etc of tourism destinations.

(b) Major Areas Where Action is Required
So, what are the hurdles that need to be done to be overcome for promoting tourism in Chhattisgarh? First of all tourism in Chhattisgarh has not yet received the focus of a state activity. Tourism development In Chhattisgarh is also affected by the fact that awareness and sensitivity about the potential of tourism has not percolated to all sections of the society. Following ground realities should be kept in mind about the state-
   (i)   Inadequate and poor quality of infrastructure,
   (ii)   Carrying capacity by air, road, and railways,
   (iii) Clean and comfortable lodging facilities at reasonable prices,
   (iv)   Trained guides and tourist amenities of international standard,
   (v)   Adequate entry points,
   (vi)   Positive image building abroad,
   (vii) The need to preserve the heritage and natural resources,
   (viii) Safe and secure tourism.

Now keeping these ground realities in mind, what should be the action plan for Chhattisgarh? The future action programme should revolve around creating adequate infrastructure of international standard to make arrivals easy and a pleasurable experience.

VII CONCLUSION

In little over a decade, India has become one of the significant emerging economies. Its economy is growing at over 7 percent a year, making it the fastest growing free-market democracy. Indian industry is ticking along at double digits, while service sector continues to lead the overall growth surge. It is tourism, however which has recorded the highest levels of growth – more than 15 percent per annum over the a few years.

It is now recognized that India's economic growth has to be employment driven and blend with social equity. Tourism has the capacity to capitalize on the country's success in the services sector and provide sustainable economic growth over the long term. It can stimulate most economic sectors through backward and forward linkages and cross- sectoral synergies. A recent study by National Council for Applied Economic Research reveals that tourism's contribution towards GDP (both direct and indirect) is 5.9 percent and towards employment (both direct and indirect) 8.78 percent. Opening up of the skies and a successful branding and positing campaign 'Incredible India' have driven the growth of tourism in India. Air transport is a driver of economic development. The economic stimuli of airlines, airports and direct affiliates beyond their direct impact can be expressed using output and employment multipliers. The states too need to pick up their cues.

The state needs to be positioned properly and in this endeavor the support of travel agents, tour operators, travel writers, representatives of travel and hospitality industry association, experts in the tourists and cultural sectors, diplomats, journalists and other opinion leaders is crucial. Effective positioning depends on a number of factors that together determine the attractiveness of the tourist destination. Positioning must promise the benefit the customer will receive, create the expectation and offer a solution to the customer's problem. In the light of above, Chhattisgarh state needs to market tourism in right earnest in order to exploit the potential that present. There is need for careful, systematic and long term perspective.

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Online Shopping V/S. Offline Shopping: An Analysis of Consumer Buying Preferences

Sameer Sood[1], Aditya Upadhyay[2], Rajdeep Singh Khanuja[3]

[1,2,3] FMS Department, NIFT, Bhopal (M.P.) India.

ABSTRACT

Recent advancements in technology have facilitated e-commerce around the globe. The online medium of e-commerce has provided and will continue to provide great opportunities for consumers and business. Research has shown growth in the interest of consumer in online shopping from 40% in the year 2012 to 78% in the year 2014 in the online shopping behaviour. Online shopping is now-a-days preferred because of better prices they offer, the convenience they provide because of shopping on our leisure, variety of products offered at one place, fewer traps as in the traditional shopping where the salesperson try to lure the customer to buy the product but in online shopping they'll lure the customers with offers but not pressurize them. Lastly customers privacy is valued in online shopping which is difficult in shopping offline. It is yet to be fully understood what more factors influence online shopping decision process. The Traditional shopping also has its pros like the feel-and-touch the products, face to face interaction with the salesperson, trying out of your outfit before buying and many other reasons to shop offline. The objective of this study is to provide an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to decide to buy online. The approach is used to find out what is different product a consumer buys and what is the most preferred and searched one. The research will also investigate the sources that attract consumer to prefer shopping online. The results also indicate that those attracted to purchase online perceive significantly lower channel risk, search effort, evaluation effort, and waiting (delivery) time online than offline and express significantly higher price search intentions online than offline. Although consumers attracted to offline channels also perceive lower search cost and higher price search intentions online than offline, their perceived online search effort and price search intentions are significantly lower than those attracted to online channels It also suggests that demographics might not be effective bases for market segmentation. This study attempts to provide an exhaustive review on consumer behaviour of shopping online v/s offline.

Keywords: Online shopping, Offline shopping, Decision Process, Online Channels.

I INTRODUCTION

Online shopping is a form of electronic or e-commerce which allows consumers or buyers to directly purchase goods or services from a seller over the internet using a web browser. Online shopping can be called as e-shop, internet shop, online store and virtual store. The 21st century in India has witnessed for enormous increase in the number of online shoppers. The trend is common in western countries. But, in India with the advancement of Information Technology (IT) the growth of online shopping has immensely raised.

The concept of "teleshopping" was first introduced by Michael Aldrich in 1979 and in 1995 Amazon.com has launched its online shopping sites and later in the same year eBay also opened up its online shopping websites, which is the first online action website. Whereas, Traditional or Offline shopping can be traced back to the ancient Greece where the agora served as a marketplace where merchants kept stalls or shops to sell their goods. The modern phenomenon of shopping is closely linked to the emergence of the consumer society in the 18th century as rising prosperity and social mobility increased the number of people with disposable income for consumption

Inarguably, online and offline channels present different shopping experiences even when the same products are purchased. Instead of interacting with employees in a physical space, consumers interact in a virtual environment through the website interface. Additionally, the Internet is praised for its capabilities to provide interactivity (chat, e-mail), personalized experiences (registration, user input, personalization), multimedia (Flash animations, movies), shopping tools (virtual sales assistant, search engine, order tracking), community (virtual communities, consumer reviews), increased product selection and information

Next, due to its in-home shopping characteristics online shopping is generally perceived to be more risky and, consequently, trust and risk play a more prominent role online. Not surprisingly, researchers have addressed that existing concepts, such as service quality or retail quality, may be inadequate to fully capture online shopping experiences.

II ONLINE BUYING BEHAVIOUR

Online buying behaviour also called online shopping behaviour and Internet shopping/buying behaviour refers to the process of purchasing products or services via the Internet. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information.

However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumers' psychological state in terms of making purchases on the Internet.

The e-stores are frequently visited by the Indian shoppers. Indian customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. But the statistics available has shown that Indian market is still not a fully developed market for e-tail stores. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the biggest services used by Indian Online shoppers.

III E-DEMAND

Internet users in India are increasing rapidly and along with that e-commerce market in India is also increasing. Current e-commerce revenue is around 10 billion US$ and markets is expected that by 2024 it will become 125 US$ billion. This segment focuses on the most products sold on Internet. They are categorised as: Travel e-commerce and Retail e-commerce. India's travel and tourism are second fastest growing travel and tourism industry in the world. In 2013 it grows by 18% and reach 23 3 billion US$ and 27% of this (8.8 billion), is contributed by online travel market. 75% of total Indian e-commerce industry, business is contributed by the travel related e-commerce industry. The main businesses are: Online air ticket booking, online train ticket booking, online bus ticket booking, online hotel booking, online tour package booking and online movie booking.

Electronic goods, apparels and books are the most sold product category in Indian e-commerce industry. Among the sub categories apparels are the fastest growing retail market, which contributes more than 13.4 % of total e-retail market. Comparison shopping, which compares the price of goods and services grows faster than all other e-trading category. Consumer goods, sports/outdoor products and retail food sub categories have also shown early growth signs. According to e-tailing sites like Flipkart, Snapdeal, etc. Mobiles phones and related accessories are the highest selling items.

IV PAYMENT MEDIUM

E-Shoppers need to make payment for the purchases made. There are many modes of payment and there are many new payment medium are introduced. Looking back to the existing methods of payment, the most widely used by the consumer is Cash on Delivery (COD). Studies have shown, nearly a half of online shoppers prefer the cash on delivery mode of payment because of lower risk of default. Others medium include, payment through Plastic money i.e., Debit & Credit card.21 per cent prefer payment through debit card and 16 per cent via credit card. The other modes of payment include internet banking (10 per cent) and other payment modes viz. prepaid cash cards, mobile wallets etc. (8 per cent).

V GEOGRAPHICAL INFLUENCE

Geographic distribution of shopping opportunities in the city or area where a person lives may play a significant role in shaping that person's e-shopping behaviour. Living in areas with more local shopping opportunities and better spatial access to them, for instance, may make e-shopping less advantageous when compared with living in areas with fewer local shopping opportunities or poorer access to them. This may render the adoption of e-shopping less urgent or unnecessary. The geographic context of people's residential areas, especially the spatial distribution of shopping opportunities and the accessibility of these opportunities from people's home locations, may thus have a significant impact on people's e-shopping behaviour. Studies have hypothesized and observed that people who live in areas with low accessibility to local shops are more likely to adopt e-shopping as the Internet could save them the time and travel required to undertake shopping tasks in the physical world.

VI SHOPPING PATTERN

The shopping patterns vary from customer to customer. Purchases are either made on weekly, monthly or once in a year by an E-shopper. Shopping styles are situation-specific or constantly changing. A consumer may make an unplanned purchase because something in the store, such as a point of purchase display, triggers a reminder that they need something. Unplanned purchases are usually made because of a need. An impulsive purchase is made spontaneously and usually without regard to costs or negative consequences.

They are usually motivated by the need for immediate self-gratification. This could be because of promotional offers or discounts which cause the consumer to think the products are on sale, when they may not be, and lowers their ability to think about the consequences.

In India, the e-commerce business industry is vast. The popularity of local e-commerce sites is also increasing in comparison to global e-commerce sites like Amazon, e-bay, etc. but the performance is remarkable. The following table gives a glimpse of the top ten trending E-commerce sites of 2015.

Table 1
Details of popular sites- (Source ANBLIC)

RANKING	WEBSITE	SERVICES OFFERED
1	Amazon	Most reputed name in the world of online shopping for products like e-books, electronics and others items.
2	Flipkart	Mega online store which offers wide range of products including clothes, books and Electronics.
3	Rediff Shopping	It is a one-stop solution that retails everything – from daily-needed objects to exclusive apparels manufactured by top international brands.
2	E-bay India	Has unique business concept where a seller can sell the product directly to buyer.
4	Jabong	Has been a front runner in online shopping websites in India and offer attractive discounts, promotional and deals for Indian customers on many fashion, home decor and lifestyle variants.
5	Yepme	Dealing with brands that specialize in manufacturing accessories like sunglasses, leather belts, fashionable shoes, etc.
6	Myntra	It retails many famous national and international brands like Puma, Adidas, John miller, Lotto and many more.
7	Snapdeal	It is online marketing and shopping company which has existence in more than 400 cities in India.
8	Nykka	With 300 curated, well priced and 100% genuine brands and 15,000 products, Nykaa prides itself for offering a comprehensive selection of makeup, skincare, hair care, fragrances, bath and body, luxury and wellness products for women and men.
9	Shopclues	An online mega store recorded highest growth in year 2012 and Alexa ranked 1000 in mid of August -13
10	HomeShop18	It is an online shopping website and retail distribution network company.

This study will try to cover all the aspect from the point of view of the consumer and will try to minimize the gap and provide close analysis of the topic.

VII LITERATURE REVIEW

Consumer behaviour has changed radically over a period of time These days, it is becoming increasingly difficult to browse a newspaper, magazine, or business technology news segment on television without seeing some reference to the Internet, and the new information services available on it that offer some sort of access to "cyberspace" or "the information superhighway". Online

shopping continues to outpace growth in traditional retail. Many past searches have revealed both the medium are no less than the other, it basically depends on the consumer.

Kwak et al., (2002); Miyazaki and Fernandez, (2001), suggested that variables like, demographics and personality variables such as opinion leadership or risk aversiveness are very important factors that are considered is trying to determine the hypothetical proposition of Internet purchases. Risk taking propensity is also a powerful factor. The risk taking tendency of E-shoppers is high. Consumers with concerns like high levels of privacy and security have lower purchasing power in online markets but they

balance out this by their quest for making use of the information advantage of the environment.

