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# Editorial

WELCOME to 2018! A new year marks a new beginning, new possibilities, new adventures, and new research opportunities.

We are pleased to present you the third annual issue of JRR. Twelve research articles are published in this issue. We hope that all these research papers will be helpful in developing insight and enhance the knowledge base of your reads and contribute in improving the standard of living of the every citizen.

JRR is published with an objective to develop empirical research oriented mind-set among young research scholars, academicians, NGOs, small entrepreneurs, and social activists and to provide them a forum for the presentation through showcasing their outstanding research works. JRR is devoted and dedicated to the advancement of basic and applied field in all disciplines of research and education in the state of Jharkhand and all over the country. It is multidisciplinary in nature because it aims to bring all the scientific researches together irrespective of research areas and integrate diversified fields of knowledge and research for socio-economic development of the county in general and Jharkhand in particular.

The JRR has made tremendous progress over the last five years. Year 2017 was very extraordinary for us. This year JRR enlisted as an UGC approved journal, JRR became bimonthly and we completed our five years without any interruption. In last five years we published 25 issues without any break or delay. These 25 issues comprised of with more than 250 outstanding research articles from all over the country. In last five years we reached every part of the country with our printed versions and also served our global readers through internet. All credit goes to our authors and readers. We extend our special thanks to our authors for their scholarly research contributions and our valuable readers' for their support and continuous feedback. It is support that made JRR well placed among the top rated journals in the country. We are really grateful to you all. We believe that your love, support and best wishes will remained with us forever.

With Regards & Best Wishes

**Yours faithfully**



**Dr. M.K Choubey**

Editor-in- Chief

Date: January1 2018



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Second Bimonthly	15 March	APRIL
Third Bimonthly	15 May	JUNE
Fourth Bimonthly	15 July	AUGUST
Fifth bimonthly	15 Sept	OCTOBER
Sixth Bimonthly	15 November	DECEMBER
ANNAUAL ISSUE	JANUARY	

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# **FINANCIAL PERSPECTIVE ANALYSIS OF PUBLIC SECTOR BANKS IN INDIA**

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## **Abstract**

The study attempts the financial perspective analysis of public sector banks in India. The study is based on secondary data from 2007-08 to 2016-17. To evaluate the financial perspective of public sector banks (PSBs) in India, relevant ratios were used. The data analyzed through statistical tools such as mean, coefficient of variation and 't' test. The study evaluated the financial perspective of four public sector banks in India namely State Bank of India, Punjab National Bank, Bank of Baroda, Corporation Bank and industry as a whole. The results reveal that the mean value of Credit-Deposit Ratio (CDR) in SBI is highest of all four banks. In case of Net Interest Margin (NIM) in PNB is the best. The performance of Bank of Baroda is observed positively in Capital Adequacy Ratio (CAR). The Net Non-Performing Assets Ratio (NNPAR) of BOB is lowest of all four banks under study. The trend of Return on Assets (ROA) and Return on Equity (ROE) are declining of all the banks and industry as a whole. This is due to slow down in the economy. It reflects that the overall financial perspective of the selected public sector banks in India was not remarkable. Therefore, financial perspective analysis is very important aspects to design policies regarding bank's finance.

**Keywords: Public Sector Banks, Performance and Profitability**

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## **Introduction**

The banking industry, one of the most important instruments of the national development, occupies a unique place in a nation's economy. Perform or perish is the current mantra in work places around the world. With increasing pressures due to regulation and decline in the economy, banks have been searching for new and innovative techniques to improve their bottom lines. The banking industry in India, especially the public sector banks are facing major challenges in the form of capital adequacy ratio, net-interest margin ratio, credit-deposit ratio, net non-performing assets ratio and competition from private sector competitors. With the entry of many new players who have received banking licenses from RBI recently, the competitive challenge is set to increase dramatically. Thus, the public sector banks need to manage costs better and increase profitability.

## **Objectives of the Study**

1. To evaluate the credit-deposit ratio of PSBs in India.
2. To assess the net interest margin ratio of PSBs in India.
3. To examine the capital adequacy ratio of PSBs in India.
4. To analysis the net non-performing assets ratio of PSBs in India.
5. To study the profitability in term of ROA and ROE ratio of PSBs in India.

## **Scope of the Study**

Keeping in view of the objectives of study it has been decided to choose the banks on random sampling basis. The sample consists of four banks in public sector namely State Bank of India (SBI), Punjab National Bank (PNB), Bank of Baroda (BOB) and Corporation Bank (CB). The study is an attempt to examine the financial perspective analysis of public

sector banks in India. The periods of the study is ten years i.e. from 2007-08 to 2016-17.

### Methodology

The present study is based on secondary data. The data have been taken from the published annual reports of the respective banks and statistical tables relating to banks in India during 2007-08 to 2016-17. The collected data have been analyzed through the use of

various accounting and statistical techniques such as ratio, percentage, mean, co-efficient of variation (C.V.) and 't' test has been applied to fulfill the objectives of the study.

### Overall Financial perspective analysis

In order to judge the overall financial perspective analysis of public sector banks in India, the following six ratios have been applied:

**Table No. 1: List of Measures and Their Respective Formulae**

Sr. No.	Measures	Formula
1.	Credit- Deposit Ratio (CDR)	Total Advances/Total Deposits
2.	Net Interest Margin (NIM)	Net Interest Income/ Average Earning Assets
3.	Capital Adequacy Ratio (CAR)	Tier I+II+III (Capital Funds)/Risk Weighted Assets
4.	Net Non-Performing Assets Ratio (NNPAR)	Net Non-Performing Assets/Loans Given
5.	Return on Assets (ROA)	Earnings After Tax/Total Assets
6.	Return on Equity (ROE)	Earnings After Tax/Equity Funds

**Analysis and Discussion:** The data analyzed have been presented in different tables (five in

numbers), reflecting upon the various objectives of the study.

**Table No. 2: Analysis of Credit Deposit Ratio (CDR) of Public Sector Banks in India (In percentage)**

Year	SBI	PNB	BOB	CB	Industry
2007-08	77.55	71.79	70.18	70.70	72.56
2008-09	73.11	73.75	74.46	65.57	71.72
2009-10	78.58	74.84	72.55	68.16	73.53
2010-11	81.03	77.38	74.87	74.39	76.92
2011-12	83.13	77.39	74.67	73.80	77.25
2012-13	86.94	78.86	69.25	71.51	76.64
2013-14	86.76	77.38	69.79	70.88	76.20
2014-15	82.44	75.90	69.31	72.77	75.11
2015-16	84.57	74.55	66.85	68.39	73.59
2016-17	76.83	67.47	63.70	63.64	67.91
Mean	81.09	74.93	70.56	69.98	74.14
C.V.	.06	.15	.19	.17	.04
't' value	4.85	.22	.85	1.09	

**Source:** Annual reports of the respective banks and statistical table relating to banks in India.

Table No. 1 highlights the CDR of different Public sector banks in India and industry as a whole. The credit-deposits ratio recorded to be 81.09 with C.V. value .06 in SBI. The 't' value 4.85 is statistically significant at 95 percent level of confidence. It proves that bank's ratio 81.09 is higher as compared to industry ratio i.e. 74.14. The credit- deposit ratio was noticed to be 74.93 with C.V. value .15 in PNB. The 't' value .22 is statistically insignificant at 95

percent level of confidence. It means that bank's ratio i.e. 74.93 is matching to industry ratio i.e. 74.14. The credit – deposit ratio was recorded to be 70.56 with C.V value .19 in BOB. The 't' value .85 is insignificant at 95 percent level of confidence. It proves that banks performance is similar to that of industry. The credit- deposit ratio in case of CB was found to be 69.98 with C.V. value .17. The 't' value 1.09 is statistically insignificant at 95 percent level



of confidence. It means bank's ratio is matching to industry ratio. It can be concluded that BOB and CB can raise their credit-deposit ratio and bring it at least at par with industry. PNB can keep the ratio intact to be at par with industry.

The performance of SBI is good as compared to the other three banks under study. Thus, decreasing ratio is an alarming call upon the bank profitability

**Table No.3: Analysis of Net Interest Margin Ratio (NIM) of Public Sector Banks in India**  
(In percentage)

Year	SBI	PNB	BOB	CB	Industry
2007-08	2.64	3.58	2.90	2.71	2.96
2008-09	2.48	3.52	2.91	2.26	2.79
2009-10	2.35	3.57	2.74	2.41	2.77
2010-11	2.86	3.96	3.12	2.85	3.19
2011-12	3.38	3.84	2.97	2.48	3.17
2012-13	3.34	3.52	2.66	2.29	2.95
2013-14	3.17	3.44	2.36	2.10	2.77
2014-15	3.16	3.15	2.31	2.07	2.67
2015-16	2.64	2.60	2.05	2.06	2.34
2016-17	2.52	2.38	2.19	2.12	2.30
Mean	2.85	3.35	2.62	2.34	2.79
C.V.	.13	.08	.05	.12	.04
't' value	.49	6.81	3.84	5.07	

**Source:** Annual reports of the respective banks and statistical table relating to banks in India.

Table No. 2 reveals that net interest margin ratio (NIM) of different public sector banks in India and industry as a whole over the ten years periods of the study. In SBI, the ratio was found to be 2.85 with C.V. value .13. The 't' value .49 is statistically insignificant at 95 percent level of confidence. It means bank's performance is matching to industry mean value. The mean value of PNB was recorded to be 3.35 with C.V. value .08. The 't' value 6.81 is statistically significant at 95 percent level of confidence. It proves that banks performance differs from industry performance. The mean value was

observed to be 2.62 with C.V value .05 in BOB. The 't' value 3.84 is statistically significant at 95 percent level of confidence which proves that bank's performance differs from industry on this account. This ratio was noticed to be 2.34 with C.V value .12 in CB. The 't' value 5.07 is significant at 95 percent level of confidences. It means bank's ratio is not matching to industry ratio. It can be inferred that BOB and CB ratio is low so there is a scope to raise it. Thus, performance of PNB is the best in NIM, showing the profitability of the bank and efficiency in using low cost deposits.

**Table No.4: Analysis of Capital Adequacy Ratio (CAR) of Public Sector Banks in India**  
(In percentage)

Year	SBI	PNB	BOB	CB	Industry
2007-08	13.54	12.96	12.94	12.09	12.88
2008-09	14.25	14.03	14.05	13.66	13.99
2009-10	13.39	14.16	14.36	15.00	14.23
2010-11	11.98	12.42	14.52	14.11	13.26
2011-12	13.86	12.63	14.67	13.00	13.54
2012-13	12.92	12.72	13.30	12.33	12.82
2013-14	12.44	11.52	12.28	11.64	11.97
2014-15	12.00	12.21	12.60	11.09	11.98
2015-16	13.12	12.28	13.17	10.56	12.28
2016-17	13.11	11.66	12.24	11.32	12.08
Mean	13.06	12.66	13.41	12.48	12.90
C.V.	.06	.07	.07	.11	.06
't' value	.67	.86	1.73	.93	

**Source:** Annual reports of the respective banks and statistical table relating to banks in India.

Table No.3 exhibits the capital adequacy ratio of public sector banks namely SBI, PNB, BOB and CB along with their Industry position. In SBI, the ratio was recorded to be 13.06 with C.V. value .06. The 't' value .67 is statistically insignificant at 95 percent level of confidence over the ten years period of the study. It means bank's performance matches to industry position. The PNB experiences this ratio 12.66 with C.V. value .07. The 't' value .86 is statistically insignificant at 95 percent level of confidence. This shows that bank's performance 12.66 is similar to that of industry i.e. 12.90. The CAR in case of BOB was

registered to be 13.41 with C.V. value .07. The 't' value 1.73 is statistically insignificant at 95 percent level of confidence. This shows that bank's ratio is matching to industry ratio. The mean value of CAR was happened to be 12.48 with C.V. value .11 in CB. The 't' value .93 is insignificant at 95 percent level of confidence which proves that bank's performance is alike over the periods of the study. It can be said that BOB maintained a high CAR as compared to SBI, PNB and CB. It indicates the bank's ability to defend its self from risk against loss, both expected and unforeseen.

**Table No. 5: Analysis of Net Non-Performing Assets Ratio (NNPAR) of Public Sector Banks in India (In percentage)**

Year	SBI	PNB	BOB	CB	Industry
2007-08	1.78	.64	.47	.32	.80
2008-09	1.79	.17	.31	.29	.64
2009-10	1.72	.53	.34	.31	.73
2010-11	1.63	.85	.35	.46	.82
2011-12	1.82	1.52	.54	.87	1.19
2012-13	2.10	2.35	1.28	1.19	1.73
2013-14	2.57	2.85	1.52	2.32	2.32
2014-15	2.12	4.06	1.89	3.08	2.79
2015-16	3.81	8.61	5.06	6.53	6.00
2016-17	3.71	7.81	4.72	8.33	6.14
Mean	2.31	2.94	1.65	2.37	2.32
C.V.	.33	.98	1.03	1.14	.86
't' value	.04	.65	1.23	.06	

Source: Annual reports of the respective banks and statistical table relating to banks in India.

Table No. 4 shows the net non-performing assets ratio (NNPAR) of different public sector banks in India and industry as a whole. In SBI, this ratio was noticed to be 2.31 with C.V. value .33. The C.V. value .33 is just nominal. The 't' value .04 is statistically insignificant at 95 percent level of confidence. It proves that bank's performance matches to industry performance. The NNPAR in case of PNB was recorded to be 2.94 with C.V. value .98. This proves high growth in NNPAR over the ten years periods. The 't' value .65 is statistically insignificant at 95 percent level of confidence. It means that bank's performance is similar to industry position. NNPAR was happened to be 1.65 with C.V. value 1.03 in BOB. The C.V. value 1.03 proves sharp fluctuation in the growth of

NNPAR in this bank. The 't' value 1.23 is statistically insignificant at 95 percent level of confidence which witnessed that bank's position matches to industry position. The mean value of CB was observed to be 2.37 with C.V. value 1.14. This is mainly on account of fast rise in the NNPAR of the bank. The 't' value .06 is statistically insignificant at 95 percent level of confidence. This shows that bank's ratio is matching to industry ratio. It can be concluded that the ratio of PNB has high mean value compared to other bank under study. The rise in the NNPAR ratio shows that there is scope for further improvement in the recovery mechanism. The mean value of NNPAR of BOB is lowest of all four banks under study, indicating good quality of assets of the bank.

**Table No.6: Analysis of Profitability of Public Sector Banks in India  
(In percentage)**

	ROA					ROE				
Year	SBI	PNB	BOB	CB	Industry	SBI	PNB	BOB	CB	Industry
2007-08	1.01	1.15	.89	1.38	1.11	17.82	18.01	14.58	17.38	16.95
2008-09	1.04	1.39	.98	1.28	1.17	15.07	22.92	18.62	18.23	18.71
2009-10	.88	1.44	1.10	1.28	1.18	14.04	24.12	21.86	20.26	20.07
2010-11	.71	1.34	1.18	1.21	1.11	12.84	22.60	23.47	20.70	19.90
2011-12	.88	1.19	1.12	1.06	1.06	14.36	19.80	20.64	18.20	18.25
2012-13	.97	1.00	.82	.88	.92	15.94	15.70	15.07	16.27	15.75
2013-14	.65	.64	.69	.29	.57	10.49	9.75	13.36	5.72	9.83
2014-15	.68	.53	.48	.28	.49	11.17	8.17	12.60	5.68	9.41
2015-16	.46	-.61	-.80	-.23	-.30	7.74	-10.37	-17.64	-4.64	-6.23
2016-17	.41	.19	.20	.23	.26	7.25	4.17	4.53	4.66	5.15
Mean	.77	.83	.67	.77	.76	12.67	13.49	12.71	12.25	12.78
C.V.	.27	.74	.85	.70	.62	.26	.79	.89	.67	.62
't' Value	.15	.36	.49	.06		.11	.22	.05	.20	

**Source:** Annual reports of the respective banks and statistical table relating to banks in India.

Table No. 5 presents the profitability of SBI, PNB, BOB and CB during the periods of 2007-08 to 2016-17. It is assessed using return on assets (ROA) and return on equity (ROE). The mean score of PNB is higher than mean score of SBI, BOB and CB in case of ROA. The 't' value of all the four banks insignificant at 95 percent level of confidence. It proves that all the four bank's matches to industry performance. The mean score of PNB is more than the mean value of SBI, BOB and CB in case of ROE during periods of the study. The 't' value is insignificant at 95 percent level of confidence in case of ROE of all the four banks. It means that all the banks performed to industry position. It can be concluded that PNB exhibited good performance compared to SBI, BOB and CB during the periods of the study. Further, during the periods of study, public sector bank's profitability in terms of ROA and ROE reported declining trend. It is resulted due to slow down in the in economy. Thus, rise in NPAs on one side and inadequate capital to face the situation on the other side

resulted in a decline in the profitability of public sector banks in India.

### Findings and Suggestions

#### Credit-Deposit Ratio (CDR)

The mean value of CDR was recorded to be 81.09 percent in SBI, 74.93 percent in PNB, 70.56 percent in BOB, 69.98 percent in CB and 74.14 percent in industry as a whole with the corresponding C.V. values .06, .15, .19, .17 and .04 respectively. The 't' values are insignificant in PNB, BOB and CB signifying that performance of these three banks matches to that of industry. The 't' value is significant in SBI pointing out that performance of this bank differs from industry. The SBI has a high mean value compared to the other three banks. Thus, decreasing ratio is an alarming call upon the bank profitability.

#### Net Interest - Margin Ratio (NIM)

The mean value of NIM was observed to be 2.85 percent in SBI, 3.35 percent in PNB, 2.62 percent in BOB, 2.34 percent in CB and 2.79 percent in industry as a whole with the corresponding C.V. values .13, .08, .05, .12 and .04 respectively. The 't' values are significant in PNB, BOB and CB

signifying that performance of these three banks differ from industry performance. The 't' value is insignificant in SBI pointing out that performance of this bank matches to that of industry. Thus, the performance of PNB is the best in NIM, showing the profitability of the bank and efficiency in using low cost deposits.

### **Capital Adequacy Ratio (CAR)**

The mean value of CAR was noticed to be 13.06 percent in SBI, 12.66 percent in PNB, 13.41 percent in BOB, 12.48 percent in CB and 12.90 percent in Industry as a whole with the corresponding C.V. values .06, .07, .07, .11 and .06 respectively. The 't' values are insignificant in all the banks. It proves that performance of all banks under study matches to that of industry position. Thus, BOB maintained a high CAR as compared to other three banks. It indicates the bank ability to defend its self from risk against loss, both expected and unforeseen.

### **Net Non- performing Assets Ratio (NNPAR)**

The mean value of NNPAR was happened to be 2.31 percent in SBI, 2.94 percent in PNB, 1.65 percent in BOB, 2.37 percent in CB and 2.32 percent in industry as whole with the corresponding C.V. values are .33, .98, 1.03, 1.14 and .86 respectively. The 't' values are insignificant signifying that performance of all four banks matches to that of industry. The rise in the NNPAR indicates that there is scope for further improvement in the recovery mechanism. The mean value of NNPAR of BOB in lowest of all four banks under study, signals good quality of assets of the bank.

### **Return on Assets (ROA)**

The mean value of ROA contributed to be .77 percent in SBI, .83 percent in PNB, .67 percent in BOB, .77 percent in CB and .76 percent industry as a whole with C.V. values .27, .74, .85, .70 and .62 respectively. The 't' values are insignificant pointing out that bank's performance is matching to that of industry. The return seems to be satisfactory on the face of it. However, the declining trend needs to be properly safe guarded.

### **Return on Equity (ROE)**

The mean value of ROE experienced to be 12.67 percent in SBI, 13.49 percent in PNB, 12.71 percent in BOB, 12.25 percent in CB and 12.78 percent in industry as a whole with C.V. values .26,

.79, .89, .67 and .62 respectively. The 't' values are insignificant. It proves that all the banks under study matches to that of industry performance. However, the declining trend must be a point of concern to the management of the banks. Thus, it is resulted due to slow down in the economy.

On the whole it can be concluded that overall financial perspective of the selected public sector banks in India during the study periods was not remarkable. In addition, the government should take up capital infusion into state owned banks to increase their capital adequacy ratio and thus help the banks to earn profits and increase the credit flow to the industry and help in economic growth of the nation. Findings of this paper may be useful to the banks manager in planning the financing decisions, efficient financial strategy, assess the shareholders wealth and to judge the financial performance of the banks.

### **Scope for Further Research**

There is vast scope for further research on various aspects, viz., customer satisfaction perspective, internal business process perspective and growth perspective etc.

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## ECHO OF PARTITION IN CELLULOID- A RETROSPECTIVE REPERTOIRE

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### Abstract

The political partition of India in 1947 not only led to the birth of two independent republics of India and Pakistan but also caused exodus of millions of people across the new borders of nation states. The bloody insurrections that it percolated inspired many a creative mind in India and Pakistan to give birth to filmic depictions of this event. But by large, the partition seemed to have been avoided rather than confronted. As a section of the Muslims had demanded Pakistan, the loyalty of the Muslims as a whole was questioned. In Hindi cinema, perhaps the largest film industry in the world, depictions of the partition of India have been used to disseminate how Pakistan and Muslims are viewed. In this paper an endeavour has been taken to take stock of the portrayal of the issue of partition in the movies, both Indian & Foreign in a chronological fashion.

**Key Words:** Film, Massacre, Partition, Religion, Trauma.

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### Introduction

*“A moment comes, which comes but rarely in history, when we step out from the old to the new, when an age ends, and when the soul of a nation, long suppressed, finds utterance.”*

*- Jawaharlal Nehru, “Tryst With Destiny” speech celebrating Indian independence*

The political partition of India in 1947 is a hurtful, harrowing chapter in Indian history that caused one of the great human convulsions of history. It not only led to the birth of two independent republics of India and Pakistan but also caused exodus of millions of people across the new borders of nation states. Never before or since have had so many people exchanged their homes and countries so quickly. Rival nationalist movements, plagued by deep religious sensitivities drawing upon Muslim and Hindu traditions of the subcontinent, clashed with each other at the time of British imperial retreat from South Asia in 1947. As colonial political elites, in a disputable move, drew the boundaries to estrange from India to create the Islamic nation of Pakistan in the summer of 1947 in a rather hasty manner, brutal instances of riots flared in different corners of the subcontinent between Hindus and Muslims and ethnic cleansing began in full swing rendering millions homeless, chaos, heartbreak, loss of property, belongings and identity. People left their homes and possessions and

crossed the border in order to evade being trapped in wrong nations and a million or more became the victims of murderous assaults. This overwhelming tragic saga of religious conflicts, nationalist mobilizations and plight of refugees, came to constitute a critical aspect of politics and social life in independent India and informed popular culture in various ways.

On the 14 August 1947, the new Islamic Republic of Pakistan was formed. At midnight the next day India won its freedom from colonial rule, ending nearly 350 years of British presence in India. The British left India divided in two. The two countries were founded on the basis of religion, with Pakistan as an Islamic state and India as a secular one. The partition split the Indian subcontinent in 2 well 3 really counting what now Bangladesh on religious lines is.

### Partition & Social Media

Cinema is the great interpreter of the past and constantly programs the memory of its audience,’ wrote Gaston Roberge. The partition of India and the bloody uprising that it percolated inspired many a creative mind in India and Pakistan to give birth to filmic depictions of this event. While some creations portrayed the massacres during the refugee migration, others concentrated on the aftermath of the partition in terms of difficulties faced by

the refugees in both side of the border. Even now, more than 60 years after the partition, works of fiction and films are made that relate to the events of partition. As the year 1947 perceived the birth of two new homelands, it also saw the advent of two distinct film industries, a partition of Indian cinema resulting from the on-going political turmoil. Starting with the ruthless migration of talent between the two newly formed nations, where we lost some and gained others, to the concentration of show businesses in the then nascent city of dreams, the year marked the beginning of what went on to become a multimillion dollar and hope industry. It is remarkable to note the impact, nation's independence and partition, had upon the then upcoming film scene in India.

National award winning film critic and historian, Rafique Baghdadi, explains, "It was a very tense period, mangled with confusion and excitement. People were full of hope for a new and better nation, while at the same time there was a looming sense of insecurity, and that is reflected in the movies that were made in that time."

Jugnu, starring Dilip Kumar and Noor Jehan, was the most popular film released that year, along with other movies like *Do Bhai*, drew upon the obscuring atmosphere of the period. It is also interesting to note that while Dilip Kumar went on to becoming a big time movie star, Noor Jehan, who starred in both the above mentioned films, moved to Pakistan along with her husband Shaukat Hussain Rizvi. It was also the year that cinema legends like Raj Kapoor and Madhubala made their debut in the Indian film industry with the release of *Neel Kamal*.

People were for the first time was bulged with extremely high expectations. They were hoping for a Pandora's Box to open. They were eager to have a better future. These emotions were further driven by leaders of the movement who toiled to dispel fears and provide security. And so, the movies that came out immediately following independence reflect the same excitement and insecurities, addressing issues of corruption and other social evil and spoke of a glorious new nation. It was only about four or five decades later people came out with their tragic experiences of being displaced from their homes, and these were then recreated on the silver screen. Due to partition, the unified nation also have lost many a talent like artists, music directors and poets

who were originally from Lahore, which was one of the cities with a thriving film industry chose to stay in Pakistan for obvious reasons. In fact, the first film in Pakistan, made in 1948, was called *Teri Yaad* and starred Asha Posley and Nasir Khan. Interestingly, Khan was the brother of Dilip Kumar and had chosen to stay in Lahore. But it was true the other way round too. A lot of artists either found their roots in Bombay or decided to move to the city of dreams. Various filmmakers, music composers and even actors such as Sunil Dutt came to movie scene in India after the partition and helped create the Herculean industry that it is today.

Nevertheless, the Partition also inspired filmmakers on both sides of the divide. The genre of films has left an everlasting impression in shaping the popular mindset of the people of India and Pakistan. Until the fiftieth anniversary of Indian independence was celebrated in 1997, the public memory of partition was encapsulated in a handful of notable works. For the solidly middle classes, Khushwant Singh's *Train to Pakistan* (1954) appeared to capture best the violence that engulfed the Punjab; for those with a more sophisticated literary sensibility, and a much greater appetite for self-mockery, chilling sarcasm, and the naturalist style of de Maupassant and Balzac, the short stories of Saadat Hassan Manto would epitomize nonpareil the immense tragedies and absurdities behind the partition, indeed the near complete banishment of moral restraints. Barring some other imaginative endeavours over the previous five decades — a couple of films (largely inaccessible) of Ritwik Ghatak, the film *Garam Hawa* (1973), the television serial *Tamas* (1988), and scattered short stories by a few writers — the partition appeared to have been avoided rather than confronted. And, then, not altogether inexplicably, a mere three or four years ago, emboldened perhaps by the passage of 50 years, the emergence of new critical idioms of scholarly thought, and confidence in Indian democracy's resilience, scholars and public figures began to put the partition under more rigorous scrutiny. The drought has given way to something more than just a trickle of water.

While we may use the term "Partition cinema" broadly, one is well aware of the problem it evokes of such a nomenclature for Pakistani cinema. Indian cinema uses the

underlying connotations of the word Partition to entail a misfortune, a part of the motherland unfairly disjointed. On the other hand it also led to the birth of a legitimate nation state, Pakistan, which was further divided in 1971 with the founding of Bangladesh. Hence, the Partition looms large over the thematic and ideological concerns of their oeuvres. By functioning as mnemonic devices, the films acts as the conduits to the past of the inextricably interwoven destinies of India and Pakistan.