Underhill, (2004), believes that the fact consumer's cannot see and feel the merchandise will hinder the internet. He also agrees that some consumers still like visiting and enjoying browsing books in a bookstore, with the hope that something else may catch their eye and therefore another purchase is made.

Aron M. Levin, Irwin P. Levin and Joshua A. Weller, (2005), for the study, they took two samples of size 199 which was used from a large mid-western American university and an online survey panel. They found that the preferences for shopping online or offline differ across various products, consumers, and stages of the shopping experience. Online shopping was preferred more when attributes such as large selection and shopping quickly were predominant. Whereas, when attributes such as personal service and ability to see-touch-handle the product were predominant, offline shopping was preferred.

Journal on Online Shopping Acceptance Model (OSAM), Lina Zhou, Liwei Dai and Dongsong Zhang, (2007), conducted an extensive survey to explain consumer acceptance of online shopping by model called OSAM (Online Shopping Acceptance Model). The study focused on consumer factors in online shopping research, there are other system-product/service-, and vendor-related factors that could be important predictors of consumer acceptance of online shopping. In addition, trust is a complex construct that has been widely studied in online shopping acceptance research

Portas, (2011), founded that the scale of the internet has pushed shopping boundaries, and although evidence demonstrates the high street will never be able to compete with prices, highlighting consumers are always money conscious, and the range of inventory held by warehouses such as Amazon; evidence suggests there are many ways the high street can improve; focusing on experience, costumer knowledge and specialism.

Koen Pauwelset.al., (2011), found that the product category and customer segment has a great influence on the offline revenue of the informational website. The lower online search costs were especially beneficial for sensory products and for customers distant from the store. In contrast, customers in a particular segment reduce their shopping trips, suggesting their online actions partially substitute for experiential shopping in the physical store

Yaqbin Lu (2011) focused on psychology of customers to transfer their usage from the offline to the online channel that offer similar services. The study revealed that innovativeness in new technology and relative benefit had positive effects on users' intention to transfer usage. Moreover, the findings of the study also indicated that internet experience moderates the relationship between relative benefit and consumers' intention to transfer usage from offline to online services.

Journal on Online v/s Offline competition, Ethan Lieber and Chad Syverson, (2011), focusing on the emergence of online channels in a market can bring substantial changes to the market's economic fundamentals and, through these changes, affect outcomes at both the market level and for individual firms. The potential for such shifts has implications in turn for firms' competitive strategies. Incumbent offline sellers and new pure-play online entrants alike must account for the many ways a market's offline and online channels interact when making pricing, investment, entry, and other critical decisions. Online channels have yet to fully establish themselves in some markets and, in those where they have been developed, are typically growing faster than bricks-and-mortar channels.

VIII RESEARCH METHODOLOGY

(a) **Research Objectives**

   (i) To understand the underlying concepts behind online and offline consumer buying behaviour.
   (ii) To study the preferences of a consumer with respect to shopping 'online' and 'offline'.
   (iii) To study the consumer preference towards combination of 'online' and 'offline' shopping modes.

(b) **Research Design**

The present research being 'conclusive' in nature follows 'Descriptive Research Design'. Being a descriptive research, quantifiable information is collected and is subsequently used for statistical inferences on target audience through data analysis.

(c) **Sampling**

The sample size of 100 respondents is taken so as to get the desired and reliable result. The sample is selected from the 'Traditional Shoppers' of the Northern Region. "Judgmental Sampling Technique' has been used as a Non-Probability Sampling Method in the present study

(d) Collection of Data

The study involves collection of vital information by both 'Primary' & 'Secondary' means. Primary Data is collected by the means of questionnaire (sent to the respondents through online and offline channels).The Secondary Data is collected from Websites & Journals/Books.

(e) Limitations of the Study

(i) Many surveyed respondents did not reply all the questions.

(ii) The sample size was small which may not represent the entire population.

(iii) Time period was limited to complete the study.

(iv) The study is limited to respondents of certain categories only.

(f) Data Analysis & Interpretation

(i) The analysis shows that there are more number of male 'online shoppers' in comparison to female 'online shoppers'.

(ii) The data collected through survey shows that most of the online shoppers lies in the age group of 18-25 i.e the youngsters because the young generation have knowledge about the Internet and are frequent users of these sites and good number of shoppers lies in the age group 46-60.

(iii) The survey also shows most of the people prefer both traditional as well as online medium for shopping because there are some things you cannot buy online because they require personal attention in respect to offline and online alone.

(iv) The data shows the most purchased online products are electronics (around 26%) because now most electronics companies are directly launching their products online, followed by apparels and accessories (around 25%) because we can buy clothes of international brands online and the least bought product is automotive(only around 3%) because the product needs personal attention of the buyer.

(v) The topmost reasons given by the respondents for choosing offline shopping are 'no or less product disappointments' &'feel of the product and instant satisfaction' as the consumer prefers buying the product after touching and trying (in case of garments) which mentally satisfies them .

(vi) 'Wide range of products' was highest among the reasons given by the respondents preferring online shopping because the consumer get variety of products under one roof, followed by convenience on their terms because of delivering services offered by these sites.

(vii)However, the analysis reveals that most of the respondents preferring online shopping were uncertain about the shopping sites and products offered by the e-commerce sites.

(viii)   The interpretation further shows that there are very frequent customers of e-commerce sites because of the increasing knowledge about internet and change in people's lifestyle in contrast to customers who rarely visit these sites.

(ix) The analysis has also supported the statement that "the products sold online are not genuine because customers have concerns about product quality, size and delivery.

IX CONCLUSION

(a) Most people have different perception of shopping Some people prefer to go online while some stick to traditional method of shopping and the third category people are those who go both offline as well as online for shopping It is thus concluded that, **people prefer both offline and online medium of shopping because they feel that few things require the feel while others could be bought online just by specifications**

(b) **There are more number of male shoppers in comparison to female shoppers and it is concluded that male shop from online medium because they feel it is convenient and moreover there are e-market users in the age group of 18-25 who have knowledge about the internet and now it's a rage among the youngsters now-a-days about purchasing online because internet gives access to those sites whose brand is not available in India.**

(c) **Consumer electronics (electronic equipments intended for everyday use), is one of the top-selling products at online retail services.** The usage of personal computers, telephones, and different devices has increased exponentially, and is likely to keep going so, as technology improves and innovations come along in Apparels and accessories. People consider Apparels in terms of motivators to shop online. The consumers highlight cash back guarantee as the number one benefit. Ability to give cash on delivery, fast delivery, great deals and access to branded products has been highlighted amongst the other benefits of shopping online. Some of the drawbacks like missing the touch of the fabric, fear of faulty products and discloser of their personal information have been quoted as disadvantage.

(d) **'Seeing & feeling the product'** is concluded as the chief reason as to why the consumers **don't like virtual shopping as** they just can't **feel pixels.** Many customers have "Try before Buy" policy which is good because it gives them satisfaction. These kinds of buyers prefer to buy product after touching and trying a product and this leads to no product disappointment.

(e) **One can get several brands and products from different sellers at one place while shopping online.** We can get in on the latest international trends without spending money on travel. You can shop from retailers in other parts of the country or even the world without being limited by geographic area. That makes online shopping convenient as it gives the opportunity to shop 24 x 7 and also opportunity reward with 'no pollution' shopping. You don't have to wait in a line or wait till the shop assistant helps you with your purchases. You can do your shopping in minutes even if you are busy, apart from saving time and avoiding crowds.

(f) Finally, the analysis suggests that **there are very frequent users of e-market sites as everything is just one click away and online comparison of prices helps to buy cheapest product within a specific quality range.**

X SUGGESTIONS

(a) Companies should send free samples to the customer because some people still do not buy clothing because they miss the feel. Birch-box took this approach and now has a 50% conversion rate. There could be an option given on the site to try their product in the nearby store if the company's product is available.

(b) Websites like Flipkart should expand their delivery services because some products like Smartphone are not delivered in small areas like Dehradun and some products also lack Cash on Delivery option which is drawback for the company.

(c) E-Commerce websites should also provide guest checkout because consumers don't want to give out personal data unless it's strictly necessary.

(d) E-commerce companies should create and publicize a great return policy whether or not individual customers take advantage of your offer. Everyone's more likely to buy when he knows about and has trust in a store's return policy.

(e) There exists a fear of unsecured transaction i e. online payment gateway. These sites should therefore mention the security of the transactions; which will increase peoples faith in the online shopping.

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Change in Rural Literacy in India

Satish Malviya[1], Dr. Kaustubh Jain[2]

[1,2]AISECT University, Bhopal (M.P.) India.

ABSTRACT

Literacy and level of education are basic indicators of the level of development achieved by a society. Spread of literacy is generally associated with important traits of modern civilization such as modernization, urbanization, industrialization, communication and commerce. Literacy is one of the great challenges in the developing world. But universal education is an unattainable dream for those who lack access to quality educational resources. Worse, many of them do not attend due to their need to work for the family in the agricultural fields or households. Although Literacy forms an important input in overall development of individuals enabling them to comprehend their social, political and cultural environment better and respond to it appropriately. This paper reports on this summative change in rural learning assessment. While we found learning across the board, higher levels of education and literacy lead to a greater awareness and also contributes in improvement of economic and social conditions. It acts as a catalyst for social upliftment enhancing the returns on investment made in almost every aspect of development effort, be it population control, health, hygiene, environmental degradation control, employment of weaker sections of the society.

I INTRODUCTION

The importance of education for social, economic, Political and environmental progress is universally recognized. In the formulation of education policies, especially in a country where illiteracy is still a dominant evil, removal of illiteracy must be the central object. Although, literacy rates are considered to be mere statistical indicators of 'Education' trends. United Nations Development Programme defines literates is those who can with understanding, both read and write, a short, simple statement related to their everyday life. 2001, India census defines literate as "A person aged seven and above who can both read and write with understanding in any language."

II FACTS & FIGURIS

(a) Rural Literacy in India

In the 2001 census, only 59.21% of the rural folk in India were literate while the urban areas displayed a literacy rate of 80.06%. It is depressing indeed to note that about 41% of India's rural population cannot read and write. The urban rural literate ratio in 2001 was 1.35:1.00. The issue is of great concern as more than 70% of India's total population of over one billion lives in rural areas. In other words, **more than 250 million villagers of the country are illiterate. In contrast with rural female literacy of only 46.58%, the rural male literacy in 2001 was 71.18%** The number of illiterate females in rural areas is a matter of still greater concern. Their number exceeded 160 million as against a total of approximately 140 million literate rural females. Rural-urban difference is more pronounced in case of women then for men.

(b) Progress of Rural literacy

The general literacy rate from 1951 to 2001 has shown a steady increase decade and has risen from 18.33% in 1951 to 65.38% in 2001. rural literacy, on the other hand, progressed from 12.10% in 1951 to 59.40% in 2001.The ratio between urban and rural literates which was 2.86:1.00 in 1951 has got reduced to 1.35:1.00 in 2001, urban-rural female literate ratio has experienced continuous decline since1951 and it has come down from 4.58:1.00 in 1951 to 1.57:1.00 in 2001. However, the number of school In the rural areas has been inadequate. Still another vital factor operating in favour of improving rural literacy is the phenomenal development of faster communication. Wide urban-rural differential in literacy needs to be narrowed down by strengthening rural-urban interaction, greater diversification of rural economy and awakening particularly of rural females. The trend towards globlization tends to reduce differentials between rural and urban areas. Much however, still remains to be done to improve conditions.

(c) Progress of Rural Scheduled Caste Literacy and Rural Sheduled Tribe Literacy

Fortunately, urban-rural disparity has shrunken significantly among schedule educate and scheduled tribe population ever since 1961. This is true for male as well as female population in these social groups. Among scheduled tribe population the urban-rural differential has reduced from 4.64:1.00 in 1991. The reduction of the differential is a striking evidence of a healthy trend. It comes from realization among these classes of the necessity for change as well as the opportunity provided to them over several decades after independence through concessions and reservations and awareness campaigns to improve their lot. It

augurs well for their future. It is most encouraging to fing that in more recent times, the rural females of poor minorities have been awakened through public awareness campaigns and the differential has reduced significantly.

III SPATIAL DIMESIONS OF RURAL LITERACY

Like the spatial patterns of total literacy in 2001 in India, the spatial patterns of rural literacy in 2001 in India also showed wide regional variations. Regionally, Kerala with 90.05% rural literacy continued to occupy the first position among all the states in the country. It was followed by Mizoram (80.46%) and Goa (79.65%). Bihar with 44.42% literacy rate was at the other end of the scale. It is interesting to note that except Dadar and Haveli all the union territories registered a rural literacy rate significantly higher than the national average. Such high rural literacy rates in these union territories may be accounted for by high degree of urbanization and the resultant strong rural urban interaction. **According to the 2001 census, among 582 districts in the country the highest rural literacy was recorded in Kottayam district (95.87%) in Kerala.** Serchhip district in Mizoram state followed kottayam closely with 95.60% rural literacy rate. **Dantewada district in chattisgarh state, at the other end of the scale, registered the lowest rural literacy (25.95%)** i the country where rural female literacy was depressingly low (16.84%). **209 displaying (35% of the total number of districts) in the country are displaying more than 65% rural literacy.** Districts of Kerala, Mizoram, Nagaland, Manipur recorded about 65% literacy rate. Union territories of Pondicherry, Chandigarh, Daman and Diu, Andaman and Nicobar and Lakshadweep Islands also recorded high literacy rates. **180 districts (30% of the total) recorded less than 55% literacy.** These were largely located in Uttar Pradesh, Orissa, Chhattisgarh, Bihar, Rajasthan, Jharkhand, Madhya Pradesh, and Andhra Pradesh. **193 districts (about 35% of the total) were in the category of 55% to 65% literacy rate and were spread all over the country.**

IV STRATEGIES AND INITIATIVES

National Literacy Mission (NML) launched in 1998 in pursuance of the national policy on Education, 1986 embarked on a vigorous programme of eradication of illiteracy through its total Literacy campaign (TCL). By March 2003, it had already made 98 million people titerate, 190 districts were in total literacy campaign, 196 were in post literacy stage and 201 were in continuing education state stage. **Sarva Shiksha abhiyan,** is the national umbrella Programme to universalize elementary education Different states have evolved their own strategies to improve their female literacy. Rajasthan has involved the **Panchayats to spearhead the campaign. Pradesh has its own**

Mahila Padhna Badhna Andolan, in Uttar Pradesh, network of 100 Non-Government Organizations has set up a program aimed at making about 24 lac women literate within a period of six months in eight low female literacy districts. Orissa has similar programme is seven districts with less than 30% female literacy. Bihar involves panchayat functionaries in the process along with women volunteer teachers and makes use of women's self-help-grous. The state hopes to cover about three million non-literate women in six to twelve months.

The 86th Constitutional amendment adding clause 21 A to the right to life, in Dec. 2002, guaranteed every child between the ages of 6-14-years, education up to the elementary stages as a fundamental right. An urgent attention to its realization especially in the rural society needs to be realized at the earliest. It may also be noted that the United Nations general assembly in its 56th session in 2001 adopted United Nations literacy decade (UNLD) towards achieving education for all (EFA). The United Nations literacy decade extended over 2003-2012 recognize that literacy is essential for every child, adult and youth of the 21th century.

V   CONCLUSION

India has undoubtedly recorded a phenomenal educational development since independence. However, the malaise still persists. Rural areas characterized by a literate majority continue to be primarily concentrated only in north, east, north west and southern coastal areas while vast rural areas in the rest if the country have yet it free themselves from the curse of flow rural literacy rates resulting in low general literacy.

In rural areas more than two-fifths of the population is still illiterate. Urban - rural literate ratio still calls for more vigorous efforts especially among the rural female population. Much still remains to be done. Rural women need to wake up and actively participate in the movement for universalization of literacy. **Special attention needs also to be paid to promote rural literacy among various social group comprising scheduled castes and scheduled tribes especially among the female components of these groups.** The efforts made by the national literacy mission

have emerged as the main strategy to combat illiteracy especially in rural India.

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Be Your Own Heroine a Comparative Study of Female Lead Protagonists of Kamala Markandaya and Anita Desai

Shina Hasan[1], Dr. Monica Singh[2]
[1]Research Scholar, AISECT University, Bhopal (M.P.) India.
[2]Director Finishing School, Head Humanities, Scope College of Engineering, Bhopal (M.P.) India.

ABSTRACT
Are women of contemporary period suffer from identify crisis, financial dependence, lack of decision making, non recognition of their effort in the world of highly competitive and materialistic populace. A woman plays crucial roles in her life time be it as a daughter, Sister, Wife, Mother or as an individual. Is this world worth crying for? We have tried to find answer to these questions through study made in detail comparing the female protagonist of Kamala Markandaya and Anita Desai, renowed novelists of contemporary age.

Keywords: - Women, Contemporary, Populace, Female Protagonist, Kamala Markandaya and Anita Desai.

I   INTRODUCTION

Anita Desai and Kamala Markandaya portray the world of Indian married women as they perceive it. Writing in the second half of the twentieth century, these writers do not profess any special affinity for feminist theories nor do they reveal a strong, anti-male stance anywhere. It is true that these novelists are rather concerned with the disturbing question of the existence of women, but they were not misogynists seeking a world without men. These novelists deal with women belonging to both rural and urban, poor and upper classes of the Society. The protagonists depicted in their novels, showed resemblance to each other in some respects. At the same time, their individual characteristics have set them apart from other and contribute to the variety of protagonists that one comes across in these novels.

The novels that are taken up for study are: Nectar in a sieve, Some Inner Furry, A Handful of Rice and The Silence of Desire by Kamala Markandaya and Cry the Peacock, Clear Light of the Day, Where Shall We Go This Summer and Fire on the Mountain by Anita Desai. The study of the selected novels of Anita Desai and Kamala Markandaya reveal remarkable similarities and differences in their attitudes and vision. They derive their stuff primarily from their inward and outward (subjective and objective) experiences of life. Their themes have a profound socio-cultural and psychological significance. They have succeeded in capturing the transitional phases of the rapidly changing roles of contemporary women in India. The divergences between the two writers emerge only when the individual works are set against the specific psychological and socio-cultural surroundings.

II   COMPERATIVE STUDY

Both the writers have captured the socio-cultural changes that have radically affected the lives of women since the fifties. The comparative study of these writers on the Concept of Indian women, as an individual and as a wife sibling and parents as well has shed light on several aspects of Indian Tradition and Culture. A comparative study of their fiction reveal, the fundamental unity of human perception especially that of women's perception. Both the writers depict the real images of women in the Indian Society. The selected three novels of each writer have been explored to analyze the main aspects regarding the life viz. marriage, migration, motherhood and midlife of Indian women as wife. In their fiction women characters are brought to the centre stage and their characters are elaborately explored in bringing out their power. However, there is a notable difference between the two writers with respects to the attitude of their central characters towards life.

Desai's women seem to put individuality above every thing else. Most of them are basically tragic characters and introverts. They fail to cope with their surroundings, their families and society. They are psychologically disturbed, morbid, self-absorbed and incoherent in their manners and expression. The desire to live and love clash so violently in them, that their interpersonal relationships become dissonant and jarring and drive them to withdrawal and alienation. Of course, Desai justifies her selection of solitary and introspective characters. She says:

Well, I think, solitary and introspective people are always very aware of living on the brink. Anyone of us might one day face an experience which may push one over, but perhaps my introspective characters are more aware than other are of what lies on the other side.[1]

Desai is primarily concerned with the psychological problems of apprehensive women. Neuroticism is a psychological problem. Anita Desai is highly interested in the presentation of the psychological problems of neurotic women of all the ages. The description of psychological problems becomes the base of her writings. Like Kamala Markandaya she is well aware of social problems that affect the people in their personal life. She believes that these social problems decide human mind and finally human beings becomes the victims of their problems.

Desai's women remain within their orbits and protested against lack of diversity, injustice and humiliations. This does not mean that Desai's women do not desire for harmonious and peaceful life. They have a desire for a deeper union of minds in marital relationship but they are introverts who refuse to compromise and, they have the inability to accept the perspective of their respective partners which inevitably results in isolation and loneliness. Though Desai's women are not fully cut off from familial and social ties their relationships with others are characterized by dissonance and despair.

On the other hand, Markandaya's women have a deep understanding of life, love and concern towards family members, self-sacrificing nature and also possess practical wisdom of life. They get adjusted with the circumstances and sense that they have been happy and will remain happy in future. This infuses in them a sense of fulfillment and tranquility.

It is clear that Markandaya is a incisive defender of affirmative humanistic values. Her vision is downright realistic and practicable rather than utopian. She places the chief characters amidst various challenges of life in order to assert unconquerable spirit of humanity. The women characters emerge so real that one gets a feeling that one has lived with them and known them most intimately.

Passive acceptance, tranquil resignation is again and again advocated so that one may bend and not break. This typical Indian response to the human predicament is bought out in almost all women characters. Though this spirit of passive acceptance may seem to be a sign of weakness to Western eyes – but in reality it is a sign of their strength. She gives extreme importance to Indian values of life. Talking about her national pride, Meenakshi Mukherjee comments:

Her national pride is seen in the fact that in each one of her novels, it is the East which finally wins.[2]

Markandaya is of the opinion that Indian women should confidently pursue her own path holding fast to her traditional values and using methods appropriate to her culture. She should also try to assimilate the best in Western culture. Hence, she presents typical India women characters who are adherent strictly to Indian value system. Her practical women characters appear seemingly happier than Desai's women.

Both Kamala Markandaya and Anita Desai believe that the character pattern of parents, quality of their interaction with children, and the disturbing or wholesome home environments, all combine together to exert a lasting influence on the tender psyche of a growing child. Both of them focus upon the abiding nature and far reaching of these tenuous links between parents and children on children on childhood. For Kamala Markandaya, the filial link served as bulwark in one's time of need and affliction. These enduring ties, in her novels, become the broad edifice on which the later relationships depend. For instance, Kamala Markandaya's Some Inner Furry is the story of Mirabai, a young woman from a partly westernized Hindu family in pre independent India. Previously, confident of her place in the Society and her love for her country, Mira begins to question beliefs when her brother Kit returns from Oxford bringing with him a new life style and his friend Richard. Mira's love for Richard grows as the country's agitation against the British gains intensity. Caught in the crossfire are kit, now a District Magistrate, his wife Premala and Govind Kit's and Mira's adoptive brother, who is rumoured to be the mastermind behind the anti-British violence. Events come to a head when tragedy befalls the family and Mira is forced to choose between her love for Richard and duty towards her country, at the tender age of twelve, Rukmani (**Nectar in a sieve**) understands her parent's inability to marry her to a rich man unlike her sisters. She does not show any resentment towards her parents[3]. Unlike Maya, (**Cry, the Peacock**) who clutches over the past[4], Rukhmani praises her parents for preparing her to face the challenges of life positively. She appreciates her father's foresight for teaching her the basics of reading and writing. But the course of parent-child relationship is not consistently smooth in all her novels.

Kamala Markandaya's heroines are not formally educated like Anita Desai's heroines. But they have plenty of common sense called wisdom required for smooth running of life. For instance, Rukmani, Nalini, and Sarojini are quick at modifying themselves according to the changing circumstances. Kamala Markandaya stress the importance of education. Through Rukmani and Nalini, she pleads for better education and employment opportunities so that the inherent biases in the social structure can be removed.

After analyzing the characters of married women in the novels of these writer's, it is clear that environment profiles, experiences of life and education in real sense, played, a vital role in shaping the attitudes and visions of human life, irrespective of the gender. But the attitude can be altered or changed according to the demands of the circumstances. Hence, adults are responsible for their attitude and behaviour regardless of environment, education and experience.