### **The Identity Crisis**

The partition, formed on the basis of religious identity, made the identity of the Muslims of West Bengal (as well as Muslims of whole India) very paradoxical. Though the identity crisis of the Muslims was not altogether a product of the partition, the partition added a new dimension to it. As a section of the Muslims had demanded Pakistan, the loyalty of the Muslims as a whole was questioned. They were labelled as anti-national and constantly looked upon with a degree of suspicion. Even today, they required to prove that they were not anti-nationals in their everyday life. They are placed in the category of second-class citizen. In the popular mainstream Hindi films, the Muslims were branded as feudal, anti-modern, dogmatic, traitors and more recently, since the 1990s, as terrorists. In Hindi cinema, the largest film industry in the world, depictions of the partition of India have been used to not only distort but propagandise how Pakistan and Muslims are viewed. A sanitised view of oneself and a muddled view of others are dangerous and irresponsible if left unchecked. It is interesting that in the post-Independence Bengali films, Muslims are almost missing though they form nearly one fourth of the total population of West Bengal. Same thing has happened in the case of West Bengal based Bengali literature.

### **Discussions**

It would be a fruitful endeavour to take stock of the portrayal of the issue of partition in the movies, both Indian & Foreign in a chronological fashion.

### **Chinnamul (The Uprooted) (1950)**

This 117 minutes Bengali film, directed by Nemai Ghosh was the first Indian film that dwelt with the partition of India. This epoch-making film in the evolution of Bengali cinematic realism tells of a large group of farmers from East Bengal who, on partition of Bengal, has to migrate to Calcutta. It depicted the physical pain and crisis of the refugees suddenly had to face the wrath of exodus. Its two legendary highlights are the scene of the old woman clinging to the doorpost of her ancestral house, refusing to leave, and the arrival of the peasants at Sealdah station amid thousands of real refugees living on the pavement.

### **Bhowani Junction (1956)**

This 110 min film directed by George Cukor based, is set amidst the turbulence of the British withdrawal from India. It is notable for its portrayal of the Eurasian (Anglo-Indian) community, who were caught in their loyalties between the departing British and the majority Indian population. Amongst the few who are sorry to see the British leave are the Anglo-Indians, half British and half Indian, for they are going to miss the patronage of their white cousins, the job reservations, and the important status and positions they currently hold. The British, quite frankly, do not think well of Anglo-Indians, nor do the Indians. The Anglo-Indian characters in the novel, like many members of their community, are closely involved with the Indian railway system. The tensions and conflicts that accompanied the birth of modern India are grippingly evoked in this film.

### **Kartar Singh (1959)**

The film written and directed by Saifuddin Saif, is a Pakistani Punjabi film about the Partition of India and the violence after it. It describes the conflicts between Hindus, Muslims and Sikhs. The film proved to be quite an eye opener especially since one knows little about the Pakistani film industry. The film manages to bring out the horrors of partition, of how man debased himself totally and the absolute, senseless violence he unleashed on a fellow human being in the name of religion. In fact,

what strikes one as a pleasant surprise about Kartar Singh, actually is the restraint in the story in terms of dealing with the various communities and bringing forth the message of humanity. There is no blatant India bashing or Hindu-Sikh bashing as one would have otherwise thought.

### **Meghe Dhaka Tara (1960)**

The 2 hr. 32 min. film directed by Ritwik Ghatak implicitly addresses issues related to the partition of India. An allegory for the traumatic consequences of the partition of Bengal, the film captures the disintegration of a Bengali middle class family as a result of dislocation, poverty, self-interest, and petty, internal division.

### **Dharmputra (1961)**

This 150 minutes Hindi film directed by Yash. It was the first Hindi film to depict the partition of India, and Hindu fundamentalism. The film dealt with issues of issue of religious bigotry, fanaticism and communalism amidst the backdrop of the partition. The central theme in this film herein is the story of a Hindu family bringing up an illegitimate Muslim child.

### **Komal Gandhar (1961)**

Komal Gandhar is a 1961 Bengali film written and directed by noted film maker Ritwik Ghatak, cinema's Bengali poet of the Partition of India, dealing with the aftermath of the Partition of India in 1947 and the refugees coping with it, though this was the most optimistic film of his legacy. The film, set in Calcutta, near the end of the second act of a nocturnal performance addressing the 1947 event, reconnoitres three themes juxtaposed in the narrative, the dilemma of Anusuya, the lead character, divided leadership of IPTA and the fallout of the partition of India.

### **Subarnarekha (1962)**

The classic film tells of the dramatic life of Bengali refugees near Calcutta in the aftermath of the Partition of Bengal in 1947. It documents the calamity of displacement and exile, touches because this historical account rises to a universal and beautiful portrayal of men exiled

on Earth and forced to live the violence of birth, love and death.

### **Garm Hava (1973)**

This 146 minutes Hindi-Urdu film directed by M. S. Sathyu, is based on an unpublished short story by the famous Urdu writer Ismat Chughtai. Focusing on the plight of a North Indian Muslim family in the aftermath of the Partition, it is one of the greatest Partition films made and possibly among the greatest films ever made in Indian cinema. The central dilemma narrated in the film is whether or not the Muslim family should migrate to Pakistan.

### **Gandhi (1982)**

The 195-minute, Oscar-winning Gandhi, directed by Richard Attenborough, was one of the most exhaustively thorough biopics ever made. It portrays important visionary angles of the Mahatma vis-à-vis the dreadful partition.

### **The Division of Hearts (1987)**

Everyday citizens of Pakistan, India, and Bangladesh discuss their unforgettable experiences following the 1947 British subdivision of colonial India in this insightful film from documentarians Sati Khanna and Peter Chappell. As viewers bear witness to these intensely personal tales of struggle and conflict, the filmmakers aptly utilized archival news and films.

### **Tamas (1987)**

It is a landmark period television film directed by Govind Nihalani. The film is about the massacre and exodus of Sikh and Hindu families to India, in the backdrop of riot-stricken Pakistan, as tensions in cities build up during India's Partition in 1947. It shows a ghastly side of politics, and the empathetic side of humanity that manages to survive any carnage. Rather than following a single person's fate during the riots, as Train to Pakistan did, Tamas takes a bird's-eye view of the communal tensions raging through India, and how they were inextricably mingled with politics, economics and lies, not just on the part of the British who followed the policy of divide-and-rule, but also on the part of both communities.



The motivations of murder were far more complex than simplistic narratives of religious clashes - the latter being stereotyped. It is not that religion wasn't involved - but that was not the only consequence involved.

### **Agony of Partition: A Challenge to the Nation (1985)**

A 22 minute documentary produced by the Films Division and directed by R. Krishna Mohan where the agony that the people of India faced is documented carefully.

### **Tahader Katha (1992)**

It is an award winning Bengali-language Indian feature film directed by Buddhadeb Dasgupta. It is a tale of disillusion that the people have gone through after independence through partition has been achieved. Perhaps the exploitation has found a different avenue to play, in an altered form.

### **Sardar - The Iron Man of India (1993)**

Ketan Mehta's National Award winning film is the tribute to Sardar Vallabhbhai Patel, a forgotten figure of India's independence struggle. The film gives an idea of what our great leaders sacrificed for independent India and realize what's happening to their dream in 21st century with violence, hatred, racism, and corruption at all-time high. In the time of high pressure, our leaders made decision what they thought its best for future generation.

### **Mammo (1994)**

This 130 mins heart-warming film by Shyam Benegal talks about the trauma of partition.

### **1947 Earth (1998)**

Directed by Deepa Mehta, the film is narrated through the point of view of a Parsi child. The narrative focus thus allows for a distancing of the events and a critical look at them. The film focuses on the difference between the pre-Partition innocence and the post-Partition tragic loss of it that ensued. This is done by focussing on a group of friends of different faiths and the

riffs between them that take place after partition.

### **Train to Pakistan (1998)**

The film was directed by Pamela Rooks and based on the well-known novel by Khushwant Singh. The film sensitively portrays the ensuing violence of the Partition through the trope of the train. Set in a village near the India-Pakistan border, the quiet and peaceful lives of the Sikh landlords and Muslim labourers there is changed forever once a train carrying the bodies of people butchered as they were leaving the newly created Pakistan.

### **Jinnah (1998)**

This 110 mins film directed by Jamil Dehlavi, traces the footsteps of one of the forgotten men of history, Mohammed Ali Jinnah (Lee), as he tries to establish a separate state after the British withdrawal from India in 1947. Concerned that their departure will mean his fellow Muslims will not be properly represented in a self-governing, de-colonised country with a large Hindu majority, the eponymous statesmen attempts to create the nation of Pakistan.

### **Hey Ram (2000)**

Directed by Kamal Haasan, the film is about a protagonist's journey from religious hatred to love with the theme of the partition of Bengal in the background. It is a period drama told in flashback, the semi-fictional plot centres around India's Partition and the assassination of Mahatma Gandhi by the Hindu activist Nathuram Godse. Hey Ram is a commentary on the sad, uncertain and violent times we live in. It pulls out all the stops in this strange, twisted and fantastic ode to non-violence. The obvious intention of the film is to prove that the events that occur 50 years ago, is relevant in this day and age as well. It's perhaps has chosen the way of reminding young audiences unfamiliar or far detached from our Independence struggle to uphold the sacrifices made by Gandhi and others and to learn from past mistakes.

### **Gadar – Ek Prem Katha (2001)**

The film is set on the milieu of Punjab Partition.

### **Pinjar (2003)**

Directed by Chandra Prakash Dwivedi, Pinjar is based on the Amrita Pritam novel. Unlike other films, which portray a pre-Partition age of innocence, this film depicts the cracks in Hindu-Muslim relations that existed even before India was partitioned. The film manages to raise several important questions about religious identity, nationhood and belonging.

### **Khamosh Paani (2003)**

It is a woman-centric film, based completely in Pakistan. It interprets a criticism of Zia-ul-Haq's extremist Islamism and its effect on the youth of Pakistan, the film manages to mention the Partition as well.

### **Beyond Partition (2006)**

This path-breaking 65 minutes documentary has taken into its ambit, relevant films that emerged not only from India, but also from Pakistan, Bangladesh and the UK. Produced & directed by Lalit Mohan Joshi film, Beyond Partition explores the trauma of Partition and how it impacted on filmmakers from the Indian subcontinent. Renowned filmmakers, Gulzar and Govind Nihalani reflect on the communal violence they witnessed. Cinema veteran M.S. Sathyu and celebrated script writer Shama Zaidi question the very idea behind the division, while Pakistani filmmaker Sabiha Sumar focuses on some other powerful forces that generated the demand for Pakistan. The film is, however, far more than just a recollection of the past from the view point of filmmakers. The film has skilfully connected the past with the present. It explores current issues including terrorism and the tensions that intermittently vitiate Hindu-Muslim relations as well as Indo-Pakistan disputes – a continuing legacy of Partition. Its highlights include brilliant analyses of Partition, its aftermath and the current socio-political scene by a broad spectrum of seasoned filmmakers such as Shyam Benegal, Chandra Prakash Dwivedi and Saeed Akhtar Mirza. Mirza has also provided a frank insight into the post-Babri Masjid Muslim psyche. The viewpoints of younger directors such as Meghna Gulzar have also been presented.

Beyond Partition depicts how popular cinema has dealt with the theme of Partition and why. While doing so, film critics and film academicians talk of ingenious ways, such as masking, which were used to depict this human tragedy that cost more than a million lives and displaced over 15 million people. A treat for all film lovers and media students, Beyond Partition depicts rare archival footage from

India's Films Division and brings alive the making of different landmark films.

### **Partition: The Day India Burned (2007)**

This 90 minute BBC documentary directed By Ricardo Pollack is the moving story of one of the worst communal massacres of the 20th century told through powerful and often emotional personal testimony of people who had lived together for centuries despite all the religious disparities, but were now forced out of their homes. Dramatized reconstructions evoke some of the mistrust, violence and upheaval that ensued. The 'big story' of Mountbatten, Nehru and Jinnah is brought to life through fresh new colour archive. Set-piece drama reconstruction recreates some of the mistrust, violence and upheaval that ensues as Britain, the once great colonial power, looks on as India burns. It clearly showcases how the British officials hurriedly took many major decisions disregarding the possible dangerous outcome in various regions of the country, especially Punjab, though it was earlier decided that the split will be there in the summer of 1948. It further reveals how the border line of this partition was drawn by a person, who was a greenhorn knowing nothing about the religious and cultural diversification existing in the country. Through many noteworthy accounts of real eyewitnesses it ably portrayed the trauma.

### **Rabba Hun Kee Kariye: (2007)**

This 65 minute documentary directed by Ajay Bhardwaj screens the truncated Punjab that bore scars of large-scale killings as each was being cleansed of their minorities. While India won her independence from the British rule in 1947, the north western province of Punjab was divided into two. The Muslim majority areas of West Punjab became part of Pakistan, and the Hindu and Sikh majority areas of East Punjab remained with, the now divided, India. For the first time a documentary turns its gaze at the perpetrators, as seen through the eyes of bystanders. While East Punjabis fondly remember their bonding with the Muslim neighbours and vividly recall its betrayal, the film excavates how the personal and informal negotiated with the organised violence of genocide. In village after village, people recount what life had in store for those who

participated in the killings and lootings. Periodically, the accumulated guilt of a witness or a bystander, surfaces, sometimes discernible in their subconscious, other times visible in the film.

### **Partition (2007)**

This 116 mins film was directed by Vic Sarin. An Indian film with an eye on western audiences, a love story in English set during partition in 1947. This is a film that lumbers under its epic ambitions and at nearly two hours long - with some awkward plotting to boot - scenes drag, grand and momentous, but crushing anything so fragile as human feelings.

### **Dastaan (Story) (TV series) (2010)**

Dastaan, a Hum TV production, is probably the most gripping modern day ode to the beauty and simplicity of pre-partition life. It portrays a romance which is shred to pieces as they had to face the trials and tribulations by the gruesome and gory separation of 1947.

### **Kya Dilli Kya Lahore (2014)**

Directed by Vijay Raaz this 100 minutes movie is an upcoming 2014 Hindi film set in the backdrop of 1948 i.e. the post-Independence period and deals with the subject of Indo-Pak partition. It is said to take a fresh approach on the irony of the partition-era and treats it with flair of innocence and humour, while keeping the sentiments of this tragic period intact.

Other than the above, the following post-Partition Pakistani cinema necessitates mention as some significant works. Tauba (S A Hafiz – 1964), Lakhon Mein Eik (Raza Mir – 1967), Behen Bhai (Hasan Tariq – 1968) Khaak aur Khaun (Masud Pervaiz – 1979), and Pehli Nazar (Islam Dar – 1977).

### **Conclusion**

It is impossible to give closure or summarise such a significant subject as partition and how it has been portrayed in film over time. Film is more than an entertainment medium. It has been used and continues to be used to view history and can create and reinforce perceptions. There is a direct correlation

between media portrayal and their social experiences of exclusion, hatred, discrimination and violence. What we can say conclusively is that film is an influential medium. How it portrays history and people of opposing beliefs or nationalities should be taken with great care. Couched in the vocabulary of melodrama, Partition cinema invests heavily in the private sphere of emotions and familial relations. Nonetheless, far from depoliticising history, it demonstrates that the private domain is already political. More often than not, the private sphere is a stand-in for the larger public categories of nation and state. We can draw an end to this saga quoting from a couplet by the Pakistani poet Faiz Ahmed Faiz on the subject of independence and partition that roughly translates as follows, "These tarnished rays, this night-smudged light; this is not that Dawn for which, ravished with freedom, we had set out in sheer longing, so sure that somewhere in its desert the sky harboured a final haven for the stars, and we would find it. We had no doubt that night's vagrant wave would stray towards the shore that the heart rocked with sorrow would at last reach its port. Friends, come away from this false light. Come, we must search for that promised Dawn."

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## **Some good news, for once**

**Bill Gates, Co-chair, Bill & Melinda Gates Foundation**

Reading the news today does not exactly leave you feeling optimistic. Hurricanes in the Americas. Horrific mass shootings. Global tensions over nuclear arms, crisis in Myanmar, bloody civil wars in Syria and Yemen. Your heart breaks for every person who is touched by these tragedies. Even for those of us lucky enough not to be directly affected, it may feel like the world is falling apart. But these events—as awful as they are—have happened in the context of a bigger, positive trend.

On the whole, the world is getting better. This is not some naively optimistic view; it's backed by data. Look at the number of children who die before their fifth birthday. Since 1990, that figure has been cut in half. That means 122 million children have been saved in a quarter-century, and countless families have been spared the heartbreak of losing a child. And that's just one measure. In 1990, more than a third of the global population lived in extreme poverty; today only about a tenth do. A century ago, it was legal to be gay in about 20 countries; today it's legal in over 100. Women are gaining political power and now make up more than a fifth of members of national parliaments—and the world is finally starting to listen when women speak up about sexual assault. More than 90% of all children in the world attend primary school. In the U.S., you are far less likely to die on the job or in a car than your grandparents were. And so on. I'm not trying to downplay the work that remains. Being an optimist doesn't mean you ignore tragedy and injustice. It means you're inspired to look for people making progress on those fronts, and to help spread that progress. If you're shocked by the idea of millions of children dying, you ask: Who is good at saving kids, and how can we help them do more? (This is essentially why Melinda and I started our foundation.) So why does it feel like the world is in decline? I think it is partly the nature of news coverage. Bad news arrives as drama, while good news is incremental—and not usually deemed newsworthy. A video of a building on fire generates lots of views, but not many people would click on the headline "Fewer buildings burned down this year."

It's human nature to zero in on threats: evolution wired us to worry about the animals that want to eat us. There's also a growing gap between the bad things that still happen and our tolerance of those things. Over the centuries, violence has declined dramatically, as has our willingness to accept it. But because the improvements don't keep pace with our expectations, it can seem like things are getting worse.

To some extent, it is good that bad news gets attention. If you want to improve the world, you need something to be mad about. But it has to be balanced by upsides. When you see good things happening, you can channel your energy into driving even more progress. That is what I hope you will take from this issue of TIME. I've asked some of the people I respect most to write about what makes them optimistic. You'll learn surprising facts about the state of the world, and you'll meet heroes who save lives every day. It's a crash course in why and how the world is improving. I hope you'll be inspired to make it even better.

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## **PREDICTION OF TOURIST ARRIVALS TO INDIA- GOVERNMENT INITIATIVES-TRENDS AND DRIVERS.**

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### **Abstract**

The main objectives of the study are to identify the factors responsible for growth of tourism in India, various government initiatives, trends and drivers of growth of tourism, advantages and key issues in development of tourism, online issues, elucidate the different criticisms and reasons for poor visitors to India compare to other countries regarding the tourism with estimation of future tourist arrivals up to 2025 with a suitable suggestions to strengthen the promotion of tourism in India. 120 respondents selected from the districts of West Godavari and East Godavari and Visakhapatnam. The convenient sampling technique was applied to draw the sample from the universal population. The data collected from both primary and secondary sources. The primary data collected through the structured questionnaire of 120 respondents. The technique of multiple regression analysis applied through the SPSS 16.0 version software and also applied the descriptive statistics in terms of percentage, mean and standard deviation, maximum and minimum. The chi-square test applied to test the concern hypothesis. The tourist companies should have stable tie-ups with insurance companies and ensure the conviction of the clients and the tour operators should be vigilant and well trained regarding terms and conditions to acquaint with knowledge of insurance product, to render the adequate service for the clients to avoid unnecessary chaos while selling travel insurance. The tour companies also need to ensure the efficiency of the insurance companies and should facilitate the service with high competency and care. The outbound tourists need to well equip both in terms of coverage, coverage of services and the time frame.

**Key Words:** Government Initiatives, Trends and Drivers of Growth of Tourism, Key Issues in Development of Tourism, Online Issues, Criticisms and Reasons for Poor Visitors to India

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**Introduction:** The tourism and hospitality sector stood at top 15 sectors in India and received highest FDI during April 2000 – September 2015, with an attraction of US \$8.48 billion of FDI, as per the Department of Industrial Policy and Production (DIPP) and some of the recent investments comprises of to scale up inbound tour business invested a 535 crore (US \$80.3 million) through the Fairfax-owned Thomas Cook ha takeover Swiss tour operator Kuoni Groups business in India. Franchise agreement to establish the mid-market brands has signed between the Miraya Hotel Management and US based vantage Hospitality Group. Establish a joint venture (JV) worth of 100 million US \$ by Thaifirm Onyx Hospitality and Kings Bridge India Hotel asset management firm by 2018. ITC wants to launch five hotels of Mahabalipuram, Kolkata, Ahmadabad, Colombo and Hyderabad by 2018, along with planning to invest about ` 9,000 crore (US \$1.35 billion) in next 3 to 5 years. 255 crore (38.3 million US\$) invested in Vatika

hotels through the Goldman Sachs, New York based multinational investment banking fund. Soft bank of Japan will proposed to invest 630 crore (US \$94.5 million) for Gurgaon based Oyo rooms. Make My Trip will acquire the website of Mygola (Travel Planning) to concentrate on innovating the online travel segment.

### **Review of Literature:**

**Robert Govers, Frank MGO, Kevin Hillmer Pegram(2017)** revealed that hunting, fishing and whaling issues were considered as an attractions of tourism. **Kuldeep Kumar (2017)** opined that promotion of tourism depends on the external influences rather than the promotion of tourism. **Kaye Walker and Gianna Moscardo(2016)** opined that values were the basis to frame and delivery of experiences that promotes tourists to care of place from the sense of place. **Michelle Whitford and Lisa Ruhanen(2016)** focused on

the sustainability of domestic tourism in parallel with domestic stake holders and he commented that domestic tourism research was multifaceted, composed of different values and perspectives for development of tourism. **Pritchard, A and N.J. Morgan (2011)** opined that political, cultural and historical issues influence the promotion of tourism. **Beerli, A and J.D. Martin (2004)** examined the relationship between various components of the perceived image and the factors which effects its establishment. **Cohen-Hatta, bk and J Kerber (2004)** focused on the authenticity considered as a negotiable instead of primitive. **Ryan, C (2000)** focused on the experience of an individual regarding tourism influence the establishment of best tourism model. **Mac Kay, KJ and DR Fesen Maier (2000)** verified the perception of image of cross cultural with analysis of the multi dimensional scaling. **Baloglu, Sand KW MC Cleary (1999)** focused on the important determinants of destination and he found that destination image was a blend of both tourist characteristics as well as the stimulus factors. **Onions, D (1998)** examine the contributes of arts, manufactures and commerce influence on the promotion of tourism. **Padget, D, and D Allen (1997)** focused on the advertising as a tool for promotion of tourism. **Echtner, CM and JRB Ritchie (1993)** opined that holistic represents images based on attributes, psychological, functional, common and unique features required to formation of destination image. **Parasuraman A V Zeithaml and LL Berry (1985)** focused on the quality of service and examined how it was useful for promotion of tourism. **Mac Cannel, D (1973)** focused on the social frame work of tourist firms and identified the relationship with the non-right consciousness. **Cohen E (1988)** focused on the difficulty of reexamination of authentic experiences and focused on the commoditization. **Leiper (1979)** opined that criticism classified as "economic", "technical", and "holistic". **(Dann 2000)** expressed his opinion that state-of-the-art tourism research in academic journals provides hypotheses on the evolution of tourism knowledge. employee engagement is required for success of tourism **(Kahn, 1990)**.

**Need for the Study:** After examining the existing literature on tourism identified that several researchers were published papers with only theoretical innpinnings without focus on empirical research and also they left several issues on tourism. Hence, it is required to carry out the research from the fragmented approach on

tourism to the holistic approach on tourism with more focus on the empirical research.

**Statement of the Problem:** The place of tourism far behind the other sectors in Indian economy. Therefore, it has a time to discuss the areas of proficiency of tourism, factors responsible for growth of tourism, development of tourism through the various government initiatives, identification of trends and drivers of growth of tourism in India, advantages of promotion of tourism, criticisms of tourism, key issues and suggestions for promotion of tourism in India.

#### **Objectives of the Study:**

1. To know the trends and drivers of growth of tourism in India.
2. To Estimate the future tourist arrivals up to 2025.
3. To offer a suitable suggestions to strengthen the promotion of tourism in India.

#### **Hypothesis:**

- NH<sub>1</sub>: Promotion of Niche tourism absence the flow of FDI.
- NH<sub>2</sub>: Government initiatives do not useful for promotion of global tourism in India.

#### **Research Methodology:**

- **Sample Selection:** 120 respondents selected from the districts of West Godavari and East Godavari and Visakhapatnam.
- **Sampling Techniques:** The convenient sampling technique was applied to draw the sample from the universal population.
- **Data Collection:** The data collected from both primary and secondary sources. The primary data collected through the structured questionnaire of 120 respondents. The secondary data obtained from the journals, magazines and websites. The number of arrival of the tourists collected from the website of Ministry of Tourism.

**Tools Used for the Study:** The technique of multiple regression analysis applied through the SPSS 16.0 version software and also applied the descriptive statistics in terms of percentage, mean and standard deviation, maximum and minimum. The chi-square test applied to test the concern hypothesis.

**Table 1: Profile of the Respondents**

<b>Age</b>	0-20	1.7
	21-40	35.0
	41-60	39.2
	61-80	14.2
	Above 80	10.0
<b>Educational Qualifications</b>	Xth Class	9.2
	Intermediate	5.8
	Graduation	4.2
	ACS	6.7
	CA	6.7
	ICWAI	4.2
	Post-Graduation	63.3
<b>Marital Status</b>	Married	60.8
	Unmarried	39.2
<b>Gender</b>	Male	66.7
	Female	33.3

**Note:** Column No 3 represents the per cent of the respondents.

The higher number of respondents (39.2 percent) represented from the age group of 41-60 years and followed by the 61-80 years, above 80 years and the 0-20 years. The majority of the respondents belonged to the married, and majority of them possess the qualification of

Post -Graduation followed by the X class. It also represents the majority of the respondents (66.7 percent) belonged to the male category and rest of them confined to the female category.

### Hypothesis-1:

**Null Hypothesis (H<sub>01</sub>):** Promotion of Niche tourism absence the inflow of FDI.

**Alternative Hypothesis (H<sub>a1</sub>):** Promotion of Niche tourism leads to the inflow of FDI.

**Table 2A: Niche Tourism \* Inflows of FDI**

		Inflows of FDI					Total
Niche Tourism		Strongly Disagree	Disagree	Nueutral	Agree	Strongly Agree	
	Strongly Disagree	0	0	0	2	1	3
		(.0)	(.0)	(.0)	(4.0)	(2.0)	(2.5)
	Disagree	0	0	0	5	5	10
		(.0)	(.0)	(.0)	(10.0)	(9.8)	(8.3)
	Nueutral	0	0	0	2	3	5
		(.0)	(.0)	(.0)	(4.0)	(5.9)	(4.2)
	Agree	6	5	5	41	42	99
		(100.0)	(100.0)	(62.5)	(82.0)	(82.4)	(82.5)
	Strongly Agree	0	0	3	0	0	3
		(.0)	(.0)	(37.5)	(.0)	(.0)	(2.5)
Total		6	5	8	50	51	120
		(100.0)	(100.0)	(100.0)	(100.0)	(100.0)	(100.0)

**Source:** SPSS: Field Study

**Table 2B: Chi-Square Test**

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.820 <sup>a</sup>	16	.000
Likelihood Ratio	23.804	16	.094
Linear-by-Linear Association	3.099	1	.078
N of Valid Cases	120		

a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .13.