Both the writers discuss the effects of single-parenthood on children. They perceive motherhood to be an important aspect in woman's life. It is the mother who played the key role in shaping the attitude of children. The child who has a mother who listened to his or her inner anguish was considered to be a luckiest child. The influence of mother on the behaviour patterns of the child is more than that of a father.

Both the writers believe in empowerment of Women. They want the women have some vocation in life. Potential unrealized in women turns to pain and later to their destruction. One needs to engage oneself in some activity or other to keep the mind sane. This idea is depicted through the character of Maya's mother-in-law. She feels that women themselves are responsible for their predicament, and so bluntly asserted. "Women place themselves in bondage to men, whether in marriage or out. All their joy and ambition is channeled that way, while they go parched themselves."[5]

Ultimately, Kamala Markandaya and Anita Desai, through their fiction, give the message of adjustment and acceptance and not that of a belligerent protest. A woman has to lead normal life in the society assimilating all the aspects of life i.e. love, attraction, hate, trivial quarrels etc. This does not mean they are against woman's need for personal space and individual identity. It is only when some deliberate injustice is done to her or some basic right is willfully violated or snatched from her that she has to rise, stand and fight paying any price.

III CONCLUSION

To sum up, the position of the Indian woman in general, and Indian woman as wife in particular, has been paradoxical. In spite of being a prominent figure in the family, she has lived the life of subjugation, suffering and suppression. However, now she has started becoming conscious of her rights and responsibilities, distress and destination. Accordingly she has waged her war, too. Of course, this was is not going to be easy and short-lived, as it is against human elements like ego, greed, ambition, selfishness, sadism etc. The present period that she is passing through is a transitional

one. And her miles to go before the goal are reached. However, while marching on the selected path, it should also not be forgotten that man-woman relationship can't be restored to the axis of equality and liberty through constitution and legislation alone, but through shared understanding, love, respect a dilution of the egos. Both the writers suggest an honest appraisal of one's own role, strengths and weakness and admiration for the positive qualities of the relationship of spouse, sibling and parent child, can save relationships from disintegration and gives way for serenity of mind and harmonious interaction. The problem is not who would dominate but who would rise to love and understand the other. Love covers, erases and forgives every weakness.[6]

Therefore the responsibility lies in the hands of Indian women as a spouse, sibling or a parent child who has to balance herself smartly between two important things in her life i.e. between her self-identity and family responsibilities. She has to take care that her urge for self-identity is not eroded while fulfilling her family responsibilities.

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Right against Exploitation -a Tool for Social Security

Shriram Patel

Asst. Professor, Dept. of Law, AISECT University, Bhopal (M.P.) India.

ABSTRACT

India is considered to be a welfare state where system provides many provisions in various acts and laws to assure social security and prohibit exploitation. Preamble of Indian constitution clearly assures to citizens justice, social economic and political which implees that all types of insecurities should be abolished. Although, nowhere exploitation has been defined properly in Indian laws but article 23 and 24 of the India constitution give meaning of exploitation. Article 23 (1); traffic of human being begar and other similar forms of forced labour shall be an Offence punishable in accordance to law. Article 24 (1) is no children below the age of fourteen years of age shall be engaged in any hazardous employment.

I INTRODUCTION

Exploitation is undoubtedly an ugly and hateful act which cannot be recognized and permitted on any basis in our vedice period a special protection was given to weaker section and handicapped persons of society and they were exempted from paying any tax to the king.

The supreme law also strictly prohibits and makes any exploitation punishable offence although how much quantum of punishment shall be for that, is ''ambiguous still. The exploitation as is intended in article 23 and 24 of Indian constitution is that ''all types of acts which derogate the human dignity and honour are the exploitation. As per language of article 23 of constitution, ''if someone does not pay full wage to worker, it will be exploitation. Similarly selling and purchasing of men or women or any human being shall be exploitation.

The Hon'ble Supreme Court of India in case of people union for democratice rights. vs. Union of India; 1 held and interpreted exploitation in wide sense and ruled that following shall amount to exploitation:-
(a) To take work with any worker for more than prescribed hours.
(b) To pay less wage than prescribed.
(c) To engage children in building construction.
(d) Building construction shall be amounted hazardous employment.

Begging is also an exploitation and violation of article 23 of constitution

Begging has also been prohibited by article 23 of the constitution. The beggar is the form of labour which is taken for payment of debt. There are many illegal custom prevailing Indian societies in which land lords or the mahajans provide debt to poor and when they are not in a position to pay, then debtor are compelled to do service in lieu of debt for the period till debt is not fully set off. What is prohibited by article 23 (1) is making of a person to render service where he was lawfully entitled not to work or to receive remuneration of the services rendered by him. The clause (1) of article 23

therefore does not prohibit forced labour as a punishment for a criminal offence. The protection is not limited to beggar only but also to the other kind of forced labour amounting to take bonded labour and work against will.

Sanjit Roy VS state of Rajasthan;2
It has been laid down by hon'ble Supreme Court in the case that if someone is paid lasser than prescribed wage it is an exploitation and violation of article 23.

Labour taken from prisoner without payment is an exploitation; 3
Priosoners are the persons who are in jail after conviction of an offence from competent Court. The Indian constitution confers certain rights to prisoners in jail. The certain rights are the fundamental rights. In respect of article 23, Hon'ble Supreme Court has laid down that if the prisoners are giving labour in jail than it is their rights to be remunerated reasonably otherwise it will be exploitation and violation of article 23.

The High Court of Allahabad has pronounced a remarkable and far reaching judgment in case of Banbri VS state 4

The court said when a person is prohibited from refusing to under service merely on the ground that the person asking for it belongs to a scheduled caste he is not there by subjected to forced labour. Likewise the payment of wages act 1926 which provided that every employer is responsible for payment of wages to his employees has been held to be valid.

The Devdasi custom is also amount to contravention of article 23;

Many evils like devadasi system under which women were dedicated in the name of religion of Hindu deities, idols objects of worship, temple and other religious institutions and under which instead of living life of dedication, self renunciation and piety, they were the lifelong victims of lust and immorality had been prevalent certain parts of southern and western India. Vestiges of such evil customs and practices were still there in many parts

of country. The constitution makers were eager to proclaim a war against them through the constitution as these practices would have no place in the new political and social concept that was emerging with the advent of independence. The ideal of ''one man on vote, one value'' equality before law and equal protection of laws.

II CONCLUSION

The constitution makers were determined to abolish all types of inequalities and discrimination from Indian society because it was the main form of exploitation. To eradicate the exploitation constitution prohibited the practice of begging traffic of human being and other equal forms of forced labour, bonded labour, Devdasi, and in-voluntary labour in-human work. The supreme court of India has given wide meaning to article 23 & 24 of the constitution and held that ' not to provide minimum wage and taking work more than prescribed hours would be also an exploitation.

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Financial Integration & Indian Commercial Banks

Shweta Bhatnagar[1], Dr. Deepti Maheshwari[2], Dr.Sangeeta Jauhari[3]

[1]Dept. of Commerce, BSSS, Bhopal (M.P.) India.
[2]Dean, Dept of Commerce, AISECT University, Bhopal (M.P.) India.
[3]HoD, Dept of Management, AISECT University, Bhopal (M.P.) India.

ABSTRACT

A well developed financial sector forms the core of a stable and progressive economy. Irrespective of the development stature it is indispensable for all types of economies. The strategic move of librealisation has caused far reaching impacts on Indian financial sector. The extent of expansion and diversification in financial services clearly indicates this paradigm shift. However, the main thrust is on best adaptation to these forces, both, at national and international, level through sound policy framework to derive optimum benefits. In present times, financial service sector has become very vast in its scope and function. Therefore, for the purpose of carrying out this study, it has been specifically narrowed down to Indian Commercial Banking sector. Since banking sector forms the core of organized financial sector. The phenomenon of integration of financial markets has lead to emergence of Global Financial Markets, which in turn, has opened up vast avenues for banks. A radical change in operations, expansion and orientation of banks is clearly visible over the years. However, opportunities of this type are coupled with its own unique challenges, which call for policy prudence to safeguard the interest of people, stability of the financial sector and economy as a whole. Here, in this paper we strive to find the extent to which factors underlying financial stability of Indian Commercial Banks (both public and private sector) have been explored and the scope of further exploration that lies ahead under this topic.

I INTRODUCTION

The concept of banking has expanded from mere accepting and lending of money to the 'hi-tech anywhere- anytime banking'. Customer stake with the banks is not just confined to the three basic categories of deposit; it has rather become deeper and diverse to the extent that banks are now looked upon as one stop financial service providers. Even the old public sector banks are not left untouched with this changed philosophy pioneered by foreign banks and adapted by new generation private sector banks.

Not only the risk averted customer but customers with varying degree of risk acceptance, approaches banks to diversify their investment. With increase deposit base of the banks altogether banks bear a bigger challenge of using these funds wisely so as to provide adequate safety, rate of return and on-time repayment to its customers along with maximizing their own profits and wealth. Integration of financial markets has opened an arena of avenues for banks to get these objectives fulfilled.

The phenomenon of integration of financial markets (Definition: An open market economy between countries facilitated by a common currency and the elimination of technical, regulatory and tax differences to encourage ree flow of capital and investment across borders.) popularly termed as Global Financial Markets have opened up vast avenues for banks. A radical change in operations, expansion and orientation of banks is clearly visible over the years. However, opportunities of this type are coupled with its own unique challenges, which call for policy prudence to safeguard the interest of people, stability of the financial sector and economy as a whole.

II OBJECTIVES & METHODOLOGY

(a) Objectives

The paper focus on the following major objectives:

(i) To understand the change that has been brought in the functioning and management of Indian Commercial Banks as after the post financial integration.

(ii) To explore the work done with regards to interrelating financial stability and the phenomenon of financial integration and also to explore key concerns underlying financial stability of banks.

(iii) To explore the macroeconomic impact on financial integration process.

(b) Research Methodology

The paper is describing the status quo of the financial integration process and its critical effect on Indian banking sector, so the study is descriptive in nature. For the purpose of study secondary data collection method is being used and research question is being set on in the form of objectives as aforesaid.

III FINANCIAL INTEGRATION & CHANGED PERSPECTIVE OF INDIAN BANKING SECTOR

Indian Banking Sector forms organized financial sector. Banks have come a long way from just being the money lenders in the past to a complete financial service provider under single setup, in the present times. However with the evolution of the term 'Anywhere – Anytime Banking' it serves, irrespective of the time, the basic banking transactions of withdrawal and deposit, and also irrespective of the place, almost all other banking and related services. The concept of 'Bank Customer' has taken over the concept of 'Branch Customer'. These changed terminologies are indicative of the change in banking philosophy, be it the old public sector banks or the new generation private and foreign banks. All this is an outcome of 'opening up', which we are referring as 'integration' of the banking sector to link with the other industries of financial sector, as well as, allowing multinational banks to come in. Coupled with international best practices and modern technology banks are offering finest innovative and customized products efficiently managed through improved processes.

Financial sector liberalization has catalysed India's economic development and led to a transformation of the Indian banking sector over the past two decades. With introduction of diversified ways of banking, the sector has shown promising growth which could be evidently seen through profitability, reach, credit growth and fall in NPAs. All this has made Indian banks emerge as strong financial intermediaries. [Source: http://www.isesec.com]

The picture remained impressive till the time the financial sector world over faced the major crisis of its time called 'the credit crisis'. The global crisis led some international banks into bankruptcy and many reached almost on the verge of it. Impact of the crisis was not significant on Indian banking industry as this industry with a worth of Rs.81 trillion /USD 1.34 trillion, drove the country's economic growth, while the world struggled with economic meltdown.

IV OPPORTUNITIES & CHALLENGES OF INTEGRATED FINANCIAL MARKETS ON INDIAN BANKS

It was always understood that financial integration could have both stabilizing and destabilizing effects. Some of the main stabilising effects were expected to come from increased portfolio diversification. As banks and other investors became more diversified across borders, they could reduce their exposure to domestic shocks, and this would be reflected in greater income and consumption risk-sharing. Indeed, global evidence suggested that financial openness and integration had reduced consumption growth volatility. Another benefit comes from improved allocative efficiency. Large cross-border banks have improve overall economic performance, by making sure that productive capital was channeled towards the most efficient firms. This would in turn reduce the risk of crises stemming from mispriced investment risk.

Destabilizing effects of financial integration, on the other hand, were expected particularly through risk-taking and contagion. Asymmetric information problems associated with cross-border lending could lead to misaligned incentives and increased risk-taking. Similarly, savings imbalances abroad could compress risk premia and lower financing costs, allowing an increase in leverage in the domestic financial[1.]

As highlighted in the above statement integrated markets provided broad base to the banks to stabilize, by absorbing the domestic fluctuations through diversification, thereby, gaining trust of its investors, clearly evident, through increase banking practices by the people in India. But at the same time it has exposed Indian banks to the challenges of destabilization due to global macroeconomic factors originating from circumstances as bankruptcy of banking & financial institutions, euro zone crisis, uncertainty and recession in major economies like US and Europe.[2.]

This poses some serious questions about the survival, growth and maintaining the sustainable development. Inspite of the limited exposure, Indian banks also have to bear the consequences of weak global growth originated from the sovereign debt crisis and related funding deleveraging risk especially for European Banks.[3]

V PERFORMANCE OF INDIAN BANKS POST FINANCIAL INTEGRATION: A KALEIDOSCOPIC VIEW

The far-reaching changes in the Indian economy since liberalization have had a deep impact on the Indian financial services sector. The first phase of economic reforms that started in 1985 focused on increasing productivity, new technology import and effective use of human resources. In the second phase, beginning in 1991-92, the government aimed at reducing fiscal deficit by opening the economy to foreign investments. Financial sector reforms during this period focused on modification of the policy framework, improvement in financial health of the entities and creation of a competitive environment.

These reforms targeted three interrelated issues viz. (i) strengthening the foundations of the banking system; (ii) streamlining procedures, upgrading technology and human resource development; and (iii) structural changes in the system. . During last decade, the Indian financial sector (banking, insurance and capital markets) opened up to new private players including foreign companies. . The consequent competition in the market brought in innovation, better customer service and efficiency in the financial sector in India. These developments have given a strong impetus to the development and modernization of the financial sector in India. Going forward the aim would be to achieve international standards in this area.

As the financial services sector players of the future will emerge larger in size, technologically better equipped and stronger in capital base, one can only hope that the regulatory as well as the self regulatory mechanisms will match up to the best worldwide thereby ensuring that the health of the Indian financial system is not only preserved but improved upon and its ability to withstand shocks, which are inevitable with global integration, remains strong.[4]

India is one of the top 10 economies globally, with vast potential for the banking sector to grow. The last decade witnessed a tremendous upsurge in transactions through ATMs, and Internet and mobile banking. In 2014, the country's Rs 81 trillion (US$ 1.34 trillion) banking industry is set for a greater change. The revenue of Indian banks increased four-fold from US$ 11.8 billion to US$ 46.9 billion during the period 2001–2010. In the same period, the profit after tax increased from US$ 1.4 billion to US$ 12 billion. In 2012–13, Indian banks had 170 overseas branches (163 in 2011–12) while foreign banks had 316 branches in India (309 in 2011–12).Credit to housing sector grew at a compound annual growth rate (CAGR) of 11.1 per cent during the period FY 2008–13. Total banking sector credit is expected to grow at a CAGR of 18.1 per cent (in terms of INR) to touch US$ 2.4 trillion by 2017.

Indian banks operating abroad enjoyed a higher credit growth in comparison to foreign banks operating in India, as per an RBI survey on international trade in banking services for 2012–13. According to the survey, growth of credit extended by Indian banks' branches operating overseas grew by 31.7 per cent to Rs 585,570 crore (US$ 97.36 billion); credit extended by foreign banks based in India increased 27.5 per cent to touch Rs 307,700 crore ($51.15 billion).

India's banking sector has the potential to become the fifth largest banking sector globally by 2020 and the third largest by 2025.[5]

The survey report clearly indicates that there exist tremendous expansion and growth potential of the Banking Industry, in the future years to come. The figures appears very impressive, but, at the same time it calls for serious analyzing the external factors that could cause turbulence in the Indian Banking industry and explore the factors that provides stability to Indian Banks in such uncontrollable adverse environment.

VI FINANCIAL STABILITY

Global financial crisis has again raised the concern to analyse in depth as to what extent monetary policy frameworks should take into account financial stability objectives. It is essential to seek answers to effectiveness of macro prudential policy in maintaining financial stability and effect of monetary policy on risk taking. it is crucial to know whether macro prudential policy framework is the main tool for maintaining financial stability and how closely monetary policy authorities should also keep an eye on financial stability. This will allow the central bank to lean against the wind if necessary, while maintaining its primary focus on the medium term stability concern.[6] There is a significant impact of macro prudential norms of monetary policy on financial stability. The advanced researches conducted particularly on Euro area indicates the emerging paradigm in which both monetary policy and macro prudential policy are used for countercyclical management of price stability and financial stability (respectively).

IMF indicating to volatility and stagnation which persisted in Asia recommended in its report published in 2014 that Asian policy makers must push ahead with structural changes to ensure the region continues to lead global growth and withstand volatility as the U.S. reduces monetary stimulus. Asian economies will face higher interest rates and bouts of volatility in capital flows and asset prices as global liquidity tightens amid a recovery in advanced nations.[7] According to IMF estimates the biggest challenge that lies ahead of Asian countries is global financial volatility. Mentioning India and China as faster growing emerging economies of Asia, sustenance of growth pace becomes extremely crucial task for the policy makers of these countries in not so favourable global economic environment. What makes or will make India financial sector sustain its growth when the volatility poses opposite pressure?

After an extensive search of existing work done by the scholars in India and world over following potential areas have been drawn out where the scope for exploring more exists. It is quite clear that financial integration poses many challenges on the financial sector including the banking sector globally. However, the contribution by the Indian researchers in this area is minimal as only a few

relevant research works published could be gathered.

Indian central banking norms have not been studied and compared with the international standards (BASEL). Also the effectiveness of RBI's policy norms have not been analysed so far. Analysis of stability factors underlying Indian banks and their comparative analysis of financial stability during crisis times.

VII CONCLUSION

Presently, India stands promisingly with other developed nations which would likely bring a range of new tie-ups and integrations. This will increase country's exposure and consequently will be a greater challenge for stability. Here, global meltdown is a lesson to learn from, as it has changed financial architecture altogether and imposed challenges to handle risk management in a strategic way.

With its aim to grow as third largest industry by 2020, Indian banking sector has to adopt the best management practices to keep in tune with global developments. It should cover issues such as enhancing transparency, strengthening risk management, a framework including government arrangements in banks and financial institutions, regulating ratings agencies and modifying monetary policy makers' operational frameworks. Finally, there is need for pursuing an effective institutional mechanism that supports equitable and inclusive development by Indian Banks.

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Foodpanda: Marketing Acumen without Due Diligence

Sunit Taunk[1], Nikunj Panchal[2], Prem Shukla[3]

[1,2,3]IBS Business School, Ahmedabad (Gujrat) India.

ABSTRACT

Internet and smart phone have brought radical changes in the consumer life. Right from clothes, books, electronic gadgets, and even food are being ordered online. It is estimated that food service market in India which was U. S. $13 billion in 2013 is likely to grow to US$78 billion by 2018. This figure shows a huge potential in the industry as there is huge gap between the demand and supply. Foodpanda is one of such companies that use mobile apps to cater to its customers' need of the cooked food. However they face number of challenges in terms of maintaining consistency, service quality and cost effectiveness to compete in such an open but yet lucrative market.

"Foodpanda's competition is the offline market"Ralf Wenzel, Co-founder and CEO, Foodpanda

We've seen a steady growth in traffic since our launch last year. However, the focus has really always been on quality traffic & targeting potential customers, which we have been able to achieve very successfully. We are growing by 25-30% on month-on-month basis.

Amit Kohl, Co-founder
& Managing Director,
Foodpanda India

On September 30th 2015 Foodpanda was found to be cleaning its database of restaurants in India revoking registrations of nearly five hundred restaurants per month because some restaurants were found to put their own offline orders on the website of Foodpanda to which the company responded first by issuing warning and later if they continue ban them for future business. Under this mess the company still managed to grow from 200 employees in January 2015 to 2000 employees in September 2015 along with that since November 2014 the restaurants in their database has increased to 12000 adding 2000 additional restaurants per month. [7]"

I   INCEPTION OF FOOD PANDA

Foodpanda was launched in the year 2012 with a concept of serving food lovers through online ordering process. Later on seeing the boom in the smart phone segment, it created mobile application to cater to the need of the customers. Foodpanda a Berlin based company is backed by Rocket Internet again a German based company. In mere three years' time from its launch Foodpanda has been able to expand in nearly twenty three countries. The company operates in nearly five hundred cities across five continents; having tie ups with nearly thirty eight thousand restaurants and has a work force of above three thousand seven hundred employees as on year 2015 [1].By 2013 end Foodpanda targeted to cover 5000 restaurants across 16 cities in India.Globally Foodpanda has launched a separate product for corporate clients which allows employees to place group order and link the orders to their allowances as well as make payment via credit cards if order exceeds allowance limits [1]. Foodpanda has managed to raise US $ 310 million US dollars for its operations since its launch in 2012.In current round of funding they have raised USD 110 million from Goldman and Sachs. It has been on acquiring spree by acquiring its competitors in Asia.

II   ABOUT INDIAN HOME FOOD SERVICE MARKET

As per the National Restaurant Association of India, the overall size of the food services market was $13 billion in 2013 and this is likely to grow to $78 billion by 2018. The home food delivery market is estimated to be around $10 billion today [4].The food service market is poised to grow at a CAGR of 12% in coming years [8].

III FOODPANDA -MODUS OPERANDI

Foodpanda acts as a middleman for those eateries who cannot deliver the orders to customers and in the process Foodpanda charges a commission from the merchants. Like other food delivery service customer places order online selecting restaurant and dishes and makes payment online. Foodpanda then pays the bills deducting the commission to the merchant. In this process merchant saves the delivery charges that adds to its profit and Foodpanda takes the advantage of locally famous eateries inability to deliver orders to nooks and corner of the cities.

IV MARKETING STRATEGY

Foodpanda being a service oriented company catering customers' needs in food ordering and delivery from locally famous eateries initially had to face with perception issues. Nobody was clear about what the Foodpanda was all about, some thought it to the extent of food delivery service to zoos [3]. To make the perception right a well

thought strategy was required therefore looking at the opportunity in the mobile penetration across the consumer all over the world Foodpanda decided to shift its application from to desk top to mobile. Loyalties on orders via mobile phones were high in comparison to usage of desktops.

According to Malaviya (VP, Business Development Global), "A person who has ordered on foodpanda is more likely to use the app again and order the same meal again within the next 14 days, as compared to someone to who didn't use the app."[3]

Globally as far as down loading different mobile applications is concerned it is found that the people never download hundreds of apps rather keep only few of them and use them regularly. The challenge was now how to make customers feel the presence of Food panda under the current scenario. Simple solution to it was that borrow the ways to the customer's screen by making the apps owner Foodpanda's partner. Foodpanda began contacting telecom companies and chatting apps provider to increase their brand presence. They also did splash page marketing for their apps, used customer relationship management tools to manage SMS campaign and offers related information.