**Analysis :** The majority of the respondents agreed that promotion of global tourism in India result a flow of FDIs towards India, and also they opined that Niche tourism was useful to promotion of global tourism and calculated Pearson chi-square value was the 46.820 at df

was 16 and the significance value was the 0.000, hence, it can be concluded that the proposed null hypothesis was rejected and the alternative hypothesis was accepted came to know that promotion of niche tourism leads to the inflow of FDI.

**Table 3: Test of Variables Entered or Removed**

Model	Variables Entered	Variables Removed	Method
1	Government Policy support useful to promotion of tourism in India, Capital Subsidy, Opening of Air Ports, Promotion of Rural Tourism, Signing of MOUs, Insurance of Visa, Lesser Customs Duty, E-Visa <sup>a</sup>	.	Enter

a. Tolerance = .000 limits reached.

b. Dependent Variable: Government initiatives useful for promotion of tourism in India

**Source: SPSS: Field Study**

Table-3: This table explains the variables entered as an independent variables relevant to the various government initiatives like capital

subsidy, opening of Airports, promotion of rural tourism, insurance of visa, E-visa and lesser customs duty.

**Table 4: Test of Variation in Promotion of Tourism through the Various Government Initiatives**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973 <sup>a</sup>	.946	.943	.21517

a. Predictors: (Constant), Government Policy support useful to promotion of tourism in India, Capital Subsidy, Opening of Air Ports, Promotion of Rural Tourism, Signing of MOUs, Insurance of Visa, Lesser Customs Duty, E-Visa **Source: SPSS: Field Study**

**Table-4:** The table 13 explains the test of variation in promotion of tourism in India through the various recognized government initiatives. It indicates that correlation coefficient was the 0.973 and squared (0.973)<sup>2</sup> of it 0.946 considered as an co-efficient of

determination and indicates that 94.6 percent of variation in govt. initiatives for promotion of tourism in India was explained through the various other initiatives and smaller std. error of the estimate indicates proposed regression model was fit for the regression analysis.

## Hypothesis-2 :

**Null Hypothesis (H<sub>0</sub>):** Government initiatives do not useful for promotion of global tourism in India.

**Alternative Hypothesis (H<sub>a</sub>):** Government initiatives useful for promotion of global tourism in India.



**Table 5: Test of Difference from the Promotion of Tourism through the Various Government Initiatives**

Model	Particulars	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.828	8	11.353	245.224	.000 <sup>a</sup>
	Residual	5.139	111	.046		
	Total	95.967	119			

a. Predictors: (Constant), Government Policy support useful to promotion of tourism in India, Capital Subsidy, Opening of Air Ports, Promotion of Rural Tourism, Signing of MOUs, Insurance of Visa, Lesser Customs Duty, E-Visa

b. Dependent Variable: Government initiatives useful for promotion of tourism in India

**Analysis :** The sum of squares of regression value was more than that of sum of squares of residual value at df was 119 at F value was 245.224, significance value was the 0.000, hence, it can be observed that the proposed null hypothesis was

rejected and the alternative hypothesis was accepted and confirmed that government initiatives useful for promotion of global tourism in India and also identified that proposed regression model was fit for the regression analysis

**Table 6: Test of More Favorableness towards the Promotion of Tourism through the Various Government Initiatives.**

Model 1	Particulars	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-.842	.154		-5.475	.000
	Promotion of Rural Tourism	-.070	.037	-.090	-1.896	.061
	Insurance of Visa	-.001	.056	-.002	-.025	.980
	Capital Subsidy	-.111	.064	-.148	-1.726	.087
	Lesser Customs Duty	.117	.081	.149	1.454	.149
	Signing of MOUs	.005	.072	.006	.075	.941
	E-Visa	.105	.126	.103	.831	.408
	Opening of Air Ports	-.066	.079	-.066	-.839	.403
	Government Policy support useful to promotion of tourism in India	1.464	.037	.991	39.654	.000

Dependent Variable: Government initiatives useful for promotion of tourism in India Source: SPSS: Field Study

**Table-6:** This table explains the more favorable response towards the promotion of tourism in India through the various government initiatives. It indicates that policy of government was more favorable response

towards the promotion of tourism in India and followed by the lesser customs duty, e-visa, MOUs, insurance of visa, opening of airports, promotion of rural tourism and the capital subsidy.

**Table 7: Arrival of Tourists from the Year 1991 to 2014**

Year	Tourist Visits		Annual Growth Rate		Total Tourists	Total Growth Rate
	Domestic	Foreign	Domestic	Foreign		
1991	66670303	3146652	-	-	669216955	----
1992	81455861	3095160	22.2	-1.6	84551021	20.6
1993	1058211696	3541727	29.9	14.4	109353423	44.3
1994	127118655	4030216	20.1	13.8	131148871	33.9
1995	136643600	4641279	7.5	15.2	141284873	22.7
1996	140119672	5030342	2.5	8.4	145150014	10.9
1997	159877208	5500419	14.1	9.3	165377627	23.4
1998	168196000	5539704	5.2	-0.7	173735704	4.5
1999	190671034	5832015	13.4	5.3	196503049	18.7
2000	220106911	5893542	15.4	1.1	226000453	16.5
2001	236469599	5436261	7.4	-7.8	241905860	-0.4
2002	269598028	5157518	14.0	-5.1	274755546	8.9
2003	309038335	6708479	14.6	30.1	315746814	44.7
2004	366267522	8360278	18.5	24.6	374627800	43.1
2005	392014270	9947524	7.0	19.0	401961774	26.0
2006	462321054	11738892	17.9	18.0	474059946	35.9
2007	526564478	13256637	13.9	12.9	539821115	26.8
2008	563034107	14380633	6.9	8.5	577414740	15.4
2009	668800482	14372300	18.8	-0.1	683172782	18.7
2010	747703380	17910178	11.8	24.6	765613558	36.4
2011	864532718	19497126	15.6	8.9	884029844	24.5
2012	1045047536	18263074	20.9	-6.3	1063310610	14.6
2013	1142529465	19951026	9.3	9.2	1162480491	18.5
2014	1290117432	22567650	12.92	13.12	1312685082	26.04

Domestic Average Growth Rate:  $319.82/24=13.32583$

Foreign Average Growth Rate:  $214.82/24=8.95083$

**Table 8: Expected Number of Tourists Arrivals only Based on Growth Rate from the Year 2014-2025.**

Year	Domestic Tourists(Growth Rate 1.133)	Foreign Tourists(Growth Rate 1.0895 or 1.09)
2014	1290117432	22567650
2015	1461703050.45	24598738.5
2016	1656109556.15	26812625
2017	1876372127.11	29225761.2
2018	2125929620.01	31856079.7
2019	2408678259.47	34723126.9
2020	2729032467.97	37848208.3
2021	3091993786.21	41254547
2022	3503228959.77	44967456.2
2023	3969158411.41	49014527.3
2024	4497056480.12	53425834.8
2025	5095164991.97	58234159.9

**Source: Compile from the Self**

**Total Tourists=**  $-1.545E7+.102 \times \text{Domestic Tourists Visits} + 46.765 \times \text{Foreign Tourists Visits}$  by utilizing the equation the following projections were made.

**Table 9: Estimated Tourist Arrivals to India from the Year 2014-2025 through the Multiple Regression Analysis. Based on  $-1.545E7 + .102 \times \text{Domestic Tourists Visits} + 46.765 \times \text{Foreign Tourists Visits}$ .**

Year	Foreign Tourists	Domestic Tourists	Total Tourists
2014	1055376152	131591978.06	1186968128
2015	1150360006	149093711.14	1299453715
2016	1253892408	168923174.72	1422815581
2017	1366742723	191389956.96	1558132678
2018	1489749567	216844821.24	1706594386
2019	1623827029	245685182.46	1869512209
2020	1769971461	278361311.73	2048332771
2021	1929268890	315383366.19	2244652254
2022	2102903089	357329353.89	2460232441
2023	2292164369	404854157.96	2697018527
2024	2498459164	458699760.97	2957158925
2025	2723320488	519706829.18	3243027317

#### Findings of the Study:

1. The majority of the respondents (90.8 percent) opined that liberalize the norms of E-visa to visit India by the foreign visitors.
2. The study found that 59.3 percent of variation in promotion of global tourism was explained through the various factors and also found that generation of employment and undertake a projects relate to product or infrastructure development for destinations and circuits (PIDDC) were favorable response to promotion of global tourism and followed by the initiatives of govt. niche tourism etc.
3. The study also witnessed that niche tourism was useful for the inflows of FDI (Foreign Direct Investments) to India.
4. The study found that the 94.6 percent of variation in promotion of global tourism was explained through the various government initiatives and also indentified that support of Government policy more favorable response towards the promotion of tourism in India and followed by the customs duty, e-visa, signing of MOUs, insurance of visa, opening of airports, rural tourism and the capital subsidy.
5. The study also found that organization of international events of tourism,

Govt. policy support and diverse product offerings were the leading trends and drivers of growth of tourism and followed by the profile of visitors, govt. initiatives and geographical diversity, natural resources, changing consumer life styles with healthy economic growth and rising levels of income.

6. The study also identified the various criticisms of tourism in India. The majority of the respondents opined that major criticisms were the regional imbalances, inadequate security for tourists, followed by the inadequate transportation, unhealthy tourist site environments, poor hygienic conditions with the incidents of the harassment of tourists in some places.

#### Suggestions:

1. Promote to establish a tourism enterprises in the form of small enterprises to come up with the certain products and services relevant to the tourism.
2. Engage partnerships with local governments to support the fiscal strategies like taxes, road construction, rural schools, communication networks, and sanitation and health

- improvements in the particular area.
3. Facilitate voluntary donations and support to local capacity building.
4. Facilitate income opportunities for vulnerable groups.
5. Tourism promotes the capital formation and generates wealth which is most important for development of an economy.
6. The tourist companies should have stable tie-ups with insurance companies and ensure the conviction of the clients.
7. The tour operators should be vigilant and well trained regarding terms and conditions to acquaint with knowledge of insurance product, to render the adequate service for the clients to avoid unnecessary chaos while selling travel insurance.
8. The tour comprises also need to ensure the efficiency of the insurance companies and should facilitate the service with high competency and care.
9. The outbound tourists need to well equipped both in terms of coverage, coverage of services and the time frame.

**Conclusion:** The concern authority should take necessary action to remove the regional conflicts and to solve the security problems, liberalize the norms of e-visa and visa for

tourists. Involvement of PPP (Public – Private Partnership) Model to develop the selected projects in tourism ,initiate an action to establish the HRD centre to coordinate the activities of the tourism, use the short films, photographs for promotion of various tourist places ,defined, planned tour packages should be introduced to attract the new travelers, select the appropriate marketing strategies to promote the tourism industry and apply the “niche” marketing concept to attract the foreign travelers, furnish the apt information regarding activities of tourism, adopt an international advertising as a tool to attract the foreign investors ,increase the quality of services facilitated by the airlines and hotels, facilitate short films, documentaries and short teaser projecting the external and internal networks ,provide infrastructure in terms of cuisine, accommodation, hygiene, clean water and basic amenities, accessibility of roads and means of transportation, carrying the capacity of destination, environmental issues comprises of pollution and eco fragility etc, maintain the safety, law and order situation, local participation is more important aspect in development of rural tourism, therefore respective Govt’s should conduct awareness programmes among the rural people. It is also recommended that benefits or profits of the rural tourism may share with the local community to encourage their invest and to enhance the participation in this segment of tourism and also there should be a wider publicity and advertisement through media like TV, Radio, News Paper and the Journals.

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# THE ROLE OF SOCIAL ENTREPRENEURSHIP IN NORTH-EAST INDIA

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## Abstract

North-eastern part of India is a region that has long been both socially and economically isolated from the mainland India. Although, the government of India has developed a number of institutions, schemes, and welfare programmes for the North-eastern region, but at the ground level there has been less concerted and cohesive effort to address and solve the social ills faced by the people of the region. The problem occurs at a space that remains out of the reach of both public as well as private sector organizations. Social enterprises being promoted by social entrepreneurs arguably have ventured into this space and contributed significantly in this space by providing unique entrepreneurial services. In this context the present paper makes a humble attempt to identify various entrepreneurial roles to be played by social entrepreneurs in generating value for the beneficiaries i.e., intended targets of social value creation (Lepak et al., 2007) and also the scope of such entrepreneurial intervention in the society.

**Key words:** North east, Government schemes, Social entrepreneur, Social value creation

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## Introduction

North-eastern part of India is a region that has long been both socially and economically isolated from the mainland India. This is a region that faces several socio-economic problems - unemployment, poverty, gender-based violence, oppressive social structures etc. which have attracted the attention of the scholars and practitioners in various disciplines. Even after 70 years of independence, we still talk about these issues in public domain. Most of these north-eastern states have been in a state of neglect and underdevelopment with issues like fund crisis and improper implementation of central as well as state welfare schemes. The inadequacy on the part of the government to address these issues has led to the rise of many social evils such as terrorism, interstate conflicts, border issues etc. The region has limited employment opportunities due to the absence of medium and big industries, projects and job-centric ventures.

Although the North-eastern region is endowed with various natural resources, but due to the lack of optimal utilization and

adequate channelization of these resources it couldn't lead to profitable investments to bring maximum benefits in terms of employment generation and poverty reduction to the people. The present state of affairs arguably has forced the governments both at the central and state level to go for various reforms with the ultimate goal of welfare by achieving socio-economic development. In order to integrate this region with the rest of India, specific welfare measures have been launched and implemented by the government. In a true sense, the North-east has been a black hole for businesses and enterprises for decades. The several social ills in the form of insurgency, sustained conflict, geographical isolation, and infiltration played a significant role in creating an unfriendly investor ecosystem which has led to a drying up of investments in the region and hence the lack of social and economic development in the region. Realizing the potential of North-east, the central government has designed strategies for economic development of the region, be it industrial policies, LOOK East Policy or any other visible social policy, but seldom implemented effectively due to the fixed mindset of the people and lack of their

participation at the grass root. In addition, it has been observed that local communities are, many a times, not aware of the existence of these programmes or even how to derive benefits out of these schemes.

Since independence, the government of India has developed a number of institutions, schemes, and welfare programmes for the North-eastern region. However, at the ground level there has been less concerted and cohesive effort to address and solve the social ills faced by the people of the region. Under NEIIPP, 2007, since inception, Rs.1141.67 crores have been released to the States of NER out of which an amount of Rs.149.99 crores during 2013-14, Rs.221.90 crores during 2014-15 and Rs.200.00 crore during 2015-16 has been released. In the FY 2016-17, the Budget allocation of Rs.169.97 crore had been released (FICCI, 2017).

Social entrepreneurs can play a pioneering role in achieving the equal distribution of wealth among the disadvantaged groups of the region, thereby transforming unequal social structures and affecting the rise in poverty. They can put in serious efforts to blend formal and informal local institutions with the aim to overcome structural impasse and strengthen social capital. The elected leaders due to the lack of moral authority, many a times, fail miserably to undertake sustainable development. This has a considerable impact on the regional development despite government efforts and various developmental measures. To achieve self-sustained growth of North-eastern region, there needs to be an active entrepreneurial mindset which is able to take economic strategies of the government, both at the central and state level, to the local communities of the region. This will help to achieve several things – not only will it curb the migration of population from the region and will motivate them to use their skills and contribute to the development of the region but also reduce social evils in the region.

### **Social Entrepreneurship – The Concept**

Despite the recognition of huge potential of social entrepreneurship to the study of voluntary and non-profit sectors (Alvord et al. 2002; Mort et al. 2003) and its emerging

ecosystem, the available literature on social entrepreneurship is limited and, therefore, lacks a clear definition (Peredo et al., 2006; Dacin et al., 2010).

Shane & Venkataraman (2000), identify the process of opportunity identification, evaluation, and exploitation as central and explicit to social entrepreneurship. Social entrepreneurs uncover profit opportunities by focusing on the existence of disequilibrium situations in the market and thereby attempt to bring into existence new service and products, raw materials, and combination of resources (Casson, 1982; Tang, 2012).

The origin of the social entrepreneurship can be traced from the traditional knowledge of entrepreneurship (Abu-Saifan, 2012). He further says that it is a mission driven process and social entrepreneurs are mission driven individuals who generate social wealth by focusing on a set of entrepreneurial behavioural dispositions and all this is done basically via entrepreneurial oriented entity and skills to set up ventures that resort to economic and technological innovation (Noya, 2009) that is economically independent, self-sufficient, and sustainable and is important to community development (Dhesi, 2010).

Dees (2001) portrays social entrepreneurs as the agents of change who aim to create and sustain social value by identifying and exploiting new opportunities through engaging themselves in a process of continuous innovation, adaptation, and learning without being constrained by limited resources in hand (Sharir and Lerner, 2006; Anderson and Helm, 2008). European Commission (2010) equates social entrepreneurship as a domain existing in between the public and the private sector, which works with an entrepreneurial spirit to achieve the goal of social mission.

There are more than 2 million social enterprises currently operating in India with priorities like creating employment opportunities, improving health and well-being, addressing social-exclusion, protecting the environment, supporting agriculture and allied activities, empowering and uplifting women, promoting education and literacy, addressing financial exclusion, supporting other social enterprises and organizations, supporting vulnerable children and young persons, and providing affordable housing (British Council, 2016).

The existing literature shows a growing interest in theory and practice of the scope of social entrepreneurship to socio-economic development of a nation. This phenomenon is on rise as government and civil society begin to acknowledge the impact of this model on the society. The role and the importance of social entrepreneurship is increasingly becoming an interesting area of study. It is rather an alternative form of development that has attracted the attention of scholars, government, private entities etc. and has definite place in the present developmental efforts in India. The role of alternative development of social entrepreneurship is justified by its aim of reaching the larger socio-economic groups.

Although, there is a growing agitation and movement to forward frameworks as a way to address increasing inequality of social, health, economic and ecological conditions, and to provide alternative solutions to the diminishing involvement of government with the society. In order to provide social stability in the region, an urgent need arises for the development of new instruments. Social entrepreneurs have the potential and can play an influential role in the overall socio-economic growth of the region. They, by establishing a venture, mobilize public wealth and resources and thereby allow people to draw benefits out of it. The resulted wealth creation and distribution is one of the basic goals of economic development. Increased challenges to bring socio-economic development and environmental sustainability at the global level have led to the emergence of developing alternative strategies for development (Tremblay, 2009) that intend to respond to situations created due to government and market failures (Koch, 2010). The elected leaders, many a times, fail miserably to undertake sustainable development due to the lack of moral authority. This has a considerable impact on the regional development despite government efforts and various developmental measures.

The problem occurs at a space that remains out of the reach of both public as well as private sector organizations. The private sector economic enterprises either considering only in terms of speedy economic returns (profit maximization at the lowest risk) ignores this space or decide not to venture for lack of the skills to take up the challenge and risk. On the other hand the public organizations due to

indifferent behaviour of local bureaucracy and conflict between formal local institutions (Dhesi, 2010) or excessive transaction cost are unable to overcome the problem, thereby creating a space for other type of players to enter and address the issue. Social enterprises being promoted by social entrepreneurs arguably have ventured into this space and contributed significantly in this space by providing unique entrepreneurial services.

The existing literature on the process of solving social problems, creating social value and the role of individual social entrepreneur is limited in case of North-east. The focus of entrepreneurial approach in alleviating social problems is largely missing. A leading role in terms of capacity building for effective implementation of the schemes can be played by social entrepreneurs, which is equally important, if not more, than the actual implementation itself. In this context the present paper makes a humble attempt to identify various entrepreneurial roles to be played by social entrepreneurs in generating value for the beneficiaries i.e., intended targets of social value creation (Lepak et al., 2007) and also the scope of such entrepreneurial intervention in the society.

### **Social Entrepreneurs Intervention and Action Areas in North-eastern Region**

Despite the presence of various government welfare and development schemes, India still is plagued by burning issues like farmers' suicide, lack of quality education, unutilized demographic dividend and many others. The reasons for this disappointing state could be attributed to mainly two elements; firstly, government failure to implement programmes effectively and secondly lack of awareness among the public about the various schemes. The reason of the existing inefficiency can be explained by improper monitoring, lack of accountability, corruption and misalignment of incentives. Along with that, the government is also not fully aware of reality at the ground level and lack established mechanism to reach out the beneficiaries.

The emergence of social entrepreneurship phenomenon in North-eastern region has resulted mainly from the failure to recognize the social needs of the people both by both public authorities and profit-oriented private entities. To overcome this crisis,



individuals and organizations of the region with social purpose have gradually come forward to carry out activities for sustainable social transformation (Alvord et al., 2004). While accepting the backwardness and economic separation of the region from the rest of the country and also to integrate this region with the mainland, the government at the centre in collaboration with state governments is attempting to make inroads into this region with several economic strategies. The government with the aim of developing North-eastern region had earmarked more than Rs.30,000 crore in the budget of FY 2016-17 for the region (The Financial Express, 2016). Keeping this in view, social entrepreneurs can play a key role in ensuring that money is spent well for the development of the region.

One of the major concerns of the states located in the North-eastern region is the growing rate of unemployment and poverty (Table 1).

Although, it is quite easy for people to criticize the government for ineffective implementation of the schemes, but at the same time it is also pertinent to think over the roles of individuals and organizations to take the various schemes to the actual end-users. The question here is what different roles, in the current scenario, social entrepreneurs can play with respect to the several welfare schemes launched by the government specifically for the region and thereby contributing to the socio-economic development of the region. The government at the centre, over the years, has launched several schemes and policies such as Digital India, Make in India to keep the momentum of growth going along with various other schemes such as MNREGA, Pradhan Mantri Jan Dhan Yojana, Atal Pension Yojana, Suraksha Beema Yojana etc. that have been launched for financial inclusion and social security.

**Table 1. Socio-economic status of North-eastern states**

State	Literacy rate	Infant mortality rate	Unemployment rate	Population below poverty line (%)
Arunachal Pradesh	65	32	6.5	31.98
Assam	72	55	10.1	34.67
Manipur	77	11	9.7	36.89
Meghalaya	74	52	3.2	11.87
Mizoram	91	34	6.8	20.40
Nagaland	80	21	38.9	18.88
Sikkim	81	26	3.3	8.19
Tripura	87	29	35.7	14.05
NER	79 (Avg)	33 (Avg)	14.3 (Avg)	22.12 (Avg)
All India	74	44	5.1	21.9

Sources: Census Data (2011), Planning Commission, & Ministry of Labour & Employment.

Experts are of the opinion that the existing gap in the market offers a significant opportunity for social entrepreneurs as they can have a considerable impact on the upliftment of the socio-economic status of the people of the region by offering cost-effective and sustainable solutions to existing as well as emerging social problems in the prevailing conditions. They can play a key role in creating awareness among the public on various relevant issues and can become an extended arm of the government and build partnership to help them in the process. The activities of social entrepreneurs are diverse and may include facilitating implementation, a catalyst, and a

partner. Some of the visible areas which require intervention and action of social entrepreneurs are:

### **1. Act east policy**

India announced its 'Look East Policy' in 1991 (now 'Act East Policy') with a view to seeking greater economic engagement with East Asian countries. Major destinations for India's exports in the region are Singapore, Indonesia, Malaysia, Vietnam and Thailand while the major sources of imports are Indonesia, Malaysia, Singapore, Thailand, Vietnam and Myanmar (Table 2).

**Table 2. India's trade with its eastern neighbours (in crore INR)**

<b>Country</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>CAGR</b>
Nepal	11,916	16,089	19,629	21,792	24,696	20%
Bhutan	1,632	2,266	2,594	2,383	2,927	16%
Bangladesh	16,131	22,138	26,250	34,706	39,599	25%
Cambodia	304	450	640	745	924	32%
Lao PDR	222	80	625	1,005	847	40%
Myanmar	8,987	8,030	11,559	11,744	13,082	10%
Thailand	28,030	39,278	49,469	54,515	54,407	18%
Vietnam	14,165	22,298	32,652	37,693	48,207	36%
<b>Total</b>	<b>81,385</b>	<b>110,628</b>	<b>143,419</b>	<b>164,583</b>	<b>184,687</b>	<b>23%</b>
North east trade	1628	1154	1643	2118	2615	13%
<b>Percentage of NE trade to the total potential</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	

Source: FICCI (2014)

Table 2 clearly shows that India's trade with Nepal, Bhutan, Bangladesh, Cambodia, Lao PDR, Myanmar, Thailand and Vietnam has increased from ₹81,385 crore (approx.) in 2009-10 to ₹184,687 crore (approx.) in 2013-14 at a CAGR of 23%. On the other hand, the share of the North east in this trade has been consistently moving around in the range of 1 to 2%, which suggests that there exists tremendous scope and potential for trade enhancement from the North-east to these countries. Despite its geographical and demographic advantage, the region's economic development has been lagging behind the rest of the country. The intervention of social entrepreneurs in facilitating the economic exploitation of this potential and linking them to various schemes of the central as well as state government may result in further development

of the region. Their focus on creating awareness and providing information will empower the people of the region to make informed choices. They can intervene to promote viable business activities, state wise, in those items which have immense scope and potential for border-trade in North-east India (Table 3). They can also play a dominant role in disseminating the information regarding the several incentives offered by the government, associated with various ventures. For instance, Assam alone has nearly 86% (Census, 2011) of its population residing in rural areas. Keeping this in view, the government has initiated the Shyama Prasad Mukherjee Mission to bring in socio-economic and basic development of the rural areas in a cluster model. The social entrepreneurs should work in collaboration with the government to ensure the effective implementation of the programme.

**Table 3. State-wise potential items for border trade in North east India**

Sl. No.	State	International Border	Potential Items for Border Trade
1.	Arunachal Pradesh	West-Bhutan, North-China, East-Myanmar	Handmade carpet, handmade paper, Pradesh citrus, fruits, processed fruits, ginger, herbal products etc.
2.	Assam	Bangladesh, Bhutan	Handloom & handicrafts, chilly, ginger, processed fruits, handmade paper, tea, jute products and floriculture items, essential oil, minerals like coal & limestone etc.
3.	Manipur	Upper Myanmar in East	Handloom & handicrafts products, horticultural product, and products that are procured from outside the state and are being exported to Myanmar.
4.	Meghalaya	Bangladesh	Ginger, orange, turmeric, potato, betel vine, areca-nut, broom stick, coal, limestone etc.
5.	Mizoram	East & South-China Hills & Arakan of Myanmar, West-Chittagong Hills Tracts of Bangladesh	Passion fruit, raw cotton, tung seeds, citrus & fruits, tapioca, ginger, processed fruits, processed spices, tung oil, Handloom & handicrafts etc.
6.	Nagaland	East-Myanmar	Chopsticks, horticulture products, handloom & handicrafts etc.
7.	Sikkim	North-China, West-Nepal, East-Bhutan	Blankets, clothes, coffee, tea, vegetables, rice, dry fruits, local herbs, and spices.
8.	Tripura	All Sides-Bangladesh	Fresh fruits, processed fruits, raw & processed rubber, Handloom & handicrafts etc.

Source: FICCI (2017)

It can, therefore, be drawn that the North-east needs a group of individuals or third sector organizations or entrepreneurs with social motive to lead the region to growth and development and take the region out of its insurgency grip, mobilise leaders of substance and work out a decentralised multi-level inclusive development strategy.

## 2. Safe drinking water and sanitation

Under the NRDWP, focus is on the development of infrastructure in the North-eastern states by providing 10% of national budget allocation to these states. In 2015-16, an amount of Rs. 437.30 crore was provided for rural drinking water supply in the North-eastern states. The importance of ensuring

adequate and safe drinking water to a nation's population is paramount.