As per Malaviya, "For us, in fact, we don't make money when a customer orders once or twice due to marketing costs. We only start to make money when the customer comes back for the fourth time onwards. So it's crucial for us to not only acquire, but keep our customers engaged," [3]

The key to its success was that Foodpanda was able to consistently keep its customer engaged. Their strategies involved making Foodpanda recognized with food, family and entertainments and for that they focused on content rather than on reach. Use of user reviews and notifications to keep customers informed and constantly innovate to keep customers involved.

Rohit Chadda, co-founder and MD of Foodpanda: "Foodpanda is now taking the battle to the next level. Foodpanda's announcement to launch its own delivery services in India - in the current model, Foodpanda took orders and passed it on to restaurants who managed their own delivery. This will change with the company investing in its own logistics network. This will help Foodpanda widen the market by tapping into restaurants that can't deliver at the moment."[4]

Foodpanda measure its performance on three fundamental metrics: number of partner vendors, number of orders (and value/order), and repeat rate of our customers. [6]

V FOOD PANDA IN INDIA

As on year 2013 Foodpanda had 25000-30000 unique visitors per day and 65% of the traffic coming from Delhi, Mumbai & Bangalore and rest 35% from Chandigarh, Hyderabad and Pune. Mobile app user contributed to 15%.

VI THE COMPETITOR: ZOMATO

On similar line Zomato was also formed but in 2008 by Deepinder Goyal and Pankaj Chaddah. Zomato as on May 2015 caters to twenty two countries and has four lakh pagevisitors in India and globally three million and had earned Rs 36 crores in FY14 as against Rs. 0.69crores of Foodpanda [4]. Also Zomato has added an Uber button to its app that allows users to book cabs to the restaurants of their choice. Along with this they are planning to reduce their commission to 7.5-10 percent much lesser than what Foodpanda charges. [4]

VII FOODPANDA'S FLIP SIDE

Having a good app and presence in multiple continents shows marketing acumen of the company but what about the information updates. There have been complaints about information not being updated in the app with respect to eateries that have shut down their operations. This resulted in giving free coupons to customers who placed orders for such eateries in exchange of service failure. At times even the free coupons provided were not working. It's not just with the customers but even the eateries who had to face the service failure when it comes to payment as order were not registered online or transactions could not be found for the billing hence payment was refused.

As reported in one of the major online news channel LiveMint, "The man was not pleased. Not one bit. The owner of a large fast-food retail chain in Mumbai, he was chasing Foodpanda for payment; nearly Rs.1.5 lakh was due to him, but the company would have none of it. Because it couldn't find the transactions in the system. So, it was stalling. On 16 May, the retail chain called off its arrangement with Foodpanda. In an angry email, the man put down the issues. Many had to do with orders. Foodpanda would take orders from customers, but not communicate them to the restaurant. Often, customers would directly call up the restaurant to check. Sometimes, the communication would come up to 30 minutes late, resulting in a late delivery (and unhappy customers). Foodpanda didn't pass on information on cancelled orders. Foodpanda was just not prompt in responding to the issues raised". [5]

There has been also complains of fake orders, fake restaurants on platforms falling to deaf ear. Foodpanda does not have any order delivery tracking system to ensure delivery hence company cannot prove any order to be fake and has to acknowledge the fake bill resulting in losses.

VIII   ROAD AHEAD

The road seems to give Foodpanda a bumpy ride. With the allegation all-around of fake restaurants,

bills, non-payments and fudge data on number of restaurants on platform things does not look stable for the company. The questions that company activities raises is that whether the marketing strategy is in sync with the operations, is there any ethical issues at the top management level in India, what is the response of the headquarters in such scenarios, is Foodpanda operations in India a bubble waiting to burst.

Exhibits
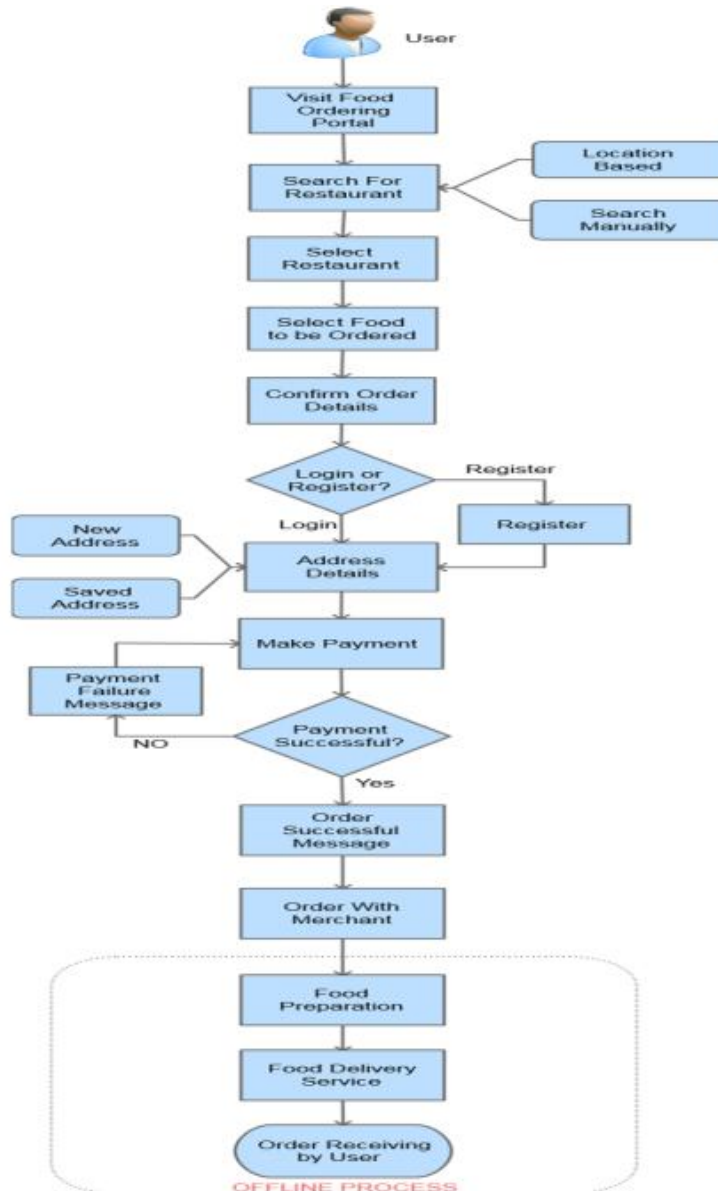
Exhibit1. Online Food Ordering Process [2]

Ref: http://www.fatbit.com/fab/build-advanced-food-ordering-delivery-website-with-best-features
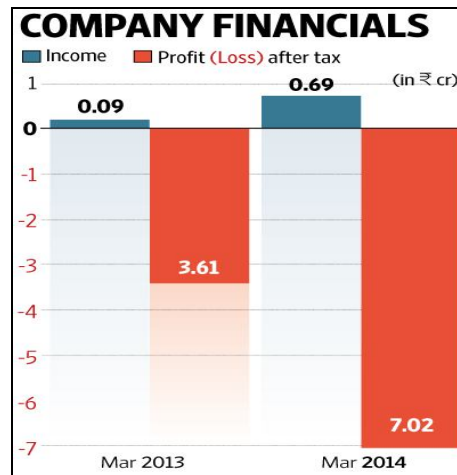
Exhibit2. Company Financials of Foodpanda
Ref:http://www.livemint.com/Companies/rYKC6HjnShogjE62jO5lpK/The-trouble-with-Foodpanda.html

Asia	Europe	Latin America	Middle East
India	Hungary	Mexico	UAE
Thailand	Romania	Brazil	Saudi Arabia
Indonesia	Bulgaria		Egypt
Pakistan	Georgia		
Singapore	Serbia		
Malaysia	Croatia		
Taiwan	Montenegro		
Bangladesh	Bosnia		
Kazakhstan	Herzegovina		
Hong Kong			
Philippines			
Brunei			
Russia			

Exhibit 3: Countries where Foodpanda is present
Ref: https://www.foodpanda.com/about/

IX TEACHING NOTES

(a) Pedagogical objectives

The case focuses how technology has penetrated consumer life.Right from clothes, books, electronic gadgets, and even food is being order online. The case explains how Foodpanda used technology in food service industry and challenges they face in terms of maintaining consistency, service quality and cost effectiveness to compete in such an open but yet lucrative market.

After discussing the case students will understand the concepts of:-

(i) Impact of technology on consumer behavior
(ii) Operational efficiency
(iii) Managing customer relationship

(b) Teaching Approach and Strategy

(i) This case is helpful for post graduate management students and can be used in subject of Marketing and operations. It can also be used in subjects where the topics of technology in business are taught.

(ii) The case must be distributed in advance before the class and students are asked to do a thorough analysis.

(iii) During discussing the case in the class students should explain their points about the various steps that Foodpanda can take to increase the traffic to its portal. What were the lacunas in the existing system and how changes can be brought into existing rules.

(c)   Analysis

(i)   This case is very much suitable for written assignment.

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A Search for Facebook users by local people.

Suresh Chandra Panda
Asst. Librarian, JITM, Paralakhemundi Campus,
Centurion University of Technology and Management Gajapati, (Odisha) India.

ABSTRACT

Now a days face book is the buzzword for socio-media user mostly everywhere as growing by internet user from metro to urban and rural area where we are take a initiative to know how many users are using facebook in a fifty thousand population area, and we are not rushed any where we spent only 7days and 7hours for this purpose. As because the proper and peculiar data which we can collect in primary level in common standard it can reach and touch all types of people where the number magical figure is like 93-37-21 this numerical figures are not also perfect ratio as these number, and within this period in a 7days-7hours (each day one hour) we spend. As with the facebook other social media users are also there to catch as Whats-app, Google+, hi, etc.

Keywords: Facebook, Smartphone, Engineering, internet, population, census, Google+

DAY 1: we plan for a objective test in FACEBOOK, as we accept 119 (93 has its own e-devices) applicants, they are personally know how to use the face book in computers, laptops, tabs smart phones. As we circulate Quiz Application form/Questionaries' to 130 (11 applicants are not fill-up the form properly) numbers of peoples among them engineering students, MBA graduates, housewives, boys, girls, businessmen, drivers, Govt. Employees, including Teachers, We finalize one final date, where all participants can be there to answer the questions we talking with the peoples and giving our form to participate in the quiz test.

According to 2011 India Census,Paralakhemundi(ODISHA) had a population of 46,272. Males constitute 23185, (50.10) Females 23087 (49.89), Parlakhemundi has an average literacy rate of 69%, lower than the national average of 74.04%: male literacy is 77%, and female literacy is 61%. In Parlakhemundi, 11% of the population is under 6 years of age. Paralakhemundi has an estimated population of 70,000 in the year 2015, Peoples are live in the main city and this is a major town in Gajapati District, Here the peoples are mainly depend upon Farming(Agriculture) ,Business, Art and Culture, and employees (Govt, semi-govt, private and public sector employees (service holders).)and mostly related to their caste origin livelihoods, Tailoring, Gardening, and pure skilled and un skilled, semi skilled labrours etc, One 100 years of Maharajas Palace and a Railway Station is here it connected to Palasa,Visakhapatnam,Berhampur, Khordha, Puri and Gunupur ., The very good tourist destination here as Maharajas Palace, Gandahati Waterfall, Gajapati Palace, Brundaban Palace,Mahendragiri,Chandragiri, Taptapani, Palasa Sea Beach and many more places are there to reach and get blessings of Nature. ". and Near one Technical University (Centurion University of Technology and Management)and one degree and PG (S.K.C.G Collge) is situated and established here at Paralakhemundi

Source :http://www.censusindia.gov.in/2011census/population_enumeration.html

DAY2 :130 Numbers of applicants are fill-up the form, with proper format. But 119 applicants are given the application form/Questionnaire in return. (Table-01) indicates Male and female participated in the facebook quiz test.