In this effort of the government to provide rural habitation with drinking water, the intervention of social entrepreneurs is worth who can monitor the progress of the project and at the same time inform the concerned authority in case of any kind of negligence or poor work or misappropriation of fund is witnessed. They can also extend support and assistance to strengthen the implementation of the NRDWP at the grass root level and make it more outcome oriented and focus on sustainability. By doing this, they can fully ensure that rural population have access to safe and germfree drinking water.

Table 4. Rural drinking water supply coverage in North-eastern states

State	Total rural Habitation	Status of coverage (As on 01.04.2016)			Target 2016-17		Achievement as on 31.12.2016	
		Fully covered habitation	Partially covered habitation	Quality affected habitation	Partially covered habitation	Quality affected habitation	Partially covered habitation	Quality affected habitation
Arunachal Pradesh	7577	2849	4673	55	177	11	23	2
Assam	88099	55875	23447	8777	1090	662	98	65
Manipur	2868	2241	627	0	50	0	76	0
Meghalaya	10475	1674	8791	10	100	10	21	0
Mizoram	738	447	291	0	35	0	7	0
Nagaland	1530	731	756	43	38	16	108	0
Sikkim	2084	731	1353	0	40	0	10	0
Tripura	8723	4276	518	3929	41	524	8	131
<b>Total</b>	<b>122094</b>	<b>68824</b>	<b>40456</b>	<b>12814</b>	<b>1571</b>	<b>1223</b>	<b>351</b>	<b>198</b>

Source: Annual Report 2016-17, Ministry of Drinking Water &amp; Sanitation.

Along with safe drinking water initiative, the government of India also launched Swachh Bharat Mission (Gramin) on 2nd October, 2014 to accelerate efforts to achieve universal sanitation coverage, improve cleanliness and eliminate open defecation in India by 2nd October 2019. The question here is what role social entrepreneurs can play to speed up the process of cleanliness drive and minimize open defecation in the region. Of course, a social entrepreneur in collaboration with other social entrepreneurs, NGOs and business can highlight various social issues and jointly search for solutions to alleviate the problems. They can initiate efforts by creating awareness about the ill effects and thereby change the mindset amongst people to stop open defecation and to adopt safe sanitation practices. Since this requires engagement of community and skill in facilitation, the process takes some time. The role of the social entrepreneur is to overcome the challenges pertain to capacity building at scale of the implementing machinery in interpersonal communication, continuing focus on community involvement and collective (i.e. village as a whole) behaviour change, promoting flexibility so that States take a lead. Table 5 below depicts the sanitation coverage in north-eastern states.

Table 5. Sanitation coverage in North-eastern states

State/UT	Sanitation coverage (as on 31.12.2016)
Arunachal Pradesh	75.83
Assam	62.22
Manipur	84.05
Meghalaya	86.76
Mizoram	85.42
Nagaland	66.75
Sikkim	100
Tripura	77.43
<b>National average</b>	<b>60</b>
Uttarakhand	99.27
Himachal Pradesh	100
Kerala	100

Source: Annual Report 2016-17, Ministry of Drinking Water &amp; Sanitation.

The above table signifies that except Sikkim with 100% sanitation coverage, no other state in the North-eastern region has been declared as open defecation free, although the sanitation coverage in the region is more than the national average. Social entrepreneurs who mainly work with the disadvantaged people and strive to make their lives better, can convince the people of the region about the benefits of proper sanitation and also aware them about the provision of financial support by the government to construct toilets. Some of the provisions are: individual household latrines: incentive of Rs. 7200/- and 4800/- for each

toilet (Rs. 10800/- and Rs. 1200/- in case of North eastern States, Jammu and Kashmir and Special category States) is given by Central and State Government respectively to BPL households and Identified Above Poverty Line (APL) households after they construct and use toilets. Other APL households are motivated to construct toilets with their own funds or by taking loans from SHGs, banks, cooperative institutions etc.

### 3. Social security schemes

The government of India launched various social security schemes to provide employment and livelihood to rural labourers in the country. Also, numerous schemes aimed at inclusive financial growth such as the Jan Dhan Yojana have been launched. The low-cost Atal Pension Yojana and the life and accident insurance schemes launched by the government that are aimed to achieve overall development and financial inclusion into the mainstream while retaining an element of social security for

the lower income groups. The table below (Table 6) presents the status of several employment generating schemes of the eight North-eastern states. It can be seen that most of the North-eastern states performing better than all India level performance. The involvement of social entrepreneurs with social security schemes will ensure that the benefits of such schemes reach maximum beneficiaries. By doing this, they can help the poor villagers to create assets for themselves by better connectivity and developing the basic livelihood resource base of the rural poor. Social entrepreneurs by motivating more rural people to get engaged with these employment generating schemes will help in creating substantial infrastructure in rural areas and also increasing the purchasing power of the rural.

**Table 6. Per 1000 distribution of households (hhs) benefited from employment generating schemes for each State/UT.**

Sl. No.	Name of State/All India	Distribution of households benefited from				
		MGNREGA	PMEGA	SGSY	SJSRY	Others
1	Arunachal Pradesh	176	4	137	17	13
2	Assam	144	8	4	-	39
3	Manipur	734	1	-	-	8
4	Meghalaya	687	2	-	-	3
5	Mizoram	864	11	-	19	124
6	Nagaland	722	42	105	9	166
7	Sikkim	444	1	1	-	24
8	Tripura	746	6	-	-	60
	<b>All India</b>	<b>219</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>15</b>

Source: Ministry of Labour & Employment (2015-16)

### 4. Skill Development in North-eastern States of India

The government of India has launched an ambitious Skilling Mission that seeks to skill 40.2 crores by 2022 (The Financial Express, 2015) to meet the aspirations and enhance the employability skills of youth of the region through training. Although, the requirement of skill-based training is quite distinct and unique in North-eastern states of India depending on

the natural resources, industry and native trades. Although, along with the rest of the country, skill development has picked up in the North-east as well. The Arunachal Pradesh government has set up a Skill Development Mission with the aim of training 50,000 people by 2022. Manipur has set up a number of committees that are engaging with varied stakeholders to carry the idea of skill development forward. The Meghalaya State Skill Development Society has trained more

than 7700 youths in skill development, in its first phase and has ensured their placement too in different industries and sectors. Mizoram and Nagaland both have aimed to move in line with the broader skill development goals of the country. On the other hand, Tripura has established a separate Skill Development Mission to generate employment opportunities for the youth. Sikkim has launched livelihood schools to impart skills to youth in different sectors such as arts and crafts. It is quite evident from the above that most of the states in the North-east have embraced the goal of skill development.

In this context, social entrepreneurs can play a dominant role by being actively involved in an array of programmes that enable livelihoods, increase productivity and income levels of the people of the region. Most initiatives are a part of national schemes like PMKVY and DDU-GKY apart from schemes from each state for its people. The role of Social entrepreneurs in achieving the goals of skill development mission is immense. They can help in comprehensive skill mapping of each state, which would encompass the harnessing of traditional knowledge of a particular area and developing it into skill which can be redesigned as a source of employment for the local youth, which will reduce their migration to urban areas.

Social entrepreneurs in their bid can help local practitioners learn and build their capacity to make compelling and marketing creations. They can also facilitate to connect artists of the region with collaborators and partners who can help them practice their art, preserve their traditional culture and thrive economically, all at the same time. In this regard, it has been seen that many people have come forward and started participating in the development process of the region.

## **Conclusion**

India cannot think of growing by overlooking the North-eastern region. The region must be enabled, capacitated and uplifted into becoming a major contributing unit in the economic development of the country. Economic integration of northeast India with rest of the country is expected to introduce a new era of development for the region through various social welfare schemes of the government. But at the same time, there are many obstacles that

need to be overcome while implementing social projects. The north-eastern region of India is vastly different from mainland India in terms of customs, culture, tradition and ethnic diversity. The development models adopted in mainland India cannot be imposed in this region of the country. Thus, a new development paradigm should be constructed which will motivate the people of the region to participate actively in the North-east Development Programmes. Under these circumstances, social entrepreneurs can play a leading role in integrating the indigenous communities of the region to the several developmental schemes and policies of both the central and state governments of the region. The role of social entrepreneurs becomes all the more important as they change the drivers of social problems to reduce the severity of the problem (Denning, 2015). Their endeavours to develop the region are well received by various communities of the region. Their role is not just confined to awareness, but to play a catalytic role in changing the attitude of the people to participate at the grass root level and come out of their fixed mindset and rigid behaviour. The role of social entrepreneurs becomes all the more important as they change the drivers of social problems to reduce the severity of the problem (Denning, 2015).

Furthermore, the success of social security schemes in the North-eastern region depends on how actively various stakeholders play their part in effective implementation of the policies and programmes of the government to ensure greater political stability and good governance.

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## **ROLE OF SELF HELP GROUP (SHGS) AND ITS CHALLENGES IN SOCIO-ECONOMIC EMPOWERMENT: SPECIAL REFERENCE TO MANIPUR**

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### **Abstract**

Self Help Groups is one of the driving forces on the chain of socio-economic development; the study was more expanded to two villages Self Help Groups (SHGs), a volunteer organisation form by the locality of Bungte Chiru and Nungsai Chiru villages in Kangpokpi District. With the help of simple random sampling technique, 300 members of the groups are selected, of which all data and require information is collected, the study showcase the roles of SHGs on alleviation of poverty and its sustainability.

**Key words:** Socio-Economic, SHGs, Bungte Chiru, Nungsai Chiru, Alleviation and Sustainability

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### **Introduction:**

Self-Help Groups (SHGs) is a small volunteer association of poor people, preferably from the same social economic background. On the initiation of the Ministry Of Rural Development, Government of India a new scheme called Swarnajayanti Gram Swarozar Yojana (SGSY) has been introduced from April 1999. SGSY is a holistic programme covering all aspects of employment and lay emphasis on the group approach under which the rural poor are organized into SHG. According to **National Bank for Agriculture and Rural Development (NABARD)**, Self Help Groups (SHGs) is defined as “small, economically homogeneous affinity groups of rural poor, voluntarily formed to save and mutually contribute to a common fund to be blend to its member’s decision.” Self Help Groups (SHGs) is a small voluntary group of poor people usually belong to same economic background to meet necessary means of saving and financial support to its group members, they get their assistance from NGO’s, commercial bank, institutions and from other places (**Khati, F.S and Indra, M, 2011**). The Self Help Group (SHG) bank linkage programmes, in the past two decades have become a well-known tool for development agencies and even for corporate house (**Reddy, A,A and Malik, D.P, 2011**). (This programme was launched in the India In early 1992 by National Bank for Agriculture and Rural Development (NABARD) with a small pilot project by linking 225 Self Help Groups (SHGs) with banks. The programme has reached to linking of 69.5 lakh saving, linked Self Help

Groups (SHGs), of which elite women Self Help Groups (SHGs) are 53.1 lakh and 95.5 lakh credit linked Self Help Groups of which exclusive women self- help groups are 38.98 lakhs and thus benefiting about 9.7 crore households (**Status of micro finance in India 2009-10 NABARD; Puchashendri, V. Batady and 2001-02 Felicitatation by NABARD**)

A self-help group (SHG) is comprised of 10-20 members (women or men) who work for themselves to build their economy and make their livelihood comfortable. The aim of self-help group is to provide a platform for banking with poor and down trodden which is reliable business. It provides livelihood opportunities for village women through micro-credit with the existing banks in the area. Formation of self- help group (SHGs) is an effective medium that can guarantee I all-round development of women particularly in rural area (**Babajide Abiola and Taiwo Joseph, 2011**). The impact of Self Help Groups (SHGs) noteworthy in terms of self-worth like self-confidence cum capacity building by providing self-employment opportunities to meet the economic crisis.it also improve the assessment making capacity in terms of various social, political, economic, help and educational dealings and mobilise women to fight against various types of exploitation against them in family and society at large (**Ministry of Health and Family Welfare, 1988 and Gupta, N. S, 1988**).



## Review of literature

**Chalani N (2017)** studied Self Help Groups in Kumar Gaon village, Dibrugarh District, Assam and found that Self Help Groups play significant roles in socio-economic development in the District. Product promotion, proper use of media, target market etc, are the main concern in this paper. **Krishnaiah, (2003)** stated that the SHGs of Andhra Pradesh were expertise in diversification the resources by undertaking allied farming activities. The mode of Fund raise and timely repayment of loan are also main discussion in this paper.

**Statement of problem-** Poverty is pouring out in all square of socio-economic crisis in the society, livelihood are the major concern of every stakeholder. The present study is emphasis on role of Self Help Groups, and its contribution on reduction of poverty, creation of opportunity and challenges for the weaker section. The rural poor are more vulnerable in politically and economically. Therefore, the study wants to rely on rebuilding of hope, and sustainability development of the society.

**Scope of the study-** The present study covers two villages from Kangpokpi districts namely, Bungte Chiru Village and Nungsai Chiru Village in the state of Manipur. Besides, the study also involves intensive and extensive survey, particularly expanding to two villages from 1<sup>st</sup> April 2004 to 1<sup>st</sup> August, 2017.

## Objectives of the study

1. To study the socio economic profile of the Self Help Group

2. To study the relationship between the income generation and the reduction of poverty.
3. To find out the problems face by Self Help Group and means of solution

**Research Question:** Q. Is the Income earned from the Groups sustained the livelihood of the members?

## Delimitation of the study:

1. The present study covered two Chiru's village namely Nungsai Chiru village and Bungte Chiru, the whole study were strictly depend only on the data collected from these two villages.
2. There is a potential for a sampling bias due to simple random sampling method, the sample population may not be representative.

## Research Methodology:

In this stage an attempt is been made to study the role of Self Help Group possible option for their livelihood, samples of 300 (10 x 30) on 8 groups of respondents from two villages in Kangpokpi District of Manipur is selected for the study. With the help of Simple Random Sampling Technique Primary data has been collected in the month of August 2017 by setting structure questionnaire and personal interview. The collected information was shown with the help of tables and was further analysed calculating percentage. Secondary data were collected from various sources like books, journal and website. Finally conclusion were drawn and suggested for the development.

**Table: 1.1: Name of the SHGs and its Commencement, 2017**  
(N = 10 SHGs, X = 300)

Name of SHG	Date of commencement	No of member	No. of meeting to be held in a month
Eden (N)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Canaan (N)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Sara (N)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Merry (N)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Olive (B)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Bethany (B)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Nazareth (B)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Salem (B)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Zion (B)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week
Bethlehem (B)	1 <sup>st</sup> April 2004	30	Every 2 <sup>nd</sup> & 4 <sup>th</sup> Sunday of the week

Source: Field Survey

Note: N: - Nungsai Chiru Self Help group, B: - Bungte Chiru Self Help Group

N: - Total No. of Self Help Group, X: - Total members of Self Help Group

In the above 1.1 shows that there are altogether 10 numbers of Self Help Groups (SHGs) and the groups was establish on 1<sup>st</sup> April 2004, having 30 members each. Since all the

members have major role played in allied agriculture activities, they used have the group meeting on every 2<sup>nd</sup> and 4<sup>th</sup> Sunday of the week.

**Table: 1.2. Age group of SHGs members, August, 2017**  
(N = 10, X = 300)

Name of the SHGs	18-25 years	25-35 years	35-45 years	Above 45 years
Eden	5	13	8	4
Canaan	2	8	15	5
Sara	4	7	18	1
Merry	2	10	16	2
Olive	1	10	13	6
Bethany	-	18	12	-
Nazareth	-	16	10	4
Salem	1	4	25	-
Zion	2	8	15	5
Bethlehem	1	9	20	-
Total	18	103	152	27

Source: Field Survey

In the above table 1.2 shows the distribution of age groups of the members, its reveals that 152 numbers of respondents of the study are under

of ages of 35-45 years, followed by 103 members under 25-35 years and above 45 years categories have 27 members in the groups.

**Table: 1.3 Distribution of Gender of the Self Help Group, 2017**  
(N = 10, X = 300)

Gender	No. of group	Percentage %
Female	10	100
Male	-	0
Total SHGs	10	100

Source: Field Survey

The table 1.3 clearly shows that cent percent of the members are female in the groups. The

categories of the male are keep outside of the Self Held Groups (SHGs).

**Table: 1.4 Distribution of Members Education Qualification, August, 2017**  
(N = 10, X = 300)

Name of the Groups	Lower primary (LP)	Middle of primary (MP)	HSLC	Higher Secondary	Graduation	Post-Graduation
Eden	20	8	2	-	-	-
Canaan	18	12	-	-	-	-
Sara	8	22	-	-	-	-
Merry	9	20	-	1		
Olive	12	10	8	-	-	-
Bethany	11	18	1	-	-	-
Nazareth	13	12	2	3	-	-
Salem	27	2	1	-	-	-
Zion	15	12	1	1	1	-
Bethlehem	10	13	5	2	-	-
Total	143	129	20	7	1	-

Source: Field Survey

The table 1.4 clearly reveals that 143 of the respondents are study up-to lower primary and below; followed by 129 of the members are under the categories of upper primary and

below; out of the respondents 20 numbers of the respondents are studies up-to HSLC and there only 1 member in a group which have education qualification up to graduation.

**Table: 1.5 Marital status of groups, August, 2017**  
(N = 10, X = 300)

Marital Status	No. of members	Percentage %
Married	285	95
Un-Married	15	5
Total	300	100%

**Source: Field Survey**

In the above table 1.5 showcase the marital status of the members, out of the total 285 (95%) of the respondents are married and there are only 15 (5%) numbers of the respondents are yet too married.

**Table: 1.6 Type of products produced and sold by SHG. August, 2017**  
(N=10, X = 300)

Name of the groups	Agricultural products	Food product	Consumer goods
Eden	Yes	Yes	-
Canaan	Yes	Yes	-
Sara	Yes	Yes	-
Merry	Yes	Yes	-
Olive	Yes	Yes	-
Bethany	Yes	Yes	-
Nazareth	Yes	Yes	-
Salem	Yes	Yes	-
Zion	Yes	Yes	-
Bethlehem	Yes	Yes	-
Total	10	10	-

**Source: Field Survey**

The above 1.6 shows that cent percent of the respondents are practicing organic agricultural farming which are the major source of income,

and also involved producing food product, they mostly target on any big festival for the premium sales.

**Table: 1.7 Provision of Training and it requirement, August, 2017**  
(N=10, X = 300)

Name of the groups	No. of training underwent	No got training	Want training	They don't wants training
Eden	4	-	Yes	
Canaan	4	-	Yes	
Sara	4	-	Yes	
Merry	4	-	Yes	
Olive	4	-	Yes	
Bethany	4	-	Yes	
Nazareth	4	-	Yes	
Salem	4	-	Yes	
Zion	4	-	Yes	
Bethlehem	4	-	Yes	
Total	40	-	10	-

**Source: Field Survey**

Since the groups are the villages based Self Help Groups (SHGs) all the provision of training are being conducted together, the table 1.7 reveals that each member of the groups are participating four (4) times of training which is conducted in the locality. Trainings are

emphasis not only on the agriculture practices, micro-finance but also involved on maintenance of record which is find difficult for the local members. Therefore, all the groups are still finding necessary to conduct more training in the locality

**Table: 1. 8 Amount deposited by the members, August, 2017**  
(N =10, X = 300)

Name of the groups	Rs. 40-60 per month	Rs. 60-80 per month	Rs 80-100/ month
Eden	-	Yes	-
Canaan	-	Yes	-
Sara	-	-	Yes
Merry	Yes	-	-
Olive	-	-	Yes
Bethany	-	-	Yes
Nazareth	-	-	Yes
Salem	-	-	Yes
Zion	-	-	Yes
Bethlehem	-	-	Yes
Total	1	2	7

**Source: Field Survey**

In the above table 1.8 showcases the saving habit of the groups. There are altogether 10 numbers of the groups, out of which. 7 numbers of the groups are contributing Rs 80 – 100 per month as a capital formation to utilise in their

agriculture and allied practices and business purposed. Followed by 2 members of the groups' subscript Rs 60-80 per month, there is only a group which contribute Rs. 40-60 per month.

**Table 1.9: Source of fund of Self Help Groups, August, 2017**  
(N = 10, X = 300)

Name of the group	Nil	Rs 25000-50000	Rs 50000-100000
Eden	Yes	0	0
Canaan	Yes	0	0
Sara	0	Yes	0
Merry	0	Yes	0
Olive	0	Yes	0
Bethany	0	Yes	0
Nazareth	0	Yes	0
Salem	0	Yes	0
Zion	0	0	Yes
Bethlehem	0	0	Yes

**Source: From Field Survey**

The table 1.9 shows above mode of fund raise, out of the 10 Self Help Groups 2 Self Help Groups did not receive any financial assistant from the Government or any non-government organisation. 7 Self Help Groups out of 10 SHGs

receive Rs 25000 from DRDA, through block as a revolving fund out of which Rs 20000 is to be return to the bank as loan and Rs 5000 as subsidy. Only two SHGs receive financial assistant form DRDA at the rate of 9.5% p.a.

**Table 1.10: Distribution on Groups sale of products, August, 2017**  
(N = 10, X = 300)

Name of the group	From home	Through shop	Occasionally through shop	Taking order	Visiting market to sales
Eden	Yes	Yes			Yes
Canaan	Yes	Yes			Yes
Sara	Yes	Yes			Yes
Merry	Yes	Yes			Yes
Olive	Yes	Yes	Yes	Yes	
Bethany	Yes	Yes	Yes	Yes	
Nazareth	Yes	Yes	Yes	Yes	
Salem	Yes	Yes	Yes	Yes	
Zion	Yes	Yes	Yes	Yes	
Bethlehem	Yes	Yes	Yes	Yes	
Total	10	10	6	6	4

Source: From Field Survey

Table 1.10 clearly stated that all the SHGs their products both to the local people and through Shop which is the leading means of distribution, followed by occasionally through

shop and taking order from the buyers stood second and only 4 SHGs sale the product by visiting market respectively.

**Table 1.11: Source of media used by the groups, August, 2017**  
(N = 10, X = 300)

Name of the groups	Family member	Friend	Neighbour	Professional
Eden	Yes	Yes	Yes	
Canaan	Yes	Yes	Yes	
Sara	Yes	Yes	Yes	
Merry	Yes	Yes	Yes	
Olive	Yes	Yes	Yes	
Bethany	Yes	Yes	Yes	
Nazareth	Yes	Yes	Yes	
Salem	Yes	Yes	Yes	
Zion	Yes	Yes	Yes	
Bethlehem	Yes	Yes	Yes	
Total	10	10	10	-

Source: From Field Survey

In the table 1.11 found that cent percent of the groups namely Eden, Canaan, Sara, Merry, Olive, Bethany, Nazareth, Salem, Zion and Bethlehem used their personal media of Family

Members, Friends and Neighbours respectively. Cent percent of the SHGs were also not using any professional media, since the Groups is initiated in remote local levels.

**Table 1.12: Self Help Group requirement of promotion, August, 2017**  
(N = 10, X = 300)

Promotion	Numbers of Groups	Percentage
Require	9	90%
Not require	--	--
Confused	1	10%
Total	10	100%

Source: From Field Survey

From the table 1.12 reveals that 9 Self Help Groups with 90% were not require of promotion since the groups were well aware their duties and responsibility which have been comprehensively

in the local level and only a group were not fully aware this in turn lead confusion in the duties and responsibility.

**Table 1. 13: Problem and challenges faced by the groups August, 2017**  
(N = 10, X = 300)

Challenges	Problem faced by SHGs	Percentage
Financial problem	4	40%
Other problem	3	30%
No problem	3	30
Total	10	100%

**Source: From Field Survey**

In the table 1.13 showcase the problem and challenges faced by the groups during the studies out of the 10 groups it is bad shape that 4 Self Help Groups with 40% have financial which will lead retardation on their growth

perspective, 3 (30%) Self Help groups have others challenges like human resources, others etc., it also reveal that 3 (30%) groups are comparatively stable in their position.

**Table 1.14: Annually income earned from the groups, August, 2017**  
(N = 10, X = 300)

Name of the group	Rs 5000- 10000	Rs 10000-20000	Rs 20000- Above
Eden	--	Yes	
Canaan	--	Yes	
Sara	--	Yes	
Merry	--	Yes	
Olive	--		Yes
Bethany	--		Yes
Nazareth	--		Yes
Salem	--		Yes
Zion	--		Yes
Bethlehem	--		Yes
Total	--	4	6

**Source: From Field Survey**

The table 1.14 showcase the range of groups earning annually in the study areas, 4 groups with 40% in the studies areas earn at the range of Rs 10000-20000 annually. Out of the total 6

(60%) of the group earn at the range of Rs 20000 above annually and all the Self Help Groups in these categories were under the Bungte Chiru Village Self Help Groups.

**Table 1.15: Utilization of income by the group's members, August, 2017**  
(N = 10, X = 300)

Name of the groups	Education	Health	Fooding	Saving	Construction
Eden	Yes	Yes	Yes	--	--
Canaan	Yes	Yes	Yes	--	--
Sara	Yes	Yes	Yes	--	--
Merry	Yes	Yes	Yes	--	--
Olive	Yes	Yes	Yes	--	--
Bethany	Yes	Yes	Yes	--	--
Nazareth	Yes	Yes	Yes	--	--
Salem	Yes	Yes	Yes	--	--
Zion	Yes	Yes	Yes	--	---
Bethlehem	Yes	Yes	Yes	--	--
Total	10	10	10	--	--

In the above table 1.15 shows the utilisation of income earns in the studies area, cent percent of the respondents were utilising their income on Education, Health and Fooding. It also further reveal that all the members of the groups were not in a position to make saving and construction expenses out of their earning.

### **Findings:**

- It is found that all the Self Help Groups both Nungsai Chiru village and Bungte Chiru village were establish in 1<sup>st</sup> April, 2004 and held meeting on every 2<sup>nd</sup> and 4<sup>th</sup> Sunday of the weeks.
- Out of the total of 300 members, 152 members are under the age group of 35-45 years, 25-35 years have 103 members and 18 member of respondents fall under the categories 18-25 years
- It is reveal that cent per cent of the members are female in the groups
- It is found that 143 members of the groups have educational qualification up to lower primary level and there is only one member who has complete graduation.
- Out of the total, 285 members are married and 15 members are yet too married.
- It is found that cent per cent of the groups involved in agriculture product and food product
- Cent per cent of the members are participated 4 times training which is organised in the locality and still wants for it
- It is found that 7 groups of the total contributed Rs 80-100 per month as capital formation; two groups contributed Rs 60-80 and 1 group with Rs 40-60 respectively.
- It is found that 7 Self Help Group received Rs 25000 from DRDA with 5000 as subsidy
- Cent per cent of the groups sale their product directly from home and through shop.
- It is found that from family members, friends, neighbours are the main source of media used by the groups.
- Out of the total, 4 Self Help Groups have financial problem and challenges

and 3 groups have others problem and 3 groups are stable and have no problem.

- It is found that 6 Self Help Groups earn Rs 20000 and above annually and 4 groups earn at the range of Rs 10000-20000
- It is found that cent per cent of the members utilised their earning on education, health and fooding but have no saving and construction.

**Conclusion:** Self Help Groups play the significant roles for economic development right from the village levels and beyond, it has the chain of developmental perspective. Grass root level of micro-finance compounded the sustainability where the members and the villager in particular thrive to maintain the livelihood; these in return create the economic growth for the nation. Therefore, pro-active role of government will bring the better economic environment in all square of development, it needs the better lower credit rate and subsidies are major concern to fulfil the purposed of the self Help Groups. Alleviation of poverty and the role of Self Help Groups show the strongly positive correlation.

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**BIRTH Anniversary  
12 January**

Swami Vivekananda was one of the greatest spiritual leaders from India. He is seen as a key figure to have introduced Indian philosophies of vedanta and yoga to the western world. It was his 1893 speech at the World's Parliament of Religions in Chicago that made him popular as "Messenger of Indian wisdom to the western world". He was the chief disciple of the 19th-century Indian mystic Ramakrishna and founder of the Ramakrishna Math and the Ramakrishna Mission. He was considered a major force in bringing Hinduism to the status of a major world religion in the late 19th century. His birth anniversary on January 12 is observed as Swami Vivekananda Jayanti every year. Since 1985, the day is also celebrated as National Youth Day.

**Here are 10 thought-provoking quotes from Swami Vivekananda**

1. Arise, awake and stop not till the goal is reached.
2. Take up an idea, devote yourself to it, struggle on in patience, and the sun will rise for you, Swami Vivekananda had said.
3. This life is short, the vanities of the world are transient, but they alone live who live for others, the rest are more dead than alive.
4. If I do an evil action, I must suffer for it; there is no power in this universe to stop or stay it.
5. After so much austerity I have known that the highest truth is this: He is present in every being! These are all in manifold forms of him, Swami Vivekanada had said.
6. There is no other God to seek for! He alone is worshipping God, who serves all beings! Truth can be stated in a thousand different ways, yet each one can be true.
7. India is immortal if she persists in her search for God. But if she goes in for politics and social conflict, she will die.
8. Be a hero. Always say, "I have no fear." Tell this to everyone-"Have no fear," Swami Vivekananda had said.
9. To believe blindly is to degenerate the human soul. Be an atheist if you want, but do not believe in anything unquestioningly.
10. Truth can be stated in a thousand different ways, yet each one can be true.





# **IMPACT OF WORK LIFE BALANCE ON EMPLOYEE RETENTION: A STUDY ON WOMEN EMPLOYEES WORKING IN BANKING SECTOR WITH SPECIAL REFERENCE TO JORHAT CITY**

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## **Introduction**

Work-life balance has become an important issue in the twenty first century. It entails attaining equilibrium between professional work and other activities, so that it reduces friction between official and domestic life. Creating and managing a balance between the work and personal life is considered to be a work life balance issues. Increasing work pressures, globalization and technological advancement have made it an issue with both the sexes, all professionals, working across all levels and all industries throughout the world. Due to this work pressure, it becomes very difficult to maintain a work - family life balance for women employees. The study is carried out in organized public sector and private sector banks. The study confines its scope to recognize the various factors involved in the Work Life of women employees more specifically in Public and Private banking sector banks.

## **Employee Retention**

Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project. Retention is more important than hiring. There is no dearth of opportunities for talented person. Employee retention refers to the various policies and practices which let the employees stick to an organization for a longer period of time. Employee retention is beneficial for the organization as well as for the employee. Retention is defined as <sup>1</sup> “an obligation to continue to do business or exchange with a particular company on an ongoing basis”.

## **Work-Life-Balance**

Work-life balance has become an important issue in the twenty first century. It entails attaining equilibrium between professional work and other activities, so that it reduces friction between official life and domestic life. Creating and managing a balance between the work and personal life is considered to be a Work Life Balance issues. Increasing work pressures, globalization and technological advancement have made it an issue with both the sexes, all professionals, working across all levels and all industries throughout the world. Due to the work pressure, it becomes very difficult to maintain a balance between work and family for women employees.

## **Review of Literature**

**Halpern (2005)<sup>2</sup>** highlights that despite changes in the workforce, the world of work is still largely organized for a family model that is increasingly rare one with a stay-at-home care-giver be it for child care or younger children or older relatives. Therefore, he makes the case to align the needs of working families and employers building on past research, the theory of reasoned action and expectancy theory and a survey of 1972 managers in a large government agency.

**Krishna Reddy et al. (2010)<sup>3</sup>** found that the number of hours worked per week, the amount and frequency of overtime, inflexible work schedule, unsupportive supervisor and an inhospitable work culture increases the likelihood of women employees to experience conflict between their work and family roles.

**Ayesha Tabassum, Tasnuva Rahman & Kursia Jahan (2011)<sup>4</sup>** studied the work life of employees of private commercial banks in Bangladesh and found that no

initiative was taken to identify whether there is any significant difference among the male and female employees of the private commercial banks in Bangladesh. Thus, the study aimed to make a comparative learning of the existing QWL between the males and females of the private commercial banks through quantitative survey on 128 male and 64 female employees. The study revealed that a significant difference exists between male and female employees QWL and in the following factors of QWL; adequate and fair compensation, flexible work schedule and job assignment, attention to job design, and employee relations.

**T. G. Vijaya & R. Hemamalini (2012)<sup>5</sup>**, in their article titled, "Impact of Work Life Balance on Organizational Commitment among Bank Employees", the researcher found that there exist a positive correlation between affective commitment, continuance commitment and work life balance variables.

**Ajith. Et al (2013)<sup>6</sup>** studied on work-life balance for role prioritization of IT employees showed that the employees were able to fulfill their professional and personal commitments at the same time, because of better work-life balance policies. The study was conducted on variables like travelling time, depression, temper, work etc., to know the relation between work-life balance and stress management.

**Gururaja, Umesh Maiya, Elsa Sanatombi Devi, Anice George (2013)<sup>7</sup>** conducted descriptive survey among 67 nursing faculty regarding their perceptions and attitude regarding quality of Work-Life. It showed that majority, 58 (86.57 %) experienced well balanced work-life, 9 (13.43 %) expressed moderately balanced work -life and none of them rated under poor work-life balance. Data regarding job satisfaction showed majority 35 (52.24 %) had moderate job satisfaction and 32 (47.76 %) had high job satisfaction. The correlation between work life balance and job satisfaction showed positive correlation ( $r = 0.77$ ) which can be inferred saying that high quality of work life balance will improve job satisfaction and vice versa. This study has concluded that the work-life balance and job

satisfaction are directly linked. Satisfaction in one's own area of work can lead to a satisfying career.

### **Objectives of the study**

1. To find out the factors affecting on Work-life balance of the women employees in banks.
2. To find out the impact of Work life balance on employee retention in banks.

### **Hypothesis of the study**

- $H_0$ : There is no impact of Work life Balance on employee retention,
- $H_1$ : There is a positive impact of Work life Balance on employee retention.

**Research Methodology:** The study was conducted to find out the impact of Work-Life-Balance on employee retention which is a descriptive one. To achieve this main objective, following steps are adopted:

**Area under Study:** The sample was taken from Private and Public banks of Jorhat District of Assam. The selected banks under Public sectors are as State Bank of India, United Bank of India, Punjab National Bank and United Commercial Banks and HDFC Bank, ICICI Bank, AXIS Bank and Yes Bank have been considered from Private Sector banks. The study is restricted only in Jorhat city since most of the branches of Private Sector Banks are working in Jorhat town and the presence of all nationalized banks in the study area is also the reason for selecting Public sector banks.

**Data Collection :** A well set of questionnaire was developed to collect the primary data from the employees of the selected banking sector regarding perceptions of policies on too much work, flexible schedules, enhance social status, transfer policy, support of children welfare and get together functions etc. The secondary data covers in the area of planning and policies of government and other geographical and socio-cultural perspective through books and journals, research papers, project readings, unpublished reports of government departments and other reliable sources of information broadcast. Qualitative and Quantitative data have been collected to assess

the impact of Work-Life Balance on retention of employee. The data collected from various sources were analyzed by applying appropriate mathematical and statistical techniques. Along with mean and standard deviation, some of the statistical tests were used with the help of SPSS 16.0 version, such as correlation and regression analysis.

**Sampling Technique:** The purposive Sampling Technique has been used in order to collect the primary data.

**Sample Size:** 252 samples have been taken from private and public banks of Jorhat District of Assam. Sample comprises of Managers and Non-managers of public sector banks and Managers of private sector banks.

**Results and Discussion:** There are numbers of attributes affecting work-life balance of women employees which have already been identified through the extensive review of literature. The

present study tries to find out the factors which are affecting Work-life-Balance of women employees and its impact on employee retention in banks and to achieve this objective; ten attributes have been taken to access the Work-Life-Balance in banking sectors. The attributes which have been selected to measure the overall view of the employees Work- Life-Balance are as 'too much work', 'flexible schedules', 'negative effect on my personal life', 'enhance social status', 'personal problems discourages me', 'transfer policy', 'support of children welfare' 'get together functions' and 'sanctioning leave' and 'family and social life are not strained by working days' etc. From the table no 1 mean score of each attributes have depicted the most influencing factors affecting work- life balance of women employees and table no 2 has pointed out the rank of each attributes in the work-life balance of the women employees in public and private sectors banks.

**Table: 1 Dimensions of Work-Life Balance**

Attributes	Public Sectors		Private Sectors	
	Mean	Std. Dev	Mean	Std. Dev
Too much work	3.25	1.22	3.20	1.35
flexible schedules	3.18	1.32	2.87	1.20
Negative effect on my personal life	2.80	1.33	2.97	1.10
Enhances my social status	3.64	.93	2.90	1.03
Personal problems discourages me	2.58	1.15	3.03	1.48
Transfer policies is reasonable	2.93	1.32	3.00	1.15
Supports the education of children	3.55	1.09	2.93	1.02
Having family get together functions	2.47	1.18	2.90	1.03
Flexible in sanctioning leave	3.09	1.01	3.47	1.33
Family and social life are not strained by working days	2.82	1.12	2.73	1.11
<b>Aggregate Mean score and Standard Deviation</b>	3.03	1.17	3.00	1.18

**Source:** Field survey

Table 1 shows that the mean score ranges between 2.47 and 3.64 and standard deviation ranges between .93 and 1.33, where aggregate mean and standard deviation score is 3.03 and 1.17 respectively in case of public sector banks. When it is compared with respondents of private banks mean score ranges between 2.73 & 3.47, and with standard deviation 1.02 and 1.48. The aggregate score is 3.00 and 1.18 respectively. Descriptive statistics on Work-life

balance and its each attributes of mean score indicates that women of both public and private sectors are satisfied since 3.03 and 3.00 is the mean score for public and private banks respectively. Women employee of public sector banks are more satisfied since working in banking sectors enhances their social status. Whereas private sectors women employees are satisfied in respect of sanction of leave in case of maintaining personal and working life. Employees.

**Attributes of Work-Life-Balance**

To identify the factor which is more influencing the respondents towards different

attributes of Work-Life-Balance based on the percentage of mean score and result the following table is prepared.

**Table 2: Descriptive statistics for each attribute of Work-Life-Balance**

Attribute of Work-Life-Balance	N		MEAN		STD.DEV		% OF MEAN SCORE		RANK	
	PSB	PVT.SB	PSB	PVT. SB	PSB	PVT. SB	PSB	PVT. SB	PSB	PVT. SB
Too much work	168	84	3.42	3.25	1.23	1.17	68.4	65	3	1
Scheduled conflict my personal life			3.31	2.95	1.20	1.09	66.2	59	4	4
Negative effect on my personal life			3.10	3.00	1.22	1.10	62	60	5	3
Enhances my social status			3.57	2.87	.91	.94	71.4	57.4	2	6
Personal problems discourages me			2.54	2.85	1.11	1.32	50.8	57	10	7
Transfer policies is reasonable			2.85	2.73	1.31	1.03	57	54.6	7	9
Supports the education of children			3.61	2.94	1.12	.87	72.2	58.8	1	5
Having family get together functions			2.58	2.51	1.18	1.08	51.6	50.2	9	10
Flexible in sanctioning leave			3.05	3.14	1.08	1.34	61	62.8	6	2
Family and social life are not strained by working days			2.81	2.75	1.15	1.02	56.2	55	8	8
Aggregate Mean score and Standard Deviation			2.80	2.90	1.15	1.10				

**Source: Field survey**

Descriptive statistics of each attribute of Work-Life Balance have shown poor result since aggregate mean score of public and private sector banks is 2.80 and 2.90 respectively which is quite unsatisfactory. But when rank is concerned it has been found that public sector banks pay more benefits followed by enhanced social status on account of first and second rank is given by the respondents. At the same time too much work is ranked as 1<sup>st</sup> by the employees of Private sector banks but in case of sanctioning of leave Private sector banks were positive since the attribute ranked as 2<sup>nd</sup>. However, it can be concluded that respondents of both banks are shown same attitudes regarding working life and personal life and there is no variation of the responses to these issues.

**PEARSON CORRELATION:**

Pearson correlation analysis may also be carried to assess relationship between independent variable (Work-life -balance) and dependent variable (Employee Retention)

**Table3: relationship between independent and dependent variable**

Independent variables →		WLB
Correlations on Work-Life -Balance & Employee Retention in Public Sector Banks		
	EMP.RET(DV)	
Employee Retention(Dependent Variable)	1	.525**
		.000
	168	168
Correlations on Work-Life -Balance & Employee Retention in Private Sector Banks		
	EMP.RET(DV)	
Employee Retention(Dependent Variable)	1	-.225*
		.039
	84	84
Correlations on Work-Life -Balance & Employee Retention in combined banks		
	EMP.RET(DV)	
Employee Retention (Dependent Variable)	1	.323**
		.000
	252	252

Source: Field Survey

\*\* Correlation is significant at the 0.01 level (2- tailed)

\*Correlation is significant at the 0.05 level (2- tailed)

Table 3 depicts result of Pearson correlation used to check the relationship between dependent variable (employee retention) and independent variables (Work- Life Balance). The correlation value of the Work-Life Balance is .525, which shows that Work-Life Balance has a large impact on employee retention in case of Public sector banks.

From the same table, when comparison is made with Private sector banks, it gives an opposite picture since selected variable (Work-Life Balance) of employee retention shows lower impact. The correlation value of the Work-Life-Balance is -.225, which shows that Work-Life Balance has a negative impact on employee retention in the present study.

This table also exhibits separate direction and strength among the dependent and

independent variables in case of combined banks. It was found that there exists a positive correlation between Work-Life Balance and employee retention to the extent of 32.3% (.323\*\*)

The relationship is at the 1 % level of significance for two-tailed test. Therefore, it can be concluded that there is significant association between Work Life Balance and employee retention. The value of correlation coefficient suggests a positive correlation between the independent and dependent variable; therefore, the study regression analysis has also been carried out for hypothesis testing. The result of regression analysis by SPSS is reproduced in the following table.

**Table 4: Coefficients on Work Life Balance & Employee Retention**

Variable	Sample Banks	Coefficient	R <sup>2</sup>	T	P-Value	F
Work Life Balance and Retention	PSB	.525	.276	7.949	.000	63.184
	PVSB	-.225	.051	-2.096	.039	4.392
	ALB	.323	.104	5.398	.000	29.139

Source: Data Computed

\*Dependent Variable: Employee Retention, \*Independent Variable: Work-Life Balance

The value of coefficient in the regression table is .525 that indicates 1% increase in Work life Balance brings 52.5% increase in Employee Retention. This relationship is positive and significant because p-value is less than 0.01. The value of  $R^2$  is .276 that explains Work life Balance account 27.6 variation in Employee Retention and this can be viewed as there might be other factors that bring variation of 72.4% in the outcome variable. The T-value for this hypothesis is 7.949 that represent Work life Balance as good predictor of Employee Retention. The value of F-test shows that the model's strength is 63.184. It can be concluded that there is a positive significant relationship between employee retention and work-life Balance.

## CONCLUSION

The null hypothesis set at the beginning of the study is that there is no impact of Work life Balance on employee retention. Now, it has been rejected at 1% as well as 5% level of significance which indicate that the model coefficients differ significantly from zero. It can be concluded that Work Life Balance is useful as predictor of employee retention. It is also seen from the above study that women employees working in the banking industry for maintaining a balance of work can have serious implications on the life of an individual. The management of both the sectors should take steps toward improving the morale of the employees by implementing effective transfer policy. Employees' get-together and social programmes will be the better option to reduce the mental pressure in the work place as reported by the respondents during the period of the study. A supportive management is required to get an opportunity for children education basically financial support as well as sanctioning leave as and when required. However from the study, it has found that the women employees working in public and private sector banks are satisfied and maintaining their both personal and working life with full of their passion under the study area.

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# **BUSINESS EXCELLENCE MATRIX OF TATA GROUP: A STUDY**

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## **Abstract**

Business Excellence is often described as outstanding practices in managing the organisation and achieving results, all based on a set of fundamental concepts or values. These practices have evolved into models for how a world class organisation should operate. These models have been developed and continue to evolve through extensive study of the practice and values of the world's highest performing organizations. In this paper an attempt has been made to study the TBEM Model of Tata Steel, Jamshedpur, and Jharkhand. TBEM is a customised to Tata adaption of the globally renowned Malcom Balbridge Model. TBEM is used by Tata companies to stay in step with the ever-changing business environment.

Tata Group is an Indian multinational conglomerate holding company headquartered in Mumbai, Maharashtra, India. It was founded in 1868 by Jamsetji Tata and gained international recognition after purchasing several global companies. It is one of India's largest conglomerates and is owned by "Tata Sons", a charity registered with the Charity commissioner in India.<sup>2,3</sup> Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors and shareholders. There are 30 publicly listed Tata enterprises with a combined market capitalisation of about \$145 billion as of November 2017. Tata companies with significant scale include Jaguar, Land Rover, Tata Steel, Tata Motors, Tata Consultancy Services, Tata Power, Tata Chemicals, Tata Global Beverages, Tata Teleservices, Titan, Tata Communications and Taj Hotels.

**Key words:** Tata Group, Business excellence model, Malcom Balbridge Model, TataBusiness Excellence Model

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## **Introduction**

Tata Steel Limited (formerly Tata Iron and Steel Company Limited (TISCO)) is an Indian multinational steel-making company headquartered in Mumbai, Maharashtra, India, and a subsidiary of the Tata Group. It is one of the top steel producing companies globally with annual crude steel deliveries of 23.88 million tonnes (in FY17), and the second largest steel company in India (measured by domestic production) with an annual capacity of 13 million tonnes after SAIL.<sup>1</sup>

Tata Iron and Steel Company was founded by Jamshetji Tata and established by Dorabji Tata on 26 August 1907, as part of his father Jamshetji's Tata Group. By 1939 it operated the largest steel plant in the British Empire. The company launched a major modernization and expansion program in 1951. Later in 1958, the program was upgraded to 2 million metric tonnes per annum (MTPA) project. By 1970, the company employed

around 40,000 people at Jamshedpur, with a further 20,000 in the neighbouring coal mines.[10] In 1971 and 1979, there were unsuccessful attempts to nationalise the company.[10] In 1990, it started expansion plan and established its subsidiary Tata Inc. in New York. The company changed its name from TISCO to Tata Steel in 2005.

## **Business excellence models**

Business excellence models are frameworks that when applied within an organisation can help to focus thought and action in a more systematic and structured way that should lead to increased performance. The models are holistic in that they focus upon all areas and dimensions of an organisation, and in particular, factors that drive performance. These models are internationally recognised as both providing a framework to assist the adoption of business excellence principles, and an effective way of measuring how thoroughly

this adoption has been incorporated. Several business excellence models exist world-wide.

While variations exist, these models are all remarkably similar. The most common include;

**Table 1: Popular Business Excellence Models and respective countries**

• Baldrige (MBNQA) : US and NZ and 25 other countries
• European Foundation for Quality Management (EFQM): Used all over Europe
• Singapore Quality Model-Singapore
Japan Quality Award Model-Japan
• Australian Business Excellence Framework (ABEF)-Australia
• Canadian Business Excellence Model-Canada

### **Award Programmes**

In general, business excellence models have been developed by national bodies as a basis for award programmes. For most of these bodies, the awards themselves are secondary in importance to the wide-spread take up of the concepts of business excellence, which ultimately lead to improved national economic performance. Often awards programmes operate at a local, regional and national level to recognise and celebrate the achievement of all levels of organisational maturity. It is through these award programmes that an organisation can be assessed and justifiably claim to operate at World Class levels of performance. Awards are usually only given to those organisations that have been assessed as “excellent” through a rigorous awards process using independent teams of evaluators to assess award applicants. It was recently estimated that there are at least 76 countries operating a business excellence award programme at a national level.

**Baldrige Model:** The most popular and influential model in the western world is the one launched by the US government called the Malcolm Baldrige Award Model (also commonly known as the Baldrige model, the Baldrige criteria, or The Criteria for Performance Excellence). More than 25 countries base their frameworks upon the Baldrige criteria. The Baldrige model consists of practices that are incorporated into six Approach categories plus a Results category consisting of –

- Leadership
- Strategic Planning

- Customer and Market Focus
  - Measurement, Analysis, and Knowledge Management
  - Workforce focus
  - Process Management
  - Business Results
- The Baldrige Values include:
- Visionary Leadership
  - Customer-Driven Excellence
  - Organisational and Personal Learning
  - Valuing Employees and Partners
  - Agility
  - Focus on the Future
  - Managing for Innovation
  - Management by Fact
  - Social Responsibility
  - Focus on Results and Creating Value
  - Systems Perspective

### **TBEM- TATA BUSINESS EXCELLENCE MODEL**

TBEM is a customised to Tata adaption of the globally renowned Malcom Balbridge Model. TBEM is used by Tata companies to stay in step with the ever-changing business environment. The Tata Business Excellence Model (TBEM) matrix has been conceived to deliver strategic direction and drive business improvements at the Tata group. Aimed at enabling Tata group companies capture the best global business processes and practices, the business excellence assessment model invests Tata group companies with the inherent dynamism to evolve and keep pace with ever-changing business performance parameters.



The main objectives of the Tata business excellence model assessment methodology is to enhance value for all stakeholders and contribute to marketplace success, maximise enterprise-wide effectiveness and capabilities, and deliver organisational and personal learning. The TBEM matrix is used for the organisational self-assessment of Tata companies, recognition and awards, and for providing feedback to applicants.

In addition, TBEM plays three important supportive roles in strengthening the competitiveness of Tata companies.

They are:

- Improve business excellence practices, capabilities and results
- Facilitates communication with a common language of excellence and sharing of best practices among Tata companies.
- Serves as a working tool for understanding and managing performance, for providing planning guidance, and for identifying learning opportunities.

Figure 1: TBEL Model of Tata Motors Jamshedpur

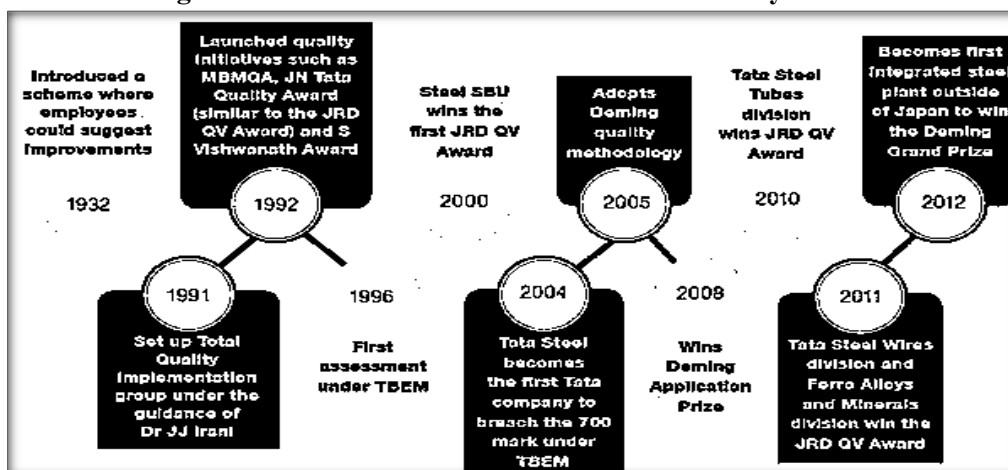


TBEM's core values and concepts are embodied in the following seven categories:

- Leadership
- Strategic planning
- Customer focus
- Measurement, analysis and knowledge management
- Workforce focus
- Operations focus
- Business results
- Inner focus:

The Deming Application Prize is a highly coveted recognition awarded to companies which successfully implement TQM, and is administered by the Japanese Union of Scientists and Engineers (JUSE). There are some differences between the TBEM and TQM methodologies. TBEM is a model that cuts across several high-level aspects of business operations; it helps to focus on strategy, customer focus, results, productivity, and so on. The Deming application, on the other hand, cuts deep. It's all about process improvement and helps to tackle systemic issues.

Figure 2: Tata Steel's Business Excellence Journey



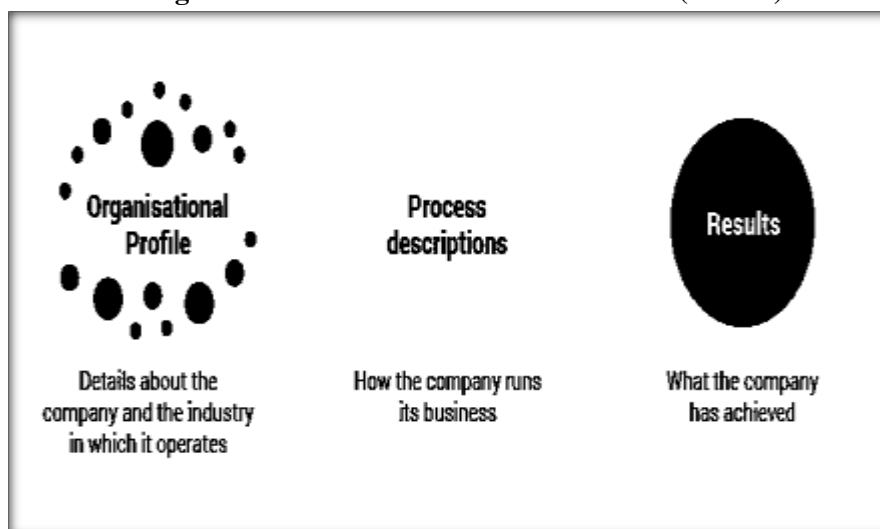
At Tata Steel Jamshedpur, the Deming application emphasizes upon two distinct aspects of management — daily management and policy management. Ideally, the more senior the leader, the more time he or she should spend on policy-level management rather than the nitty-gritty of daily operations. This is not as simple as it sounds because it involves ensuring that there is no volatility in daily operations, no time wasted in fire-fighting, in other words, a very high level of quality. Another key aspect of the Deming application in the organization is its emphasis on the reality on the ground, the way things operate down on the shop floor. It is a very common practice in Tata Steel that Japanese Union of Scientists and Engineers (JUSE assessors) walk around asking questions even of the shop floor workers. They ask penetrating questions about how a particular

issue was resolved, because the manner in which an organisation handles problems is very important. The entire Deming journey was managed through intensive communication with all workers. The unions were equally invested partners in this journey.

#### Tata Business Excellence Model (TBEM) Assessment

The annual Tata Business Excellence Model (TBEM) assessment process is an integral part of organisational management practices in the Tata group. The process has been critical in strengthening the strategic and operational capabilities of Tata companies since its inception.