	MALE	FEMALE	Total Participants
in numbers	121	9	130
in Percentage	93.07692	6.923077	100

Source : (Primary Data)

Methodology : this is the total applicants with the particular class of applicants like 130numbrs as we accepted by collecting through our own format and accepted those people those have facebook ID , (male=121, Female=9)out of Engineering students 36 have a own device out of 38 and the percentage is 94.74, Mba students have (100%), Teachers have (66.67 %), Government employees (75%), House wives (66.67), Drivers (66.67), Businessmans (75%), School students (72.73%), Pensioners (100%), Librarian (66.67%) as in the table indicates

All applicants Category:
Table 01

Applicants	OWN DEVICES	No s (applicants)	No s (applicants) having (e-devices) in %
ENGINEERING STUDENTS (UG)	36	38	94.74
MBA STUDENTS (PG)	7	7	100.00
TEACHERS	12	18	66.67
GOVERNMENT EMPLOYEES	9	12	75.00
HOUSEWIVES	6	9	66.67
DRIVERS	8	**12**	**66.67**
BUSINESSMANS	6	8	75.00
SCHOOL STUDENTS	8	11	72.73
PENSIONERS	1	1	100.00
LIBRARIAN	2	3	66.67
REMAINING ABSENT		11	0.00
	=95	=130	

Sources : Primary Data

Age Category (Group)
Table -02

10-20 Years	20Years-40Years	40Years-60Years	60Years-80Years	
38+13=51	7+10=17	8+12+10+18+2=50	1+=1	119
42.86	14.29	42.02	0.83	=100%

Sources : Primary Data

In the table -02, the age group wise participants are 10-20 years(42.86 %), 20-40 Years (14.29%), 40-60 Years (42.02), 60-80 Years (0.84%) sources : primary data

Frequency of Using FACEBOOK
Table-03

	Facebook Users	Numbers in %
Rarely	6	5.04
Occasionally	17	14.29
Frequently	29	24.37
More Frequently	53	44.54
Don't Know	14	11.76
	119	

The frequency of facebook users are Rarely users are 5.04%, Occassionally Users 14.29%, Frequently Users 24.37%, and More frequently Users 44.54% and don't know facebook but instantly taking help by others 11.76% (source : Primary Data)

DAY 03 :
Those are already registering in FACEBOOK all the applicants are using Facebook and they have their own Facebook account, the major part is the engineering students, teachers, businessmen are participating in this event.

All the 119 (out of 130 members) members are registered and accept each other's in FB account as an acceptable friend.

Day 04 :we scrutinize the applicants according to their own devices using Facebook.

How Many E-devices (119 Numbers), this indicates as in percentage.

Table-04

Smart Phones Nos/ %	Tablets Nos/ %	Computers Nos/ %	Laptops Nos/ %	Laptabs Nos/ %	Internet Café Nos/ %	Library	Total/Percent
54	18	8	9	1	26	3	119
45.38	15.13	6.72	7.563025	0.84	21.85	2.52108	100

Sources : Primary Data

Day 05 : We expect : as the result will came out like this
On the quiz contest spot, the scenario is totally changed 36 members present and using by sponsor's laptopby D-link wifi connection and remaining are in different places and connecting in the Facebook to answers the questions, Within the purview of using 2G/ Connections and Internet Café. (As this demographic area is not under 3G/4G Network, as soon the companies will start working on it (Reliance, Airtel) Sources : Primary Data

Table-05

Users	present at quiz contest spot physically/ using laptop provided by sponsor	on dongle by desktop	on smartphone	on Tablet	on Laptab	Internet Café	library	total members in different e-devices
ENGINEERING STUDENTS (UG)	10	3	7	6		10	2	38
Mba Students (PG)	1		5				1	6
Teachers	2		3	5		8		18
Govt. Employess	3	1	3	4		1		12
Housewives	5		1	2	1			9
Drivers	2		2			8		12
Business mans	3		2	1	1	1		8
School Students	6		2	3			1	12
Pensioners	1							1
Librarian	3							3
Remaining Absent								0
								0
Total	36	4	25	21	2	28	3	119

DAY 6 :Our Quotient : The final result will as expect : As we feel that all are tried their best to achieve and connected with the face book but mostly the due to poor connection all are not connected but only the 36 members those are at their digital lab and internet café with wi-fi are successfull using the FACE BOOK quiz contest. And the quiz master are asking questions, about the comparison among using More frequently using the FACEBOOK are 53%, refer (Table-3)

As those are presented at spot in digital lab=36+ internet café=30, total 66 members = as we compare with **more frequently using category is equal =66/119*100=55.46%refer (Table-3)**

No doubt total members 119-66=53 (53 members are connected with their e-devics, they are connecting and answer the questions of using FACEBOOK for win the quiz contest. This is goes viral for 45 minutes of 20 Questions, among the participants as five (05) members are choosing by the Members to give them free of DCA level computer learning course for six month duration. As the winners are

Engineering Student, 02.House wife, 03.School student, 04.Teachers, 05. Drivers (as engineering student, housewifes, school students , teachers, drivers all are present at digital lab and internet café to win the FACEBOOK quiz contest.)

The Questions are totally based on regional and state basis like, Please Compare the Question with Answers, if any mistakes please write in comment box available in Facebook using of your own FB a/c, using, creates mutual acceptance

Facebook, Facebook lite (less use of MB's easy to use) Twitter, Google +, hi5, Whats app,Way2SMS, Hangouts, MySpace, Zorpia.com, Flicker, You tube,Bebo, vox, Tumbler, Instagram, Classmates, Meetme, Ask.Fm, Meetup, Vine, Pinterest, Tagged, Blog, Linkedlnetc and many more social sites are available in the internet to use free and growing our working are and create social cultural and business relations in always 24/7 live in e-devices. Such type of 100's of social sites are available to connect with each other according to our own interest, culture, for gaining more information for use. Facebook is already being used to deliver content, providing 24/7 support forall allowing them the freedom to upload their work wherever they are and in whatever format they like.

Here Facebook means much data will be consumed what is different; however, is the maturity of the technologies, their affordability, usability, connectivity, context sensitivity, real social reach, the nature of their ubiquity and the pervasiveness of the technology. These are coupled with the compact computing power, its capacity and virtual capacity, the commonplace integration and customizable functionality of the devices, the user-base and expectations. These facets exist in the wider context of the social web something that has emerged gradually and more recently. Ten years ago the pieces were beginning to come together technically, but it has been the massive growth in social networking behavior that has been the significant change factor. The significance of this is how the user's relationship with technology is now determined by needs they define for themselves, creating an exigency for incorporating smart behavior into allthey   do.

Although the technology and tools are relatively new, the concept of social networking has been around much longer than the Internet. People are naturally social creatures; that's what makes social media such a powerful concept. Social media channels allow human beings to sort themselves seamlessly into groups and factions and maintain intimate relationships at greater distances than ever before.

I   THE PUBLIC FEELS MINIMUM REQUIREMENT FOR SOCIAL NETWORKING

The phenomenon of online social interaction has evolved to include more than stereotypical teenagers looking to expand their network of online/offline friends. People of all ages and backgrounds have discovered that they can enrich their lives through the contacts they make on social networking websites. Below are the criteria of few points used to evaluate the best social networking websites

(a) NetworkingFeatures
A good social network goes above and beyond simply allowing people to post a profile and update pictures. Additional features should include instant messaging, photo tagging and notifications. The best social network sites allow you to join and create groups based on your interests. You should be able to share music playlists and videos.

(b) Profiles

The heart and soul of social networking sites are people's personal profiles. Each one is its own online reservation – a place where people can express their thoughts and feelings, post their photographs and interact with their network of friends. The most popular social network websites put a strong emphasis on the user's profile, making it easy to use yet still reflective of each user's personality.

(c) Search

The object of a social network is to find friends and expand relationships. Top social networking websites allows members to search for other members in a safe and easy-to-use environment. Common search functions include the ability to search for people by Name, City, School, College, Like, Dislike, and E-mail addressPincodes, recogintions, affiliations, etc.

(d) Security

The internet can be a dangerous place to post personal information. All social networks should provide privacy customization and give you the ability to set your profile or parts of your profile to public or private. Additionally, these sites should give you the ability to report inappropriate behavior and content and to block specific people entirely.

The top social networking sites have become the most frequently visited pages on the internet. It's important that you find the ones that best represent your personality and allow you to share your thoughts and feelings with the widest selection of friends, even if you're sharing nothing more than aRat video.

But here everything changed: The Real Data is like this

Table-06

Users	present at quiz contest spot physically/ using laptop provided by sponsor	on dongle by desktop	on smartphone	on Tablet	on Laptab	Internet Café	library	total members in different e-devices
ENGINEERING STUDENTS (UG)	10	1	4	2		2	3	22
Mba Students (PG)	2		1	1				4
Teachers	4							4
Govt. Employess	1							1
Girls (Engg.Stu)		1						1
Drivers								
Business mans	2							2
School Students								
Pensioners								
Librarians	3		1					4
Remaining Absent								0
								0
							Total	37

The true picture is came after 7days of waiting, because
We left them with the question format all are 119 members are received/accepted,
But overall only 21(only 16.4%) out of 37 appeared members are answer this
We presume that

(i) The users are little bit shy to share their views.
(ii) May be the feeling of lost much data byte in Facebook use.
(iii) May be they don't know the correct answers.
(iv) May due to slow internet connection they are not connected with us.

(v) May be we are not reached to those interesting people who are always or with the Facebook in this area.
(vi) May be the Question Pattern is not (Properly designed to understandable manner) to Facebook users.
(vii) May be they don't want to open the privacy at FACEBOOK.

But we honor 3 numbers of facebook users with correct answers. At least the the question with answer response sheet snapshots are attached. And we finally decide to give them Key ring Chains for their active participation.

Table-07
(facebook users in Q & A in Paralakhemundi Comparing with population data

Particulars	Total		Male		Female
Town Population	46272		23185		23087
Facebook users % in Population	0.108057		0.215656675		0.004331

Table-08
Particular Facebook Users in Percentage in numbers

	Like	Comments	Total Comments
	12	38	50
(Numbers in %)	10.08403	31.93277311	42.01680672

For all these informations we are not giving any advertisements or anything, one day just we give questionaries to the people. And collected the informations in the same time after fill-up the informations as provided by the FB user.

Table-09
(The applicants first format as a facebook user), it is first users are fill-up by the users.

NAME							
OCCUPATION							
FACE BOOK ID					Boys		Girls
AGE					STATUS		
ANY E-DEVICES	DESKTOP	SMARTPHONE	TAB	LAPTAB	LAPTOP	I-CAFÉ	LIBRARY
Phone/Mobile no							
	How much time they are spent at FB or any other social network sites.						
Signature							

II CONCLUSION

Here we worked only 7hours in 7 days, as one hour in each day, we never do any personal request to any one, we simply meet and invite to a job where we want to find the answer, at least not last the place of Paralakhemundi is very good in all spheres of time within our work schedule. Thanks to FB without it cannot possible for us to get the final data. We conclude that for every 100 users in facebook 21 members are using and 37 members are log in facebook.

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M & A's : Do They Really Create Synergy – A Du Pont Analysis of Indian Firms

Vinod M Lakhwani[1], Dr. Swati Tiwari[2], Dr. Vijay Singh[3]

[1]AISECT University, Bhopal (M.P.) India.
[2]Professor and HOD, Scope Institute of Business Management, Bhopal (M.P.) India.
[3]Registrar, AISECT University, Bhopal (M.P.) India.

ABSTRACT

Expansion & growth have always been corporate'starget area.To achieve this target corporate work on various ways and means, M&A's (Mergers and Acquisitions) are a few of such means to attain both the objectives by many firms in varied sectors. The present study aims to assess the effect on financial performance of the companiesthat have done acquisitions in the financial year 2004-2005 by comparing before and after M&A Return on Assets (ROA) ratio as per Du Pont framework.

Keywords: - Return on Assets, Financial Performance, Mergers and Acquisition.

I   INTRODUCTION

Mergers and Acquisitions is one of the prime routes trod by many business organizations globally to attain growth and profitability. An acquirer gets advantage in form of entry into new markets, economies of scale, more bargaining power, access to advanced technology, getting larger pie of market share. Financially acquirer looks for improved profitability, better utilization of assets, cost advantage and low leverage. A successful merger delivers operational, financial, marketing and strategic synergies to the combined entity.