Figure 3: Tata Business Excellence Model (TBEM)

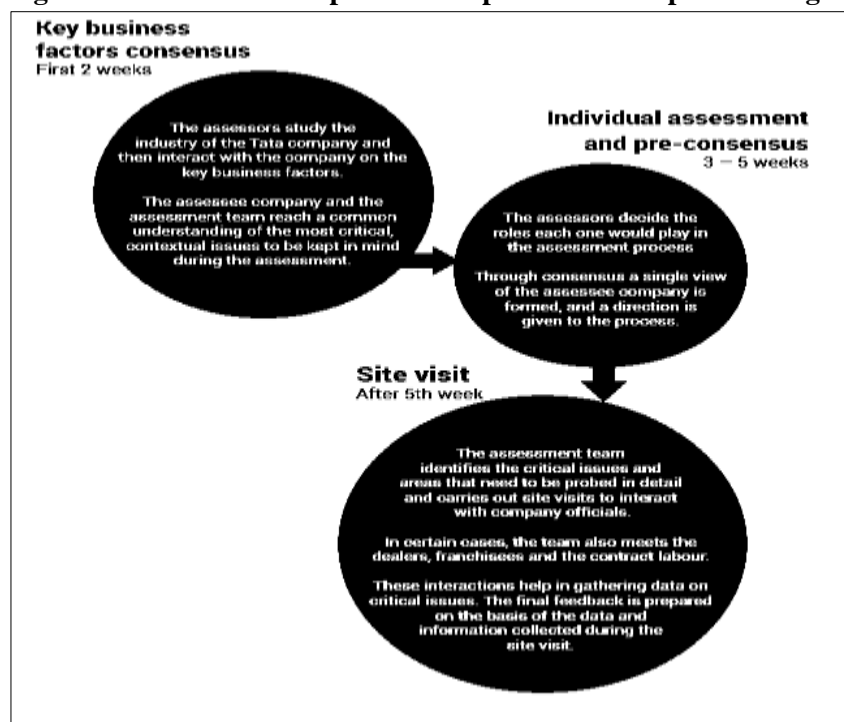


Source: [www.tatasteel.co.in](http://www.tatasteel.co.in)

The TBEM assessment criteria, which is based on the Malcolm Baldrige framework, is at the heart of the business excellence assessment process. It is continually revised in response to the changing business environment, and assists companies in keeping pace with the developments and increasing competitiveness. The inclusive nature of the model, with its multi-stakeholder focus, has been enabling companies to progress on their business excellence journey over the past two decades. During the assessment, all systems and processes of a Tata company are thoroughly checked vis-à-vis the Tata Business Excellence Model. The objective of the exercise is to ascertain the areas of strength and identify the fields where opportunities for improvement

remain unaddressed. The business excellence assessment process uses expertise within the Tata group, which is specially trained to carry out such diagnostics. Participation in the TBEM assessment has also become an aspirational accomplishment for assessors as it provides them with exposure to a wide-range of experiences which helps in their growth. Another significant deliverable of the assessment process is the identification and spread of best practices within Tata companies. During the assessment process, the assessment team not only identifies best practices within the company, but also shares practices from other Tata companies which can help the assessee company to progress in the areas of improvement.

**Figure 4: The assessment process comprises three important stages**



Source: [www.tatasteel.co.in](http://www.tatasteel.co.in)

Over the years, Tata executives, being Tata Business Excellence Model (TBEM) External Assessors, have found assessment as an opportunity to drive performance excellence with a feeling of accomplishment and pride. The stint gives them a platform to hone their leadership skills, on a live organisation, by critically assessing and providing insightful observations along with the team colleagues, for a strategically significant assignment. Many

of the experienced assessors coin the TBEM assessment as a mini-MBA. Each year, about 30 Tata group companies participate in the TBEM External Assessments, or Dip Check Assessments, to seek an outside-in view of their progress. These assessments are carried out by qualified Assessors from the Tata group, who have domain expertise stemming from their varied industry and functional experiences. Tata managers attend the Assessor programmes and learn about the TBEM criteria and assessment methodologies. One of the core areas for Tata Business Excellence Group

(TBExG) is developing business excellence (BE) Assessor capabilities through an experiential learning methodology. These assessment-related programmes are aimed at developing the skills of new assessors through programmes like Business Excellence Assessor Programme (BEAP) and Subject Matter Expert Assessor Programme (SMEAP), as well as enhancing the skills of experienced assessors through programmes such as Experienced Assessor Programme (EAP).

Being a Business Excellence Assessor helps Tata managers to:

- Understand the TBEM framework
- Understand an organisation from a document
- Develop capability for business diagnosis
- Develop holistic and systemic thinking
- Learn to hypothesise situations and probabilities
- Master an ability to drive consensus
- Create a rich network for mutual gains
- Enrich your role as a business leader

The Tata Group's continued endeavour to keep capability building programmes experiential, exciting and enriching, participants refresh the Assessor Programmes from end to end. In their new avatar, these Assessor Programmes will come with a new case study with 2018-19 TBEM criteria, refreshed content, slides and participant hand-outs, management games to understand fundamental concepts and enhance business acumen, rejigged quizzes to enable it learning with fun, experience sharing by CEOs and mentors, BE heads and team leaders during the programme and many more exciting elements. Now Tata group of companies are geared up for the TBEM Assessment Cycle 2018.

### Outcomes

A significant achievement in the past years has been that the average score for the Tata group crossed the 500-mark, which is the BEBP norm. In addition, the assessment process has been broadbased, to create a steady pipeline of Mentors and Team Leaders, which allows

TBExG to institutionalise the process. The assessment process now also covers companies which contribute to 95% of the group revenues. Now Tata companies are increasingly showing interest in taking part in TBEM assessments, rising from 25 company's form 2016 to 30 in 2017.

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# HUMAN RIGHTS EDUCATION – NEED OF THE HOUR

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## Abstract

According to the United Nations, education is a right to which all human beings are entitled. Since 2000, the UN has been promoting the Millennium Development Goal to achieve free universal primary education for all, regardless of gender, by 2015. If the UN is correct to suggest that education is both a human right in itself and an indispensable means of realizing other human rights, then there is an important need to question the role that governments should play to support the institutional reforms necessary to achieve basic primary education for all. Moreover, there is an important need to question the role all individuals should play to ensure that the institutional structure dedicated to the provision of basic primary education is set up not only to provide children with access to a vague notion of education but to a notion of basic education that can provide children with the freedom to do something with that education once they have obtained it.

The human rights are universal and inalienable, indivisible, interdependent and interrelated. The world has become a global village and upholding of human rights which are shared globally. The United Nations Declaration on Human Rights Education and Training asserts that human rights education encompasses education about human rights. Human rights education promotes values, beliefs and attitudes that encourage all individuals to uphold their own rights and those of others. It develops an understanding of everyone's common responsibility to make human rights a reality in each community. One way of ensuring awareness of human rights is the introduction of human rights education in schools. Human Rights Education examines human rights issues without bias and from diverse perspectives through a variety of educational practices promotes democratic principles. Moreover, human rights education itself is now recognized as a fundamental human right. In this paper the author explores the issue of human rights and its importance in the modern society. The significance of human rights education is explored. The author discusses the ways in which human rights could be incorporated in the school curriculum.

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## Introduction:

Human suffering and misery in the remotest part of the world invariably affects the whole family of man. Man has to suffer, not only when the part of the world in which he is residing is visited by natural calamities like earthquakes, famines, floods, diseases etc., but occasionally also at the hands of men driven mad by power political, economic or social. In both types of situations response from the rest of humanity is spontaneous. In the former case, it takes the form of efforts to bring relief to the stricken. But whenever man has been made to suffer at the hands of other men, the conscience of humanity has been outraged, and the cry has gone round for some sort of guarantees to afford protection to him against the tyranny of his fellow human beings, so that he can be

assured of at least his rights to life, liberty and security of person.

Since December 10, 1948, the signing of the Universal Declaration of Human Rights by the United Nations sixty-seven years ago, the common people in most developing countries are still suffering from denial and abuse of the rights. Human Rights were first articulated in 1948 in the Universal Declaration of Human Rights. The meaning of human rights is those rights that belong to every individual man, woman, boy, girl, infant or elder simply because he or she is a human being. The UDHR has a complete statement that covers economic, social, cultural, political and civic rights. These rights apply to all people everywhere. Arbour and Johnson refer to human rights as the sum of individual rights and collective rights laid down in state constitutions

and international law. Human rights are based on the principles of respect, dignity and equality. These rights are enshrined in many international human rights treaties such as the UDHR.<sup>1</sup>

The human rights are universal and inalienable, indivisible, interdependent and interrelated. Human rights are universal, meaning that no one has to earn or deserve human rights. The universality comes about from the realization that everyone is born with and possesses the same rights regardless of race, country, colour, gender, religious, cultural or ethnic background. Human rights are inalienable in the sense that they can never be taken away from an individual. By virtue of born as a human being one cannot lose these rights. Thus, no person may be divested of his or her human rights save under clearly defined legal situations. Indivisibility means, one cannot be denied a right because one decides that it is less important or non-essential.

The human rights are interdependent because all rights: political, civil, social, cultural and economic, are of equal importance and none can be fully enjoyed without others. Human rights are interdependent in that, all human rights are part of a complementary framework because each human right entails and depends on other human rights. Violating one such right affects the exercise of other rights. For example, the right to life presupposes respect for the right to food and good standards of living.

The defense of economic and social rights presupposes freedom of expression, assembly and association. In this regard, all human beings should enjoy all rights and they should not be denied any right. Despite the documentation of the need to respect and uphold human rights, Amnesty International (2009) reports that there is still gross violation of human rights in most parts of the world. Amnesty International (2009) reports that there is torture and abuse in at least 81 countries, unfair trials in at least 54 countries and restrictions in freedom of expression in at least 77 countries. This paints a gloomy picture of the upholding of human rights; as such violations are inconsistent with contents of the UDHR, which many countries have ratified.<sup>2</sup> Vulnerable groups such as women and children are also marginalized in many ways, further showing violation of their rights. A sure way of ensuring that people are aware of their rights so

that they can stand for them is to teach them about their rights. Teaching of human rights also ensures the nurturing of appropriate values consistent with the promotion of human rights.

**Universal Declaration of Human Rights:** The Universal Declaration of Human Rights was adopted on the belief that human rights are common to every being. According to Vieira de Mello the declaration recognizes that the “inherent dignity of all members of the human family is the foundation of freedom, justice and peace in the world” and is connected to the recognition of the fundamental rights to which every human being aspires.<sup>3</sup> The idea of human rights as we know them today emerged stronger after the Second World War. As a result of the experiences of the Second World War, the international community vowed not to allow atrocities and turmoil that had been witnessed in the war to occur again. So the world leaders decided to complement the United Nations (UN) Charter on a roadmap to guarantee the rights of individuals everywhere. Contemporary international human rights were marked with the Universal Declaration of Human Rights which led to the codification, at international level, of human rights.

The UN has played a leading role in defining and advocating human rights. Article 1 of the Charter of the United Nations declares “promoting and encouraging respect for human rights and for fundamental freedom for all without distinction as to race, sex, language or religion.” It also proclaims that “all human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act toward one another in a spirit of brotherhood.”

At the world Conference of Human Rights held in Vienna, Austria in 1993, 171 countries reiterated the universality, indivisibility and interdependence of human rights. They reaffirmed the importance of promoting respect for human rights through education and recommended a framework for action (Vienna Declaration and Programme of Action, paragraph 33, part I). They adopted the Vienna Declaration and Programme of action. Since 1994, the United Nations Decade for Human Rights has urged all UN nations to promote “training, dissemination and information effort aimed at building of a universal culture of human rights.”<sup>4</sup> This

precipitated the development of human rights education.

**UN Declaration on Human Rights Education and Training:** The teaching of human rights education is informed by the United Nations Declaration on Human Rights Education and Training. The United Nations Declaration on Human Rights Education and Training states that, "...human rights education comprises all educational, training, information, awareness raising and learning activities aimed at promoting universal respect for and observance of all human rights and fundamental freedoms. Human rights education contributes to the prevention of human rights violations and abuses by providing persons with knowledge, skills and understanding, and by developing their attitudes and behaviours to empower them to contribute to the building and promotion of a universal culture of human rights" (United Nations Declaration on Human Rights Education and Training 2011: paragraph 1).

The United Nations, therefore, has deliberate plans for all signatories to the UDHR to put in place educational measures to sensitize the populace on human rights. Awareness of rights allows common people to defend their rights and of importance is the inculcation of a culture of human rights as part of social, political and economic life. Similarly, according to Flowers "human rights education is all learning that develops the knowledge, skills and values of human rights."<sup>5</sup>

The United Nations Declaration on Human Rights Education and Training also asserts that human rights education encompasses education about human rights. This includes providing knowledge and understanding of human rights norms and principles, the values that underpin them and the mechanisms for their protection, through human rights, which includes learning and teaching in a way that respects the rights of both educators and learners, and for human rights. This also empowering persons to enjoy and exercise their rights and to respect and uphold the rights of others (United Nations Declaration on Human Rights Education 2011, Article 2 paragraph 2).<sup>6</sup> This shows a multipronged approach to the teaching of human rights, with the most important objective being to empower learners on human rights. The teaching of human rights in schools and colleges is very

important in sensitizing the young on human rights.

Of importance is ensuring that the teachers themselves are effectively prepared to facilitate human rights education. Once teachers understand and appreciate the issue of human rights, they will be in a position to effectively facilitate learning that promotes human rights. "The school should not just teach knowledge on human rights but it should be a place where the dignity of every child is upheld ..."<sup>7</sup>. Teachers should therefore be able to incorporate human rights in both formal and hidden curriculum.

**Importance of Human Rights Education:**

The aim of a Human Rights Education curriculum could enhance knowledge and understanding of human rights, respect, solidarity, and responsibility, develop awareness of how human rights can be translated into social reality as developing skills for protecting human rights. The most important one is inculcating values and attitudes of human rights in students resulting in the promotion and protection of the rights.

Human rights education does not simply aim to teach students – whether children, adolescents, or adults about human rights norms and laws. It also tries to promote appreciation for human rights as a fundamental ethical and legal basis of society and teach the value of human rights enforcement. Human rights education also fosters the attitude and behaviour to uphold human rights for all members of the society. Effective human rights education not only provides knowledge about human rights and the mechanism that protects them, but also develop the skills needed to promote, defend and apply human rights in daily life.<sup>8</sup>

Human Rights Education sheds light on the important protections achieved by human rights, and documents the tragic outcome when the ideal was largely absent or abandoned. Thus, human rights education is important in as far as it contributes to the prevention of human rights violations and abuses by providing persons with knowledge, skills and understanding, and by developing their attitudes and behaviours to empower them to contribute to the building and promotion of a universal culture of human rights.<sup>9</sup>

In this sense, Human Rights Education contributes to the long term prevention of human rights abuses and violent conflicts, the promotion of equality and sustainable development and enhancement of participating in decision making process within a democratic system. Human Rights Education promotes an understanding of the complex global forces that create abuses, as well as the ways in which abuses can be abolished and avoided. Human rights education engages the heart as well as the mind. It challenges students to ask them personally and encourages them to translate caring into informed, non-violent action. In this respect, one can say that human rights education facilitates peace and development. Human rights education also aims to create a baseline consensus that enables students and citizens to engage with controversial social and political issues. It provides multicultural and historical perspectives on the universal struggle for justice and dignity. Human rights education aims at developing an understanding of our common responsibility to make human rights a reality in every society. Human rights education helps to develop the communication skills and informed critical thinking essential to a democracy.

According to Bokova and Pillay, human rights education activities should be practical, relating human rights to learners' real-life experience and enabling them to build on human rights principles found in their own cultural context. Through such activities, learners are empowered to identify and address their human rights needs and to seek solutions consistent with human rights standards. Moreover, human rights education develops their capacity to have the responsibility for respecting, protecting and fulfilling the rights of others. What is learned and the way in which it is learned should reflect human rights values, encourage participation and foster a learning environment that is conducive to personal growth. Even though the implementation of human rights education continues to lag behind the goals envisioned by international human rights programs and initiatives, human rights education has assumed an unprecedented importance on both the national and international level<sup>10</sup>. It examines human rights issues without bias and from diverse perspectives through a variety of educational practices promotes democratic principles.

Moreover, human rights education itself is now recognized as a fundamental human right.

## **HUMAN RIGHTS AND GLOBAL ORDER:**

Human rights are certain moral guarantees. Human rights are rights that attach to human beings and function as moral guarantees in support of our claims towards the enjoyment of a minimally good life. The moral doctrine of human rights aims at identifying the fundamental prerequisites for each human being leading a minimally good life. Human rights aim to identify both the necessary negative and positive prerequisites for leading a good and dignified life. This aspiration has been enshrined in various declarations and legal conventions issued during the past 65 years, initiated by the Universal Declaration of Human Rights (1948) and perpetuated by, most importantly, the European Convention on Human Rights (1954) and the International Covenant on Civil and Economic Rights (1966).

Human rights rest upon moral universalism and the belief in the existence of a truly universal moral community comprising all human beings. The basis of the doctrine of natural law is the belief in the existence of a natural moral code based upon the identification of certain fundamental and objectively verifiable human goods. John Locke argued that natural rights flowed from natural law. Natural law originated from God. For Locke, the protection and promotion of individuals' natural rights was the sole justification for the creation of government. Analyses the historical predecessors of the contemporary theory of human rights typically accord a high degree of importance to Locke's contribution.

Human rights are said to be possessed equally, by everyone. A conventional corollary of this claim is that everyone has a duty to protect and promote the human rights of everyone else. However, in practice, the onus for securing human rights typically falls upon national governments and international, inter-governmental bodies.

National and international institutions bear the primary responsibility of securing human rights and the test for successfully fulfilling this responsibility is the creation of opportunities for all individuals to lead a



minimally good life. The realization of human rights requires establishing the conditions for all human beings to lead minimally good lives and thus should not be confused as an attempt to create a morally perfect society.

Human rights have a long historical heritage. The principal philosophical foundation of human rights is a belief in the existence of a form of justice valid for all peoples, everywhere. In this form, the contemporary doctrine of human rights has come to occupy centre stage in geo-political affairs. The language of human rights is understood and utilized by many peoples in very diverse circumstances. Human rights have become indispensable to the contemporary understanding of how human beings should be treated, by one another and by national and international political bodies. Human rights are best thought of as potential moral guarantees for each human being to lead a minimally good life.

The extent to which this aspiration has not been realized represents a gross failure by the contemporary world to institute a morally compelling order based upon human rights. The philosophical basis of human rights has been subjected to consistent criticism. While some aspects of the ensuing debate between philosophical supporters and opponents of human rights remain unresolved and, perhaps, irresolvable, the general case for human rights remains a morally powerful one.

**Human Rights and Indian Context:** While many scholars have argued that it is necessary to pay attention to local cultures and practices, analyzing the case of India, how rights are claimed and institutionalized—including rights of women to be free of violence—are germane to theoretical discussions of human rights practices and implementation. Contemporary India provides an ideal setting for studying the sociological processes involved in the localization of global human rights ideas. India represents about a sixth of the population of the world and is one of the fastest growing economies. Where human rights in India are protected by the constitution itself, in a report on the actions of the Asian Centre for Human Rights (ACHR) its director Suhas Chakma, observed that the degree of influence of UN mechanisms on India has been subject to limited investigation, in part because of poor monitoring, but equally because of its

democratic status and, increasingly, because of its growing economic power.

The modern version of human rights jurisprudence may be said to have taken birth in India at time of the British rule. During their rule, Indians demand for fundamental freedoms and the civil and political rights. The freedom movement and the harsh repressive measures of the British rulers encouraged the fight for civil liberties and fundamental freedoms. The concrete demand for fundamental rights came logically in the wake of the nationalist movement which coincided with the birth of the Indian National Congress in 1885.

After the independence, the Indian Constitution was framed by the Constituent Assembly of India, gave primary importance to human rights. To quote Ramchandra Guha, “The demand for a declaration of fundamental rights arose from our Indian native factors.” The Constituent Assembly incorporated in the Constitution the substance of the rights; proclaimed and adopted by the General Assembly in the Universal Declaration of Human Rights. India was a signatory to the Universal Declaration of Human Rights. A number of fundamental rights guaranteed to the individuals in Part-III of the Indian Constitution are similar to the provisions of the Universal Declaration of Human Rights.

In India, national and state human rights commissions act as intermediaries through which global ideas of human rights are appropriated to fit the local context. Since the expansion of human rights access is predicated on the expansion of institution to monitor human rights and redress claims of victims, the inability of this commission to address victims of domestic violence encapsulates a practical and theoretical puzzle. Social movement groups have long been active in India on the issue of violence against women. For instance, reviewing the gains of activist organizations Mary Katzenstein concluded that Indian activists had managed to get far more legal and policy changes than their counterparts in the US. Furthermore, India is a democracy, with many organized groups pushing for human rights; it has also created institutions, such as this human rights commission, to ensure access to and implementation of human rights. So why would victims of domestic

violence not be part of this human rights commission's purview?

Even after 70 years of independence, India continues to have significant human rights problems and emerging various social, political, economic and other issues despite making commitments to tackle some of the most prevalent abuses. The country has a thriving civil society, liberated media, and an independent judiciary. But longstanding abusive practices, corruption, and deficiency of accountability for perpetrators cultivate human rights violations. The language of human rights – best represented by the Universal Declaration of Human Rights (UDHR) – is pervasive in ethics, law, political theory, sociology, anthropology and other domains. The influence of human rights is tangible, especially in the fields of international relations and law. While a detailed engagement with all the dimensions of the human rights is outside the purview of the purposes of this article, I will explore the effects of human rights violation inflicted upon children, vulnerable, and backward people in certain regions of the country.

Due to wide-scale violation of human rights, like custodial deaths, extra-judicial killings and atrocities by the security forces in some boarder states in particular – the pressures from International Human Rights Organizations, the Indian Government in 1993, was forced to set up the National Human Rights commission (NHRC). Ever since its birth, the NHRC had remained feeble even till today– its scope of both jurisdiction and intervention being strictly limited by the Indian government. There are inbuilt, well-contrived restrictions that render it in-fructuous. It does not have any power to punish the guilty.

India has one of the largest populations of malnourished children in the world. According to estimates, at least 40 percent of children are vulnerable to sex trafficking, homelessness, forced labor, drug abuse, and crime - and need protection. Not only children but escalating violence against women, caste-religion-based violence is alarming. The citizens are at very high risk of sexual violence, forced labour, slavery, trafficking and other human rights violations, including violations of the rights to food, water, sanitation, healthcare, education, adequate housing, and participation in political, economic and social life. And all too often abuses of their rights are committed with complete impunity.

Between 2008 and 2010, more than 115,000 cases of atrocities were committed against BCs and Dalits with an increase of 10.6% in 2009. As per Crime Statistics of India, every 18 minutes a crime is committed against SCs; every day 27 atrocities against them, every week 5 of their homes or possessions burnt and 6 persons kidnapped or abducted. According to India 2013 Human Rights Report “The world’s largest democracy is also dogged by separatist violence, life-threatening prison conditions, sex trafficking of children and an atmosphere of impunity resulting from the overburdened judicial system.

Given the growing nature and extent of discrimination and violence, there is a need to address the dalits, adivasis and other marginalized communities’ issues more strongly and take appropriate policy and legislative changes. However, India has yet to repeal laws or change policies that allow de jure and de facto impunity for human rights violations, and has failed to prosecute even known perpetrators of serious abuses.

According to the World Report, 2014 on human rights, India has strong legislation to protect rights, but entrenched corruption and lack of accountability foster human rights violations. The real struggle to defend human rights in India has to be carried out in the streets and slums, villages and marketplaces, urban upper and middle class homes, through a patient campaign not only to sensitize our citizens to their fundamental rights, but also to purge their minds of the superstitions and prejudices that drive them to violate the human rights of their fellow citizens.

We can see, therefore, that a commitment to human rights, if understood in the broadest sense, requires a great deal more than simply supporting bills of rights, international treaties and conventions, and ensuring that legal structures and processes are strong and independent. These are important, but they are only part of the whole human rights picture. A commitment to human rights requires that we also are concerned with community development, with promoting an active, participatory society, with developing strong public services, and with balancing independence with interdependence. For these reasons, human rights and social welfare are intimately connected. Social welfare is, at heart, a matter of human rights, and those

concerned with social welfare are, in a real sense, human rights workers. Similarly, human rights are about social welfare; they are about making sure that the welfare of all human beings is adequately safeguarded and adequately realized.

**Kofi Annan**, former Secretary General of UNO said that "Human rights are what reason requires and conscience demands. They are us and we are them. Human rights are rights that any person has as a human being. We are all human beings; we are all deserving of human rights. One cannot be true without the other." As **Eleanor Roosevelt** said, "the destiny of human rights is in the hands of all our citizens in all our communities."

## CONCLUSION

The issue of Human Rights is very important in line with global citizenship, the world over. Human rights are very important human entitlements as enshrined in the Universal Declaration of Human Rights. Most countries in the world are signatories to their Universal Declaration of Human Rights and several other treaties that promote and safeguard different forms of rights. All human beings should be aware of their rights in order to defend them and be aware of instances where these are violated. Educating the general populace, particularly the young, on human rights is critical in establishing a human rights culture in the world. Unfortunately, some governments, despite being signatories to various UN treaties and conventions on human rights deliberately violate people's rights and do not promote the teaching of HRE. It is essential to promote the Human Rights Education in every country as this creates awareness on the rights of citizens and rights of others. Human Rights Education contributes to the long term prevention of human rights abuses and violent conflicts, the promotion of equality and sustainable development and enhancement of participating in decision making process within a democratic system. Human Rights

Education promotes an understanding of the complex global forces that create abuses, as well as the ways in which abuses can be abolished and avoided. Human rights education engages the heart as well as the mind. It challenges students to ask them personally and encourages them to translate caring into informed, non-violent action. In this respect, one can say that human rights education facilitates peace and development.

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# MARKETING OF LIFE INSURANCE PRODUCTS IN INDIA IN DIGITAL ERA

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## Abstract

The present paper discusses the new trends in marketing of the life insurance products in India in today. The new marketing wisdom of most of the Life Insurance Companies in the country is mainly because of emergence of new middle class, digital revolution, increasing social awareness, government efforts for social security & financial inclusion and tremendous GDP growth rate. In the new business environment, competition is very fierce and customer is very selective and choosy.

The paper presented here elaborates the 4 Ps of new marketing strategy of life insurance companies and explains how the life insurance companies are now transforming their product, price, distribution and promotion strategies to penetrate the unexplored Indian life insurance market

**Key Words:** Life insurance industry, India, Digital technology, Government policies, types of life insurance products, pricing strategy, advertising strategy and media selection, distribution through digital technology, Policy Bazar

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Developing an appropriate mix of 4Ps with high degree of customer value for economically poor, socially unaware and largely unapproachable customers and persuading them to buy life insurance products as 'long term investment' or 'social security measure' had never been easy task in India for any life insurance company. So it is quite likely that market penetration rate of life insurance products remained quite low in socially and economically backward areas of the country. For decades, LIC (Life Insurance Corporation of India) had been targeting the urban customers through carrier agents which led a very large section of indies remained uncovered with social security and low level of financial inclusion. For LIC, marketing through personal selling was the core of promotion and distribution of life insurance products. But now market environment is changed a lot. Growth of life insurance market and per capital income are directly linked. When per capital income increases, people incline to invest in life insurance products. In last few decades per capital income of Indians is increased to facilitate the business of life insurance products. Emergence of digital technology as a direct, interactive and trustworthy mode of communication, distribution and transaction

has added new dimensions to the business of Life insurance products in the country. Now LIC and other private life insurance companies are working out new plans to transform their traditional marketing strategy to meet the new market realities.

The insurance industry of India consists of 57 insurance companies. 24 are in life insurance business. 33 are non-life insurers. Among the life insurers, Life Insurance Corporation (LIC) is the sole public sector company. Government's policy of insuring the uninsured has gradually pushed insurance penetration in the country and proliferation of insurance schemes are expected to catapult this key ratio beyond 4 per cent mark by the end of 2017.<sup>1</sup>

Life Insurance Corporation of India is the largest life insurance player in the country. In 2017, LIC's market share in terms of number of policies stood at 76.09 per cent. It sold over 20 million new policies in FY17.<sup>2</sup> The number of lives covered under Health Insurance policies during 2015-16 was 36 crore which is approximately 30 per cent of India's total population.<sup>3</sup> The number has seen an increase every subsequent year as 28.80 crore people had the policy in the previous fiscal. During June 2016 to May 2017 period, the life

insurance industry recorded a new premium income of Rs 1.87 trillion (US\$ 29.03 billion). The life insurance industry reported 9 per cent increase in overall annual premium equivalent in April-November 2016. In the period, overall annual premium equivalent (APE)- a measure to normalise policy premium into the equivalent of regular annual premium-including individual and group business for private players was up 16 per cent to Rs 1,25,563 crore (US\$ 18.76 billion) and Life Insurance Corporation up 4 per cent to Rs 1,50,456 crore (US\$ 22.48).<sup>3</sup>

### Government policies

The Union Budget of 2017-18 has made the following provisions for the Insurance Sector:

- The Budget has made provisions for paying huge subsidies in the premiums of Pradhan Mantri Fasal Bima Yojana (PMFBY) and the number of beneficiaries will increase to 50 per cent in the next two years from the present level of 20 per cent. As part of PMFBY, Rs 9,000 crore (US\$ 1.35 billion) has been allocated for crop insurance in 2017-18.
- By providing tax relief to citizens earning up to Rs 5 lakh (US\$ 7500), the government will be able to increase the number of taxpayers. Life insurers will be able to sell them insurance products, to further reduce their tax burden in future. As many of these people were understating their incomes, they were not able to get adequate insurance cover.
- Demand for insurance products may rise as people's preference shifts from formal investment products post demonetization.
- The Budget has attempted to hasten the implementation of the Digital

India initiative. As people in rural areas become more tech savvy, they will use digital channels of insurers to buy policies.

The following are some of the major investments and developments in the Indian insurance sector.

- New India Assurance filed the prospectus for initial public offering (IPO) in which it will sale a total stake of 14.56 per cent to raise around Rs 7000 crore (\$1.07 Billion) and it plans to use the capital raised for supporting growth of its business and maintaining solvency levels.
- New York Life Insurance Company, the largest life insurance company in the US, has invested INR 121 crore (US\$ 18.15 million) in Max Ventures and Industries Ltd for a 22.52 per cent stake, which will be used by Max for investing in new focus areas of education and real estate.
- New York Life Investments, the global asset management division of New York Life, along with other investors like Jacob Ballas, will own a significant minority ownership in Centrum Capital by being one of the leading global investors in buying the available 30 per cent stake worth US\$ 50 million of Centrum Capital.
- Aviva Plc, the UK-based Insurance company, has acquired an additional 23 per cent stake in Aviva Life Insurance Company India from the joint venture (JV) partner Dabur Invest Corporation for Rs 940 crore (US\$ 141.3 million), thereby increasing their stake to 49 per cent in the company.

**Table 1: Types of life insurance products in India**

<b>Term Insurance Policies</b>	<b>The basic premise of a term insurance policy is to secure the immediate needs of nominees or beneficiaries in the event of sudden or unfortunate demise of the policyholder. The policy holder does not get any monetary benefit at the end of the policy term except for the tax benefits he or she can choose to avail of throughout the tenure of the policy. In the event of death of the policy holder, the sum assured is paid to his or her beneficiaries. Term insurance policies are also relatively cheaper to acquire as compared to other insurance products.</b>
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<b>Money-back Policies</b>	Money back policies are basically an extension of endowment plans wherein the policy holder receives a fixed amount at specific intervals throughout the duration of the policy. In the event of the unfortunate death of the policy holder, the full sum assured is paid to the beneficiaries. The terms again might slightly vary from one insurance company to another.
<b>Whole life policies</b>	A whole life insurance plan covers the insured over his life. The primary feature of this product is that the validity of the policy is not defined so the policyholder enjoys the life cover throughout his life.
<b>Unit-linked Policies (ULIP)</b> <b>Investment</b>	Unit linked insurance policies again belong to the insurance-cum-investment category where one gets to enjoy the benefits of both insurance and investment. While a part of the monthly premium pay-out goes towards the insurance cover, the remaining money is invested in various types of funds that invest in debt and equity instruments. ULIP plans are more or less similar in comparison to mutual funds except for the difference that ULIPs offer the additional benefit of insurance.
<b>Pension Policies</b>	Pension policies let individuals determine a fixed stream of income post retirement. This basically is a retirement planning investment scheme where the sum assured or the monthly pay-out after retirement entirely depends on the capital invested, the investment timeframe, and the age at which one wishes to retire. There are again several types of pension plans that cater to different investment needs. Now it is recognized as insurance product and being regulated by IRDA.

The number of distribution channels has increased for most life insurance companies in India, and with that comes new marketing and advertising channels. Digital categories are the new categories however most challenging to calculate return on investment. Companies are spending huge money on digital channels

### **Emerging trends in Distribution strategy of life insurance products:**

The online life insurance industry in India is witnessing a phenomenal level of growth for the past few years. Indians were already aware of the online platform to fulfill their educational and banking needs until sometime ago. When it came to investments, fixed deposits and mutual funds were the most preferred purchases. On insurance front, people started relying on internet to research about the kinds of products. However, with each passing year, digital insurance industry gradually expanded its footprints in India. And therefore, online mode is not limited to just research and life insurance comparison.

Take for example Policybazaar is an Indian online life insurance and general insurance comparison portal. The firm has 5 million registered users who search through 2-3 pages per visit on an average. Today a fair percentage of Indians are no more afraid to purchase online

protection policies. They buy, renew, make payment of premium online and even avail post-purchase services. Life insurance insurance sector started to penetrate the digital platform in the year 2005. Everything began with the concept of online comparison and research of insurance policies and this was made possible due to some web aggregators. Web aggregators provided extra comfort to buyers by letting them compare policy online. Though, it was never easy to persuade researchers to buy policies through online mode. Nevertheless, transparency and safe payment gateways influenced more than half of the researchers and appealed them to make a purchase. Insurers also recognised the imprint online mode had made on the minds of consumers and therefore they initiated to promote online term insurance quotes and policies. In 2010-11, most of the insurers started selling online. And at present, insurers have made online mode a priority in their distribution strategy. Though, many insurers are still focusing on term plans, but a few of them have moved ahead beyond term and car policies. If a report from management consulting firm like BCG is to be believed, digital insurance will skyrocket to Rs 15,000 crore by year 2020.

A research implies that the industry is slated to enjoy a growth of 2000 per cent in the next five years. Wondering how? Well, it has been estimated that online sales contribute around Rs 700 crore to the total turnover of the industry altogether.<sup>4</sup>

As Prime Minister Narendra Modi launched the 'Digital India' campaign. Insurance industry in India is going to be benefited.

With the government of India itself supporting digitisation, the level of trust will go up. So, there is no looking back for a sunshine industry like insurance, which is already experiencing a phenomenal growth. As per the BCG report, life segment garners almost 45 per cent of the total online insurance market. Vehicle protection is the second largest segment contributing Rs 250 crore to the total sales of Rs 700 crore.

### **The digital impact**

As per industry research and analyses, it is said that in the 2-3 years, three out of every four insurance purchase decisions will be influenced by digital channels of sales and marketing. It is a very interesting trend. Now buyers are less dependent on life insurance agents. At the same time many life insurance agents are using digital technology to persuade potential customers and winning their trust and loyalty through testimonials and documents available online. It simply demonstrates the power of digital media and its growing role in the insurance sector in India. Digital insurance and online insurance are not same however. There is a thin line which makes a big difference. Digital is an overarching structure and online insurance sales is a part of it. Digital insurance also encompasses use of digital technology to not just promote the services but also to enhance the overall customer experience. It is also about efficiency and setting up systems and processes. Online sales, is though a tangible aspect and an insurer can quantify the impact of its online marketing efforts. Traditionally, Most life insurance companies would put the agent on pure commission compensation. That means if agents are at home products will not be sold. And segments where agents are unable to reach, market will remained untapped. But growing use of Smart phones with digital payment platforms have suddenly increased the reach and penetration of life insurance companies

### **Advertising**

There are six most widely used advertising & marketing media for the life insurance products in the country

1. Mobile marketing: SMS and telemarketing
2. Marketing through Social media: through Whatsapp, YouTube and Facebook
3. Internet Marketing: Advertisement on internet sites
4. Marketing through TV and radio: Commercials
5. Direct marketing through carrier agents.
6. Print media

Earlier advertisement of Life insurance products were roaming around death and focus was on 'economic stability a family after the death of family head'. It was indeed a business of selling fear. Even today fear factor is still alive in life insurance advertisements. But the way of presentation is changed a lot. It is very humorous entertaining. Take for example, PNB MetLife's magician campaign shows that how a magician turns a man into a pigeon and fails to bring him back. The ad then concludes with a message, "Anything can happen in life. Get Insured." Another brand that also took the humorous route to reach out to its consumers is IDBI Federal Life Insurance Company. The less than a minute video is a conversation between a father and a son where the 65 years old son lends money from his father as he wishes to go for a movie. This ad is an indicator of how life insurance companies are emphasizing upon other benefits of the life insurance products. Even the product range has also increased. Money-back Policies, Pension schemes, Unit-linked Investment Policies (ULIP) are different from term insurance policies. The basic premise of a term insurance policy is to secure the immediate needs of nominees or beneficiaries in the event of sudden or unfortunate demise of the policyholder. The policy holder does not get any monetary benefit at the end of the policy term except for the tax benefits he or she can choose to avail of throughout the tenure of the policy. In the event of death of the policy holder, the sum assured is paid to his or her beneficiaries. Term insurance policies are also

relatively cheaper to acquire as compared to other insurance products. On the other hand, Unit linked insurance policies belong to the insurance-cum-investment category where one gets to enjoy the benefits of both insurance and investment. While a part of the monthly premium pay-out goes towards the insurance cover, the remaining money is invested in various types of funds that invest in debt and equity instruments. ULIP plans are more or less similar in comparison to mutual funds except for the difference that ULIPs offer the additional benefit of insurance. One thing that is common in all these campaigns is that all of them are lovely video films. Now commercials very are funny, emotional and insightful.

Now there are 23 life insurance companies in the country and each brand has its own DNA and construct. So their marketing communication strategies are also quite different. Target group, timing and product benefits are the important factors now for any ad campaign.

**Pricing :**With increasing competition and growing customer awareness life insurance

companies are forced to keep their price very competitive. There are many online portals that offer fair chance to the customers to compare different offers of different companies. So, pricing has become very tough for insurance companies now. The premium rate for a life insurance policy is based on two underlying concepts: mortality and interest. A third variable is the expense factor which is the amount the company adds to the cost of the policy to cover operating costs of selling insurance, investing the premiums, and paying claims. The premium rates set by insurance companies involve calculation methods that incorporate the costs of insuring a person or business while generating some sort of profit in the process. Insurance pricing methods can vary in terms of the types of variables considered when determining pricing rates. Methods used may consider risk factors, probability factors and individual claims histories depending on the type of insurance involved. Following Table shows the different method of pricing life insurance products used by Life insurance companies all over the world today

**Table 3: Life insurance price rating method**

Rating methods	Details
Schedule Rating Method	Insurance pricing methods--also known as rate making--provide baseline or standard rates that form the basis for pricing individual case scenarios. Different pricing methods may rely more heavily on baseline rates when other factors like risk and claims history are involved. The schedule rating method uses baseline rates as a starting point and then factors in other variables depending on the degree of risk they carry, according to ThisMatter, a financial planning resource site. Schedule rating methods are used within the commercial property insurance industry, where factors like location, size and business purpose provide baseline indicators for determining pricing rates. Baseline indicators rely on identified risk factors found within a group or class of policyholders that have similar characteristics such as age, sex and line of work. These indicators provide the starting points, or baseline rates, used to calculate a premium rate for individual policyholders.
Retrospective Rating Method	Some types of insurance provide protection against risks that are less predictable than the risks covered by other types of insurance. An example of this would be burglary insurance where the odds of predicting how often a business would be burglarized are more difficult than predicting health risks, such as heart disease or diabetes with health insurance ratings. According to ThisMatter, the retrospective rating method relies more on a policyholder's actual claims experience when setting pricing rates as opposed to baselines, or standard pricing rates. In order to do this, a company may require premium



	payments be made in increments, with a portion due at the start of a policy term and the remainder due at the end of a policy term. In the case of burglary insurance, the amount of the remaining premium payment is based on whether a burglary occurred since the start of the policy period.
Experience Rating Method	Experience rating pricing methods rely more heavily on a policyholder's past claim experience when determining what premium rates to charge. The types of insurance that use this method include automobile, workers compensation and general liability insurance. Price rates are determined according to a credibility factor, which uses a person's past claim history as an indication of the level of risk involved and the likelihood that future claims will be filed. Once a risk level is determined, the credibility factor is measured against a baseline pricing rate that represents to average rate charged to a class of policyholders that have similar characteristics. Adjustments are then made to the baseline pricing rate based on each policyholder's credibility rating.

Source: **Insurance Pricing Methods**, by Jacquelyn Jeanty; Updated September 26, 2017,

Indian life insurance industry has come to an age now. Very innovative and digitally equipped tools and techniques are now used by companies to meet the variety of needs of wide array of customers with the help wide variety of products, price range, communication and distribution solutions. Increasing number of internet users in rural and semi urban areas has provided new opportunities for the life insurance companies to target them at virtual space. In order to tap them companies are using internet, social media, mobile phone marketing. And the strategy is found to be quite effective now.

In order to penetrate the untapped Indian life insurance market, Life insurance companies are using internet portals like policy bazar to provide their customers easy methods to compare different products offered by different companies. It is a new customer friendly environment. Now advertisements on digital and electronic media are funnier, emotional than ever before. Pricing strategy is based on competitors' price. Distribution strategy is now focused on online payment and online transfer of ownership. Claims are also settled online. Hence physical appearance of middle men is minimized in this process.

So, it can be said that now relationship between customers and life insurance companies is highly interactive and very strongly embedded on digital platform. So, it is not surprising that Insurance Penetration mark is expected to cross 4 per cent mark in the year 2017 as it has shown a continuous increase in

the year 2014 and 2015 with market penetration rate of 3.3 per cent and 3.44 per cent respectively. The country's insurance market is expected to quadruple in size over the next 10 years from its current size of US\$60 billion. Demographic factors such as growing middle class, young insurable population and growing awareness of the need for protection and retirement planning will support the growth of Indian life insurance. But making money is not everything. The mission of the insurance sector in India should be to extend the insurance coverage over a larger section of the population and a wider segment of activities.

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## NO MORTAL BEING CAN BE A GURU

By J Krishnamurti

Dadaji's chief mission is to regenerate Truth Consciousness. He wants us to realise our own true nature which is divine and blissful. Man is born divine, an irradiation of consciousness and bliss. The Supreme lies within, in the form of Mahanam; we are born with our guru, the Self and the Mahanam within. No mortal being can be a guru. Your Self or God alone is guru. This is the message of Amiya Roy Chowdhury to the bewildered man of the modern agnostic era.

Contradiction is the child of ignorance. Things conceived in the right perspective, realised through the right angle of vision, do not leave any scope for contradiction and a healthy relation is established between the material and spiritual life charged with blissful harmony and rhythm within the framework of one fundamental principle of life ... the Truth ... the perennial prime source of our existence, of the existence of the whole of the universe.

**Only one truth:** There is only one Truth, the Self. It envelops us from without and is immanent within us. The aim of our life is to realise this great Truth. This Truth is our true nature, our true being, our safest stronghold. We have simply to realise that we are born initiated. The enlightened Soul realises the whole of creation as Brahmn or Truth. Initiation conducted at the level of the senses by mortal beings can never lead to Truth which is much beyond the range of the senses. No more guru-ism: Guru-ism, as we find it prevalent today, is the most abominable stigma in our spiritual life. It is the source of exploitation of innocent people by self-seekers for mundane values in the name of religion. Dadaji, therefore, has launched a crusade against the evil practice of guru-ism and the associated evils in our current spiritual life. Those who undergo spiritual initiation in the presence of Dadaji get Mahanam directly from their own Self. To bear prarabdha, destined events of life, or compulsions of the mind with patience and resignation, is penance. To have desire-less awareness of the Supreme with absolute self-surrender, unfaltering faith, single-minded love and devotion is meditation. No other penance except Mahanam jap with devotion is required for Self-realisation.

Practice of penance as we do it today is a body-mind behaviour and causes further bondage due to the piling up of impressions of the actions performed. Self-surrender is the real yoga that leads to Self-realisation.

**Supernatural events:** We witness so many inexplicable supernatural events taking place in Dadaji's presence. Material objects like silver or gold trinkets appear out of unknown sources. His multiple manifestation at different places at the same time and his ethereal presence felt through a unique Aroma at far off places, is all the more inexplicable. But, Dadaji says that he does not do all these things. These are manifestations of the Divine Will that is limitless. After the public is baffled by such events, Dadaji, himself, condemns these things, describing them to be extraneous and superfluous for the Truth-seeker. The same Divine Truth throbs in the hearts of all human beings, and hence, Dadaji holds that mankind is one. (Abridged from [dadaji.info](http://dadaji.info) This article first appeared in the Free Press Journal, February 4, 1972. January 13 is Dadaji Amiya Roy Chowdhury's birthday. He lived 1910-92.



# ARE CRYPTO CURRENCIES LIKE PONZIY SCHEMES?

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## Abstract

The paper presented here, is exploratory in nature and explains the meaning, mode to transaction, pros and cons and other relevant information about Bitcoin. Bitcoin is a crypto currency and is the first decentralized digital currency, as the system works without a central bank or single administrator. The network is peer-to-peer and transactions take place between users directly, without an intermediary. These transactions are verified by network nodes through the use of cryptography and recorded in a public distributed ledger called a blockchain. Bitcoin was invented by an unknown person or group of people under the name Satoshi Nakamoto, and released as open-source software in 2009.

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## Introduction

Bitcoins are created as a reward for a process known as mining. They can be exchanged for other currencies, products, and services. As of February 2015, over 100,000 merchants and vendors accepted bitcoin as payment. Research produced by the University of Cambridge estimates that in 2017, there are 2.9 to 5.8 million unique users using a cryptocurrency wallet, most of them using bitcoin.

Bitcoin uses peer-to-peer technology to operate with no central authority or banks; managing transactions and the issuing of bitcoins is carried out collectively by the network. Bitcoin is open-source; its design is public, nobody owns or controls Bitcoin and everyone can take part. Through many of its unique properties, Bitcoin allows exciting uses that could not be covered by any previous payment system.<sup>1</sup> 'Bitcoin' follows the ideas set out in a white paper by the mysterious Satoshi Nakamoto, whose true identity has yet to be verified. Today's market cap for all bitcoin (abbreviated BTC or, less frequently, XBT) in circulation exceeds \$7 billion. There are no physical Bitcoins, only balances kept on a public ledger in the cloud, that – along with all Bitcoin transactions – is verified by a massive amount of computing power. Bitcoins are not issued or backed by any banks or governments, nor are individual bitcoins valuable as a commodity. Despite its not being legal tender, Bitcoin charts high on popularity, and has triggered the launch of other virtual currencies collectively referred to as Altcoins.

## Working of bitcoin

A new user, can get started with Bitcoin without understanding the technical details. Once has installed a Bitcoin wallet on his computer or mobile phone, it will generate his first Bitcoin address and he can create more whenever he needs one. he can disclose his addresses to his friends so that they can pay him or vice versa. In fact, this is pretty similar to how email works, except that Bitcoin addresses should only be used once.

**Balances - block chain:** The block chain is a shared public ledger on which the entire Bitcoin network relies. All confirmed transactions are included in the block chain. This way, Bitcoin wallets can calculate their spendable balance and new transactions can be verified to be spending bitcoins that are actually owned by the spender. The integrity and the chronological order of the block chain are enforced with cryptography.

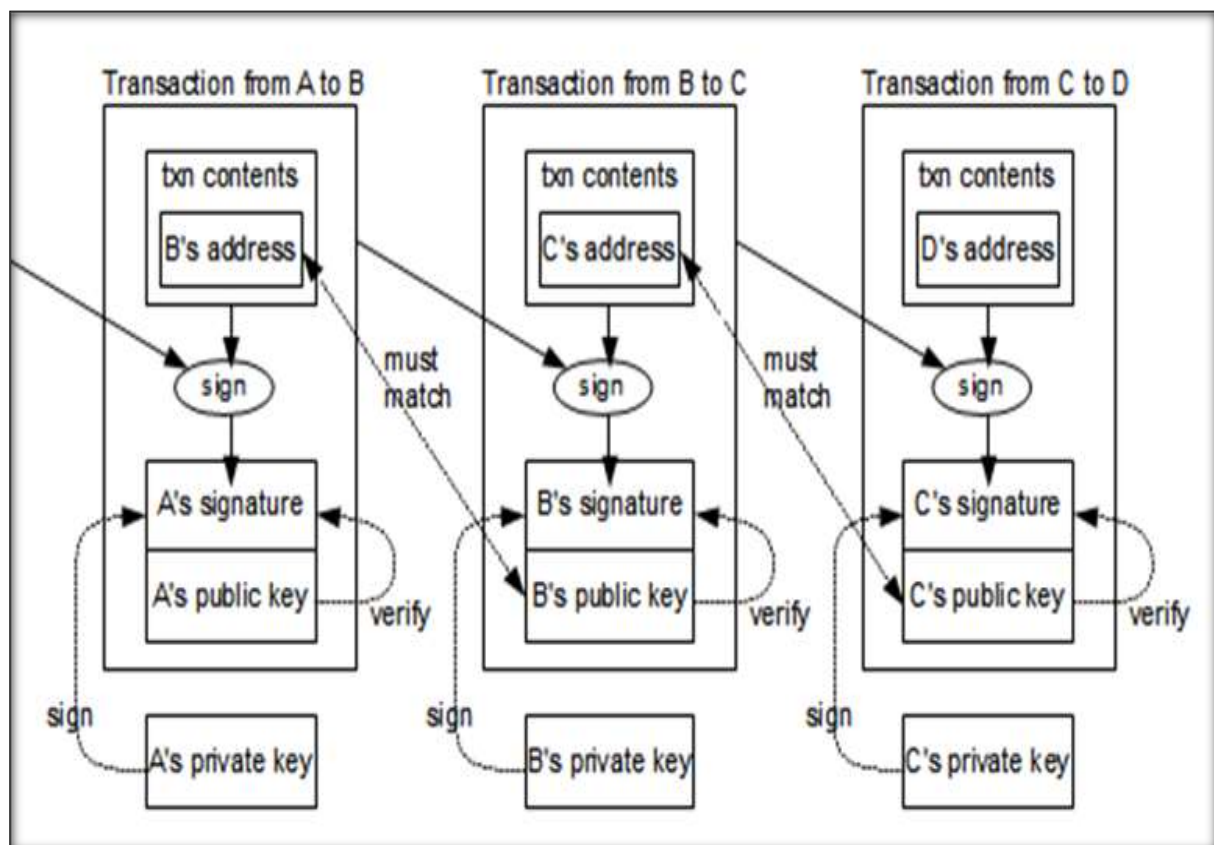
**Transactions - private keys:** A transaction is a transfer of value between Bitcoin wallets that gets included in the block chain. Bitcoin wallets keep a secret piece of data called a private key or seed, which is used to sign transactions, providing a mathematical proof that they have come from the owner of the wallet. The signature also prevents the transaction from being altered by anybody once it has been

issued. All transactions are broadcast between users and usually begin to be confirmed by the network in the following 10 minutes, through a process called mining.

The following diagram gives a simplified view of how transactions are signed and linked together. Consider the middle transaction, transferring bitcoins from address B to address C. The contents of the transaction (including the hash of the previous transaction) are hashed and signed with B's private key. In addition, B's public key is included in the transaction. By performing several steps, anyone can verify that the transaction is authorized by B. First, B's public key must correspond to B's address in the previous transaction, proving the public key is valid. (The address can easily be

derived from the public key, as explained earlier.) Next, B's signature of the transaction can be verified using the B's public key in the transaction. These steps ensure that the transaction is valid and authorized by B. One unexpected part of Bitcoin is that B's public key isn't made public until it is used in a transaction. With this system, bitcoins are passed from address to address through a chain of transactions. Each step in the chain can be verified to ensure that bitcoins are being spent validly. Note that transactions can have multiple inputs and outputs in general, so the chain branches out into a tree.

**Figure 1: Bitcoin Transaction Method**



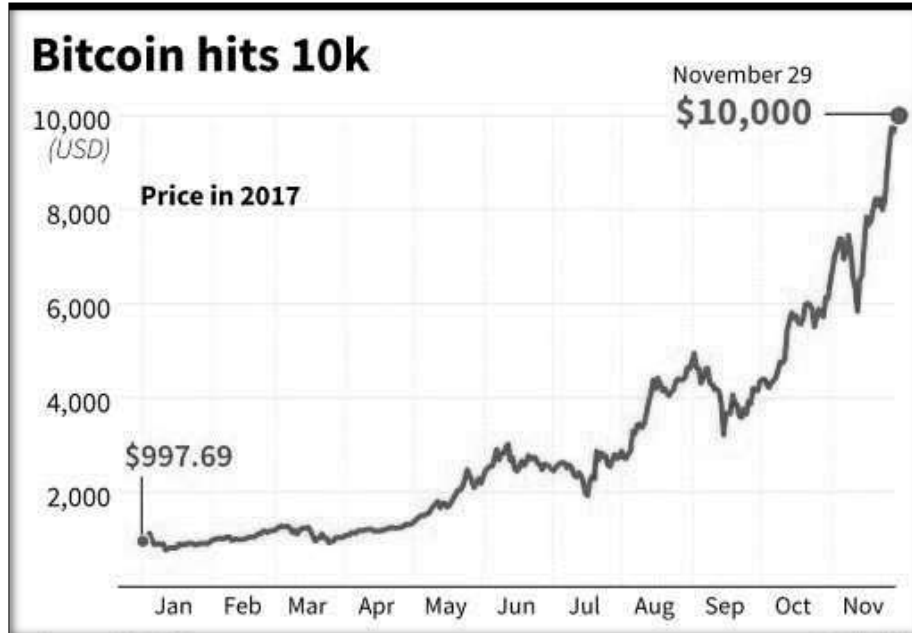
Source: Wikipedia

### Growth rate of Bitcoin:

Bitcoin a virtual currency has soared more than 1,000 percent since the start of the year.