M&A has been widely adopted by many players across the sectors to expand their business in all verticals. In the recent past Kotak Mahindra acquired ING – Vysya Bank is one such example. There are companies which have widened their footprints through a series of acquisitions.

In E commerce space, Snapdeal – an online market place started in February 2010, has bought ten companies – nine completely owned and one with majority stake in the span of more than five years. Within five months of operations, in June 2010 Grabbon – group buying site was the first acquisition to start with. After span of two years, they bought eSportsbuy – sports good e –tailer in April 2012. Shopo handicraft marketplace was third addition in May 2013. Moving further, fashion product discovery platform Doozton and Whispicker a gifting recommendation portal were purchased in April and December 2014.

In 2015, it made five acquisitions; starting with Exclusively.com an online fashion portal in February. Subsequently in March, picked up majority stake in Rupee Power –digital financial services platform. Freecharge an online mobile recharge platform was the biggest consumer internet M&A deal made by Snapdeal in the month of April. MartMobi – mobile technology startup was brought under the roof in a month's time in May. Letsgomo Labs - Mobility Solution Company was the tenth firm bought in June.

Another example in same sector is Flipkart. Since its inception in 2007, with series of acquisitions has made its presence felt in various verticals. It made its first acquisitionwithin four years of operation-WeRead, a social book discovery tool in 2010. Mime 360, a digital content platform company in 2011, Chakpak.com a Bollywood news site offering updates, news photos and videos. Moving further it acquired Letsbuy.com an Indian e retailer in electronics in 2011 and recently Myntra.com in 2014.

Sun Pharmaceuticals Ltd. in pharmaceutical sector has been flourishing through M&A by buying distress firm and converting them into valuable assets.Sun acquired a number of respiratory brands from NatcoPharma in 1998.Milmet Labs and Gujarat Lyka Organics in 1999, Pradeep Drug Company in 2000, Phlox Pharma in 2004, Able Labs in 2005, and Chattem Chemicals (2008). In 2010, the company acquired a large stake in Taro Pharmaceuticalsamongst the largest generic derma companies in the US, with operations across Canada and Israel.

In 2012, Sun announced acquisitions of two US companies: DUSA Pharmaceuticals and generic pharma company URL Pharma. It acquired Indian rival, Ranbaxy Laboratories in April 2014.

The present study is being carried out to assess the effect on financial performance of the companies that have gone into acquisitions in the financial year 2004-2005 by comparing before and after M&A Return on Assets (ROA) ratio as per Du Pont framework.

II DUPONT FRAMEWORK FOR CALCULATING RETURN ON ASSETS (ROA)

Du Pont Analysis was developed by the DuPont Corporation in 1920s and named on the company's name. According to this framework, Return on

Assets (ROA) can be computed by using two ratios - Asset Turnover Ratio (ATR) and Net Profit Margin (NPM). This helps to have a better understanding of the financial performance of the company. It segregates Return on Assets as:-
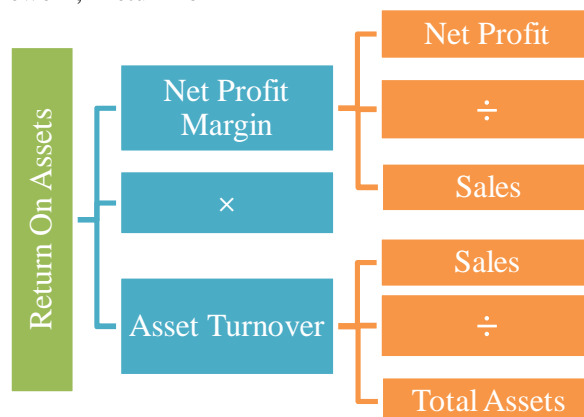

Fig. - Return on Assets

III REVIEW OF LITERATURE

A variety of research work has been done by many researchers in the field of M&A. Study of share price movements, accounting ratios for analyzing the liquidity, profitability, solvency; return on equity and return on investment are the prominent methods that are being used for assessing and comparing the performances of the corporates.

Devarajaappa (2012) assessed the performance of the HDFC banks after merging Centurion Bank of Punjab by calculating and comparing the financial ratios for six years. three years before and subsequent the merger. The outcome was return on equity, debt-equity ratio and gross profit margins were improved after merger.

Dhinaiya (2012) selected 35 companies from 6 different sectors and compared operating performance of the companies for four years. Two years for each- before and after merger. He found that performance varies in every sector.

Verma& Sharma (2012) has examined the impact of M&A on financial performance of Tata group companies by taking sample of 24 external deals that took place between 2003 - 04 to 2007 - 08. They compared current, return on net worth, return on investment and debt - equity ratios over a period of six year -three years prior merger and three years' post-merger. Their finding showed that there was no significance difference in the ratios.

Akinbuli and Kelikume (2013) conducted their study to assess the effect on efficiency, growth and profitability on Nigerian Banks in post M&A scenario. They analyzed the key financial ratios of the 10 banks selected as a sample. The results of

their study were that M&A has positive impact on bank profitability and operating efficiency but also at the same time leads to post consolidation crisis in Nigerian banking sector.

Maharaj& Reddy (2013) investigated as to whether merger should be allowed or not as per the conditions laid down Fiji's M&A legislation by taking two case studies. The first case was about conglomerate merger where the firms were involved into different type of beverage activity - alcoholic and soft drink and had no impact on the individual market share. In second case, the firm was "failing unit and need to be salvaged. After computing profitability, rate of return, liquidity, efficiency and leverage ratios it was found that merger should be allowed as it was in public interest.

Panda and Sriram (2013) analyzed that M&A improves the profitability as well as enhance the speed of innovation. They conducted their study specific to Indian pharmaceutical sector by taking sample of four companies.

IV RESEARCH METHODOLOGY, DATA COLLECTED AND SCOPE OF STUDY

The data used for present study in secondary in nature. Detailed information about M&A deals of financial year 2004-2005 and sector wise classification of targets as well as acquirer has been taken from Centre for Monitoring Indian Economy (CMIE) database - "Prowess". Only those companies that are being merged and acquiring firms does not had any holding/share/subsidiary

relationship with target prior to M&A have been taken for the research purpose.

From total of 127 deals, only 17 companies were found fit in all criteria and taken for further research. However, sample consist of 11 companies

were considered for final tests and analysis. Deals that that took place in banking, financial services sectors and companies about whom financial data was not available were eliminated.

Table I
Companies Finalized For Study

S. No.	Name of the Acquirer	Main Sector of the Acquirer	Name of the Target	Main Sector of the Target
1	Bharat Petroleum Corpn. Ltd.	Chemical and Chemical Products	Kochi Refineries Ltd.	Chemical and Chemical Products
2	H C L Technologies Ltd.	Information Technology	Shipara Technologies Ltd.	Information Technology
3	KisanMouldings Ltd.	Chemical and Chemical Products	Gaurav Agro Plast Ltd.	Chemical and Chemical Products
4	MarksansPharma Ltd.	Chemical and Chemical Products	Glenmark Laboratories Ltd.	Chemical and Chemical Products
5	Mirza International Ltd.	Consumer Goods	Leather Trends Pvt. Ltd.	Consumer Goods
6	Nesco Ltd.	Miscellaneous Services	Indabrator Ltd.	Diversified
7	Pfizer Ltd.	Chemical and Chemical Products	Pharmacia Healthcare Ltd.	Chemical and Chemical Products
8	R S W M Ltd.	Textiles	Jaipur Polyspin Ltd.	Textiles
9	Spentex Industries Ltd.	Textiles	C L C Global Ltd.	Wholesale and Retail Trading
10	Welspun Corp. Ltd.	Metals and Metals Products	EupecWelspun Pipe Coating India Ltd.	Metals and Metals Products
11	Welspun India Ltd.	Textiles	GlofameCotspinInds. Ltd.	Textiles

Table II
Sector wise Companies Classification

Sectors	No. of M&A Deals
Chemical and Chemical Products	4
Textiles	3
Information Technology	1
Consumer Goods	1
Metals and Metals Products	1
Miscellaneous Services	1
Total	11

For calculating ratios, the financial data were collected for 12 years. This is due to limitation of the CMIE – Prowess database where data is not available beyond 6 years for pre-merger period. Hence to compare the financial performance of the companies, the ratios have been computed for 12 years - 6 years before (1998-1999) to (2003-2004) and 6 years after the merger (2005-2006) to (2010-2011).

V   RESULTS AND CONCLUSION

After calculating the ratios and on comparing the results it was found that financial performance of Bharat Petroleum Corporation, Marksans Pharma Ltd. and RSWM Ltd. has not improved in post M&A scenarios on all three variables.

HCL Technologies and Mirza International Ltd. ROA, NPM has decreased but ATR has increased. Contrast to that Nesco Ltd., Spentex Industries Ltd., and Welspun Corp. Ltd. financial performance has become better after merger.

KisanMouldings Ltd. ROA has remained same, NPM has declined but ATR has increased subsequent to the merger. Pfizer Ltd. ROA and ATR have dropped but NPM has significantly grown after merger.

Welspun India Ltd. has ROA and NPM has improved but ATR has gone down after merger. From this we can conclude that although M&A is the popular strategy for inorganic growth but only few are able to reap the benefits. This could be attributed to many reasons. Selection of right target and proper integration plan helps to control the cost and make better use of assets which in turns leads to higher profitability. Also in the initial years, the acquiring firm has to be cautious as results can only be seen over a period of time.

We can compare these ratios with industry ratios to reach at a conclusion.

Table III
Showing Average of Ratios as per Du Pont Framework in Pre-Merger Scenario

S. No.	Companies Name	Return on Assets (%)	Net Profit Margin (%)	Asset Turnover Ratio (Times)
1	Bharat Petroleum Corpn. Ltd.	7.52	2.37	3.20
2	H C L Technologies Ltd.	20.17	44.26	0.48
3	KisanMouldingsLtd.	2.99	3.31	0.92
4	MarksansPharma Ltd.	1.29	1.46	0.86
5	Mirza International Ltd.	10.47	10.90	0.96
6	Nesco Ltd.	1.55	5.60	0.38
7	Pfizer Ltd.	13.28	8.58	1.54
8	R S W M Ltd.	2.33	2.13	1.10
9	Spentex Industries Ltd.	-8.24	-9.41	0.85
10	Welspun Corp. Ltd.	2.19	2.18	0.61
11	Welspun India Ltd.	-3.14	-3.76	0.66

Table IV
Showing Average of Ratios as per Du Pont Framework in Post -Merger Scenario

S. No.	Companies Name	Return on Assets (%)	Net Profit Margin (%)	Asset Turnover Ratio (Times)
1	Bharat Petroleum Corpn. Ltd.	2.83	0.99	2.87
2	H C L Technologies Ltd.	15.09	21.16	0.71
3	KisanMouldings Ltd.	2.90	2.39	1.18
4	MarksansPharma Ltd.	-7.37	-20.51	0.45
5	Mirza International Ltd.	4.86	4.54	1.03
6	Nesco Ltd.	18.96	38.95	0.52
7	Pfizer Ltd.	12.59	23.19	0.63
8	R S W M Ltd.	2.01	1.77	1.03
9	Spentex Industries Ltd.	-1.63	-2.00	1.03
10	Welspun Corp. Ltd.	4.81	5.63	0.84
11	Welspun India Ltd.	1.34	2.75	0.55

VI FURTHER SCOPE FOR RESEARCH

Any good work leaves a further scope for researcher to work upon. This paper also has certain limitations. Presently, only ROA framework of Du Pont Analysis has been used for study purpose. With the help of same data, Return on Equity, Return on Investments as per Du Pont framework can be calculated and results can be compared.One can assess the liquidity, solvency and profitability of companies by calculating various ratios.

The above calculated ratios can also be validated by using various statistical tools and techniques.

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