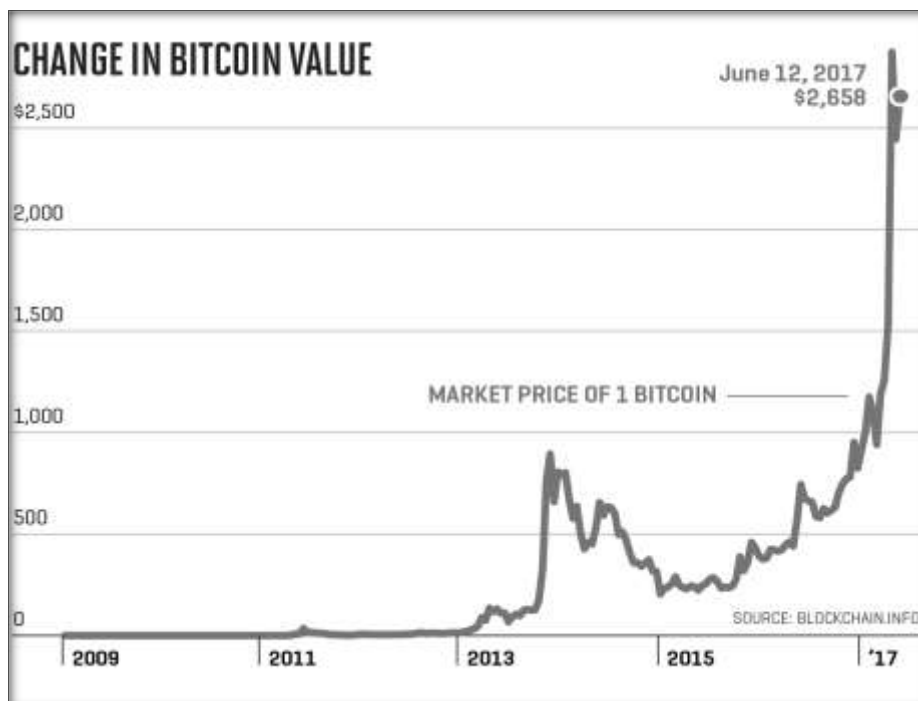
Nothing moves so fast in the financial world. Following figures show the unbelievable growth rate of bitcoin .

Figure 2: Bubble or brave new World: Bitcoin



Source: CoinDesk.com

Figure 3: Change in bitcoin value 2009-2017



Source : BLOCKCHAIN IN

So what is fuelling this rapid rise of bitcoin? This is something that has puzzled many bankers and financial analysts. Business magnet Warren Buffett recently called it a 'real bubble'. He is not alone to caution the investors against cryptocurrency. Garrick Hileman, a research fellow at the University of Cambridge's Judge Business School, earlier said: "What's happening right now has nothing to do with bitcoin's functionality as a currency - this is pure mania that's taken hold." Despite these cautionary words from financial experts, bitcoin continues to rise.

Reserve Bank of India 27 on December 2017 issued its third warning, reminding the investors of its earlier concerns. In its first warning issued on December 24, 2013, the RBI said that the creation, trading or usage of Virtual currencies or VCs as a medium for payment are not authorised by any central bank or monetary authority.

The RBI listed out some risks that virtual currency may pose to investors. Here are five

1. The RBI says that virtual currency being in digital form are stored in digital-electronic media that are called electronic wallets. Therefore, they are prone to losses arising out of hacking,

loss of password, compromise of access credentials, malware attack etc. Since they are not created by or traded through any authorised central registry or agency, the loss of the e-wallet could result in the permanent loss of the VCs held in them.

2. There is no underlying or backing of any asset for virtual currency. As such, their value seems to be a matter of speculation. Huge volatility in the value of such currency -in this case bitcoin-has been noticed in the recent past. Thus, the users are exposed to potential losses on account of such volatility in value.
3. So far, cryptocurrencies are being traded on exchange platforms set up in various jurisdictions whose legal status is also unclear. Hence, the traders of virtual currency on such platforms are exposed to legal as well as financial risks.
4. It has been reported that usage of digital currencies are largely for illicit and illegal activities. The absence of information of counter-parties in such peer-to-peer anonymous/pseudonymous systems could subject the users to unintentional breaches of anti-money laundering and combating the financing of terrorism.

**Table 1 Growth of Bitcoin**

Year	Happening
Aug. 18, 2008	The domain name bitcoin.org is registered. Today, at least, this domain is "WhoisGuard Protected," meaning the identity of the person who registered it is not public information.
Oct. 31, 2008	Someone using the name Satoshi Nakamoto makes an announcement on The Cryptography Mailing list at metzdowd.com: "I've been working on a new electronic cash system that's fully peer-to-peer, with no trusted third party. The paper is available at <a href="http://www.bitcoin.org/bitcoin.pdf">http://www.bitcoin.org/bitcoin.pdf</a> ." This link leads to the now-famous white paper published on bitcoin.org entitled "Bitcoin: A Peer-to-Peer Electronic Cash System." This paper would become the Magna Carta for how Bitcoin operates today
Jan. 3, 2009	The first Bitcoin block is mined, Block 0. This is also known as the "genesis block" and contains the text: "The Times 03/Jan/2009 Chancellor on brink of second bailout for banks," perhaps as proof that the block was mined on or after that date, and perhaps also as relevant political commentary.
Jan. 8, 2009	The first version of the Bitcoin software is announced on The Cryptography Mailing list.
Jan. 9, 2009	Block 1 is mined, and Bitcoin mining commences in earnest.

But despite the Reserve Bank of India's warning the bitcoin is continued to surprise the financial world. Due to the unique nature of virtual currencies, there are some inherent advantages to transacting through Bitcoin that users of other currencies do not get. Digital currencies are a relatively new and untested medium of exchange, and users should be careful to weigh their benefits and risks. That said, Bitcoin appears to offer some unique possibilities.

1. **User Anonymity:** Bitcoin purchases are discrete. Unless a user voluntarily publishes his Bitcoin transactions, his purchases are never associated with his personal identity, much like cash-only purchases, and cannot be traced back to him. In fact, the anonymous Bitcoin address that is generated for user purchases changes with each transaction.
2. **No Third-party Interruptions:** One of the most widely publicized benefits of Bitcoin is that governments, banks and other financial intermediaries have no way to interrupt user transactions or place freezes on Bitcoin accounts. The system is purely peer-to-peer; users experience a greater degree of freedom than with national currencies.
3. **Purchases Are Not Taxed:** Since there is no way for third parties to identify, track or intercept transactions that are denominated in Bitcoins, one of the major advantages of Bitcoin is that sales taxes are not added onto any purchases.
4. **Very Low Transaction Fees:** Standard wire transfers and foreign purchases typically involve fees and exchange costs. Since Bitcoin transactions have no intermediary institutions or government involvement, the costs of transacting are kept very low. This can be a major advantage for travelers. Additionally, any transfer in Bitcoins happens very quickly, eliminating the inconvenience of typical authorization requirements and wait periods.
5. **Mobile Payments:** Like with many online payment systems, Bitcoin users can pay for their coins anywhere they

have Internet access. This means that purchasers never have to travel to a bank or a store to buy a product. However, unlike online payments made with U.S. bank accounts or credit cards, personal information is not necessary to complete any transaction.

## **Conclusion**

In India and globally, the online currencies don't have any intrinsic value and are not backed by any kind of assets. RBI from time to time has also clarified that it has not given any licence or authorisation to any entity to operate such schemes or deal with Bitcoin or any virtual currency. The ministry said that virtual currencies like bitcoin are vulnerable to hacking, loss of password, malware attack etc,

Government of India has cautioned investors to be wary of virtual currencies like Bitcoin, saying they are like Ponzi schemes with no legal tender and protection. In fact there is a real and heightened risk of investment bubble of the type seen in Ponzi schemes which can result in sudden and prolonged crash exposing investors, especially retail consumers losing their hard-earned money. Consumers need to be alert and extremely cautious as to avoid getting trapped in such Ponzi schemes. The RBI from time to time has also clarified that it has not given any licence or authorisation to any entity to operate such schemes or deal with Bitcoin or any virtual currency. As transactions of Virtual currencies like bitcoin are encrypted they are also likely being used to carry out illegal activities, such as terror-funding, smuggling, drug trafficking and other money- laundering acts.

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### CORRIGENDUM

**Corrigendum.** This is with reference to the research article titled “CHANGING SCENARIO OF TRIBAL LIVING IN GLOBALISED ERA: AN INDIAN PERSPECTIVE” authored by Mr Bishnuprasad Mohapatra, Research Scholar, Department of Sociology, Utkal University, Bhubaneswar Odisha published in the 25<sup>th</sup> issue of Jamshedpur Research Review in the month of December 2017 Page No(41-49). In this article, Utkal University was misprinted as Utakl University, Bhubaneswar, Odisha. The corrected name of the university is *Utkal University*. Bhubaneswar, Odisha.



# **EFFECTIVENESS OF THE SICKNESS BENEFITS OF ESI SCHEME: A STUDY ON THE EMPLOYEES OF ORGANISED SECTOR IN KOLKATA**

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## **Abstract**

Employees' State Insurance Scheme of India is a well-integrated social security scheme developed to provide protection to workers in the organized sector and their dependants in different types of contingencies, like, sickness, maternity and death or disablement due to an employment injury or occupational disease. The scheme provides full and comprehensive medical care and facilities at free of cost to the insured persons and their dependants, as well as, cash compensation for any loss of wages or earning capacity of an insured person during the period of certified sickness. The present paper is an attempt to study the perspective of the respondents on sickness benefits of ESI scheme in different areas of Kolkata on the basis of interviews with a structured questionnaire.

**Key words: Insured persons, ESI scheme, Sickness benefits, Perception, Social security, Recent developments**

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## **Introduction**

Health insurance is an important policy tool for providing financial health protection to households against the financial burden of illness, especially large out of pocket expenses resulting from illnesses, while at the same time raising additional resources for the public sector. Hence, the purpose of health insurance is to ensure that all individuals have access to effective public health care and affordable personal health services. In recent years, India, like several other low-income countries, has established different types of national health insurance scheme. The ESI scheme is one of such scheme which has a large network extended throughout India. One of its main objectives is to reduce the monetary cost of accessing health services, thereby enabling individuals with substantial unmet needs to access otherwise unaffordable care (Nyman, 1999).

Employees' State Insurance Scheme of India is a well-integrated social security scheme developed to provide protection to workers in the organized sector and their dependants in different types of contingencies, like, sickness, maternity and death or disablement due to an employment injury or occupational disease. The scheme provides full and comprehensive medical care and facilities at free of cost to the

insured persons and their dependants, as well as, cash compensation for any loss of wages or earning capacity of an insured person during the period of certified sickness.

The employees contribute to the ESI fund by salary deduction, but most of them are ignorant of the benefits. The reason is lack of awareness on the part of the employees. Again the degree of awareness depends upon the age, gender, education, occupation and years of service of the employees and also the level of awareness differs from employee to employee. Another reason is that most of the employees are aware of the medical facilities only and are ignorant about the cash benefits schemes. Thus, the utilization of the ESI benefit schemes to a great extent depends upon the employees' awareness of such schemes. The present paper is an attempt to study the perspective of the respondents on sickness benefits of ESI scheme in different areas of Kolkata on the basis of interviews with a structured questionnaire.

## **Review of available literatures**

Dr. Satpathy, Dr. Patnaik & Dev (2011), in their article, "Role of employees State Insurance (ESI) in the Cuttack district of Odisha: a survey" experienced that most of the people benefited by the ESI Scheme at the same time some people need to change the mind set to

derive the benefits out of this Scheme. Cuttack district is in the capital region of Odisha, therefore, they concluded that the implementation of programme is successful to some extent but for rest of Odisha further research is needed. Dash and Muraleedharan (2011) In their study, "How Equitable is Employees' State Insurance Scheme in India?: A Case Study of Tamil Nadu" tried to assess the utilisation pattern of the ESI facilities and to what extent the ESI Scheme helps protect the beneficiaries from the catastrophic health expenditure. The findings show that the overall utilisation level is very low due to; perceived low quality drugs, long waiting periods, insolence of personnel, unusual delays in reimbursement of money spent on treatment outside and low awareness of ESI procedures. They also suggested some remedial measures.

Sekar and Jeyakodi (2012) in their article "A Study of the Performance of ESI Sickness Benefit Schemes in Madurai District" have stated that most of the insured persons are ignorant of the various benefits under ESI scheme. The reason is that there is no awareness on the part of the employees. The degree of awareness of such benefits depends upon the age, gender, education, occupation and years of service of the employees. The awareness level differs from employee to employee. Dr. Jeyapragash and Padma Priya (2013) in their study "Insured Persons' Satisfaction on ESI Corporation –Special Reference to Dindigul" have stated that- to create a cordial atmosphere and smooth relationship between enterprises, Employees State Insurance Corporation and insured persons, it is essential to satisfy the need of the insured persons by betterment and extension of various facilities provided by ESI Corporation. Muthulakshmi (2014) in his study "A study on performance of the ESI scheme with special reference to Tuticorin district" tried to scrutinize the performance of the Employees' State Insurance Corporation, particularly, the perception of employees on ESI hospitals in Thoothukudi city of Tamilnadu. This study shows that the majority of respondents availed the Inpatient Service in the ESI Hospital but significant differences in opinion among the different beneficiaries are noticed. The author also reveals that there is huge scope to improve the functions of ESI Corporation and implementing better services by incorporating the suggestions. Dr. Maiya (2016) in his study "Nurses' perception towards

ESI scheme : A study with reference to select hospitals in Udipi district" showed that there was no significant association between level of satisfaction and monthly family income, there is also no association between level of satisfaction and other demographic variables as age, gender, religion, dependent members, and awareness about ESI. Hence, this study reveals that level of satisfaction is independent of selected demographic variables and monthly family income.

### **Objectives of the study**

- To study the sickness benefits received by the insured persons.
- To study the awareness level of the people about the benefits under ESI scheme.
- To determine whether there is any difference between perception of male and female respondents with respect to the level of satisfaction regarding sickness benefits under ESI scheme.
- To determine whether there is any difference between perception of respondents of different ages, monthly incomes and educational levels with respect to the level of satisfaction regarding sickness benefits under ESI scheme.

### **Research Methodology**

- Selection of samples for the study: There are three ESI hospitals in Kolkata namely; Manicktala ESI hospital, Sealdah medical Supdt ESI hospital and ESI-Post graduate institute of medical sciences & research, Joka. There are seven ESI dispensaries in Kolkata namely; S.D. Chandni chowk (0011), S.D. Dharmatala (0012), S.D. Central Kolkata (0061), S.D. Beliaghata (0071), S.D. Salt Lake (0072), S.D. Khidderpore (0091), S.D. Tiljala (0092). In order to make the study a focused-one the researcher has chosen Manicktala ESI hospital from north Kolkata and two service dispensaries namely; S.D. Dharmatala (0012) and S.D. Central Kolkata (0061). The study covers 45 respondents who are

subscribers to ESI scheme and are engaged in the organised sector. All the respondents had taken treatment in ESI dispensaries but only 30 respondents out of 45 had taken in –patient treatment in ESI hospital. The researcher has tried to include insured persons of different ages, monthly incomes and educational levels to obtain a representative sample of insured persons in Kolkata.

- Collection of data: This study is essentially a primary study. The data has been collected by using a structured questionnaire. Secondary data used for this study has been collected from relevant books, journals, articles and websites.
- Tools for analysis: Basic statistical tools such as questionnaire, tables, averages, percentages, charts have been used for the study. Apart from the use of descriptive statistics, non-parametric tests such as Mann-whitney U test and Kruskal-wallis H test have been used for analyzing the data for arriving at the conclusion.

### **Developments of ESI Corporation in India**

Employees' State Insurance Corporation came into existence to ensure social security amongst the working class people in the organised sector. The scheme was launched on February 24, 1952 by the then Prime Minister of India, Pt. Jawaharlal Nehru, who also became the first insured person under the scheme. Since then it has emerged as an unique multidimensional health insurance scheme, based on the principles of 'pooling of risks and resources', catering to the needs of the covered workers in the hours of need by providing them full medical benefit.

The ESI Act applies to premises/precincts where 10 or more persons are employed. The employees drawing wages up to Rs. 21,000/- a month are entitled to health insurance cover and other benefits, under the ESI Act. The Act now applies to over 7.23 lakh factories and establishments across the country, benefiting about 2.13 crore family units of workers. Now, the total beneficiary population of ESI Scheme stands over 7.89 crore. Currently, the ESI Corporation has a huge

infrastructure of 151 Hospitals, 1467/159 Dispensaries / ISM Units, 813 Branch/Pay Offices and 62 Regional & Sub-Regional/Divisional Offices.<sup>i</sup>

### **Benefits under ESI scheme**

Under the ESI scheme, employees contribute 1.75% of the wages and employers contribute 4.75% of the wages of eligible beneficiaries/employees towards premium payments. The contributions made by the employees and the employers are deposited in a common pool known as the ESI Fund, which is used for meeting administrative expenses as well as cash and medical benefits to insured persons (IP) and their dependents. The state governments, as per the ESI Act, contribute 12.5% of the total expenditure incurred by the ESI Corporation on medical care in respective states.

The objectives of ESI scheme are to provide benefits in cash and kind which include:

- a) Medical Benefit (for self and family);
- b) Sickness Benefit (for self);
- c) Maternity Benefit (for self);
- d) Disablement Benefit, both temporary and permanent (for self);
- e) Dependents' Benefit (for family);
- f) Funeral Expenses (to a person who performs the last rites of an IP);
- g) Rehabilitation Allowance (for self);
- h) Vocational Rehabilitation for the IPs;
- i) Old age Medicare (for self and spouse);
- j) Medical Bonus (for insured women and IP's wife).

### **Recent health reform measures undertaken by ESI corporation to ease the hardships faced by the ESI beneficiaries**

1. **Dialysis facilities, Cath Lab, CT Scan and MRI facilities now going to be available in ESIC, shortly** ESI corporation has undertaken major Health Reforms initiatives on PPP (Public-Private-Partnership) Model to provide specialized medical treatment and diagnostic services to the beneficiaries covered under ESI Scheme.

The dialysis facilities are now going to be available in most of the ESI Hospitals and the process of installation of equipments is

underway at present in the 11 ESI Hospitals in the first phase. Likewise, seven ESI Hospitals are now being selected for establishment of Cathlab in its first phase and the treatment may commence shortly. It is also heartening to note that almost all the ESI Hospitals are now going to be equipped with MRI (1.5 Tesla) and CT Scan facilities. The MRI facilities in 8 ESI Hospitals are now open and have started functioning. Earlier, for these medical services, the beneficiaries of ESI Corporation were referred to other outside service providers or medical establishment. Emphasis has been given to introduce appropriate Cardiology treatment, Dialysis and Pathological facilities, Dental services, Physiotherapy services, X-ray facilities and establishment of CUs in all the ESI Hospitals. The appropriate cancer detection/treatment facilities at different levels are also going to be provided in the ESI Hospitals.<sup>ii</sup> For providing better and improved facilities to the ESI beneficiaries, ESI corporation had launched a series of **Health Reforms Agenda named ESIC-2.0** last year which included availability of Electronic Health Records of ESI Beneficiaries, Abhiyan Indradhanush, 24 X 7 Medical Helpline Number in all ESIC Hospitals, Special OPD for Sr. Citizens and differently-abled persons in all ESI Hospitals. The necessary infrastructure for providing specialized treatment in the field of Physiotherapy and Dental and ECG and X-ray facilities, are being completed and initiatives are taken so that the ESI beneficiaries can get all such treatment and facilities under one roof.

Besides the above, some of the basic infrastructure facilities like Queue Management System in the registration area and pharmacy have also been introduced. The feedback system for all the indoor patients has been upgraded and an appropriate system to communicate and guide the visitors have been introduced.

## 2. ESI Corporation orders its Hospitals for Preventive Health Check-up of around 1.00 crores workers covered under the ESI Scheme

The Employees' State Insurance Corporation has **introduced Annual Preventive Health**

## **Check-up for insured persons of age 40 years and above in all ESI Hospitals and equipped ESI Dispensaries.**

A large section of workforce is working in hazardous industrial environment or at dangerous work places is prone to various health problems due to such occupational hazards. Initially, insured persons ignore these health problems but in later stage, such problems will develop in serious illness and thus hamper their earning capacity.

In order to keep them well aware about their health, these Annual Preventive Health Check-up have been introduced to all 151 ESI Hospitals all over the country.

The following main investigations will be done in these Annual Preventive Health Check-ups; besides routine general physical/clinical examinations:-

- a) Hb, TLC, DLC, ESR
- b) Random Blood sugar
- c) Kidney Function Test – Blood Urea, S. Creatinine
- d) Liver Function Test-S. Bilirubin, SGOT, SGPT, S.Alk. Phosphatase
- e) Urine-Routine and Microscopy
- f) X-Ray Chest – PA view
- g) ECG

After the Preventive Health Check-up, the health profile/record of each Insured Persons will be uploaded in Electronic Health Record, which will ease the doctors as well as the patients to know their medical history.

**3. Launch of the link for Geo tagged ESIC locations on Bhuvan Portal:** Shri Bandaru Dattatreya, Hon'ble Minister of State (Independent Charge) for Labour & Employment, Govt. of India today launched the Geo tagging of ESIC locations on Bhuvan Portal. Hon'ble minister appreciated the good initiatives of ESI corporation for unveiling of the Geo tagging of ESI locations in India. He expressed happiness that Insured Persons are now reposing faith in ESI. ESI corporation has used the platform of Bhuvan for Geo tagging its locations like Hqrs. Office, Regional Offices, Sub-Regional Offices, Branch Offices, SSMC/SSMC's Offices, State Directorates of ESI Scheme, ESI hospitals and dispensaries. There are about 2200 such locations of ESIC which have been tagged.

Bhuvan is India's Geo platform of ISRO. The Geo tagged locations of ESIC can be seen through the link "Geo tagged ESIC locations on Bhuvan Portal" available on ESIC's website [www.esic.in](http://www.esic.in)

Any user can locate the ESIC location in a particular area through this link. ESIC's locations can be seen across the country through the Field Date Viewer Link, or the user can select any State to view the locations in that particular State.<sup>iii</sup>

**Sickness benefits:** The most important type of cash benefit about which majority of insured persons are aware is the sickness benefit. Sickness Benefit represents periodical payments made to an insured person during the period of certified sickness. To qualify for this benefit, contribution should have been paid for at least 78 days in the relevant contribution period. The maximum duration of Sickness benefit is 91 days in two consecutive benefit periods. The Sickness Benefit rate is 70% of the average daily wages of an insured person w.e.f. 01.07.2011. After exhausting the Sickness Benefit payable up to 91 days, an insured person, if suffering from Tuberculosis/Leprosy, mental and malignant diseases or any other specified long term disease, is entitled to Extended Sickness Benefit at a higher rate of 80% of average daily wage for a period of two years, provided he has been in continuous service for a period of 2 years or more in a factory or establishment to which the provisions of the Act applies and fulfils the contributory conditions. The list of these long-term diseases is constantly reviewed and 34 diseases are included presently. The Director General/Medical Commissioner have also been authorized to extend the benefit to many other rare diseases. Enhanced Sickness benefit @ full average daily wage is also provided to insured person eligible to sickness benefit, for undergoing sterilization operations for family planning, for up to 7 days in case of vasectomy and up to 14 days for tubectomy, the period being extendable in cases of post-operative complications etc.<sup>iv</sup> In fit cases, Extended Sickness Benefit for an additional period of 330 days is also admissible, on recommendation of the Special Medical Board. A few uncommon diseases, over and above 34 diseases listed, can also qualify for the same benefit under

discretion of competent medical authority, New Delhi.

### Empirical survey & findings:

For the purpose of analysis sample respondents have been divided into two categories:

- A) Insured persons working in factories
- B) Insured persons working in establishments

#### 1. Personal details of insured persons

**Table: 1 Gender-wise breakup of the sampled insurance persons**

Gender	INSURED PERSONS					
	Factories		Establishments		Total	
	No.	%	No.	%	No.	%
Male	12	60	14	56	26	58
Female	08	40	11	44	19	42
Total	20	100	25	100	45	100

Source: survey data

From the Table: 1, it is found that 60% of insured persons in factories are male and 40% are female while the same in establishments are 56% and 44% respectively. Out of total respondents 58% are male and 42% are female.

#### 2. Age-wise Break Up of the Insured Persons:

**Table: 2 Age-wise Break Up of the Insured Persons:**

Age	Insured Persons					
	Factories		Establishments		Total	
	No.	%	No.	%	No.	%
Below 25 years	04	20	02	8	06	13
25 – 35 years	03	15	08	32	11	24
35 – 45 years	08	40	06	24	14	32
45 – 55 years	02	10	05	20	07	16
Above 55 years	03	15	04	16	07	15
Total	20	100	25	100	45	100
Mean age	35 years		33 years		34 years	

Source : survey data

Age-wise break-up of the insured persons shows that there is difference in the age of the insured persons selected from factories and establishments. 40 per cent of the insured persons in factories came under the age group

of 35 to 45 and the same in establishments is 24%. Out of total respondents, those who were below 25 years came to 13 per cent and those who were above 55 years came to 15%. Therefore, it is found that most of the respondents (32%) are of age group 35 to 45 years who are getting the benefits of ESI scheme.

### 3. Levels of education of insured persons:

The following table depicts that 45 per cent of the insured persons in factories and 16 per cent in establishments are educated up to higher

secondary level. The insured persons who passed secondary level were 20 per cent in factories and 4 per cent in establishments. There were only 10 per cent graduates in factories but their representation in establishments came to 48 per cent. However, no insured persons both in factories and in establishments were found illiterates. Some respondents had other professional qualifications like diploma in computer applications or any other technical qualifications but their educational qualifications were not considered here.

Table 3: Levels of education of insured persons:

Levels of education	Insured persons					
	Factories		Establishment		Total	
	%	No.	%		No.	%
Illiterate	-	-	-	-	-	-
Below secondary	02	10	03	12	05	11
Secondary level	04	20	01	4	05	11
Higher secondary level	09	45	04	16	13	29
Degree level	02	10	12	48	14	31
Post graduate level			01	4	01	2
Other professional qualification (if any)	03	15	04	16	07	16
Total	20	100	25	100	45	100

Source: Field Survey

### 4. Monthly income from employment of the insured persons

Table 4: Monthly income from employment of the insured persons:

Monthly Income (₹)	Insured persons					
	Factory		Establishment		Total	
	No.	%	No.	%	No.	%
0 to 3000	03	15	-	-	03	07
3001 to 6000	08	40	05	20	13	28
6001 to 9000	05	25	08	32	13	29
9001 to 12000	04	20	03	12	07	16
12001 to 15000	-	-	09	36	09	20
Total	20	100	25	100	45	100
Mean	₹6001		₹9420		₹7900	

Source: survey data

Table 4, shows that the monthly income from employment was less than ₹3000 for only 7 per cent of the insured persons and it was ₹6001 to 9000 for 28 per cent of the insured persons. 20 per cent of the insured persons were getting a monthly income of ₹12001 to 15000 and 16 per

cent were getting ₹9001 to 12000. While the average monthly income of the insured persons in factories is ₹6001 that of the insured persons in establishments is ₹9420. The average monthly income of the entire sample came to ₹7900.

## 5. Number of insured persons aware about ESI scheme:

Table:5: Number of insured persons aware about ESI scheme

Responses	Insured persons					
	Factory		Establishment		Total	
	No.	%	No.	%	No.	%
Aware	14	70	22	88	36	80
Unaware	06	30	03	12	09	20
Total	20	100	25	100	45	100

Source: survey data

The insured persons who are unaware about the ESI scheme revealed that they are aware about

medical benefits and sickness benefits only and not about all other cash benefits.

## 6. Sources of awareness of ESI scheme:

Table: 6 Sources of awareness of ESI scheme

Sources of awareness	Insured persons					
	Factory		Establishment		Total	
	No.	%	No.	%	No.	%
Employers	10	50	12	48	22	49
Co-workers	02	10	02	08	04	09
Online ESI samachar	-	-	01	04	01	02
ESIC officials	-	-	-	-	-	-
Brochures/ Notices/ Circulars	03	15	04	16	07	16
TV/ Radio	-	-	-	-	-	-
Newspapers	-	-	-	-	-	-
Trade union officials	03	15	05	20	08	18
Friends/ Relatives	02	10	01	04	03	06
Total	20	100	25	100	45	100

Source: survey data

To make the benefits under ESI scheme effective and available to all insured persons it is the primary duty of ESI corporation to provide awareness about the ESI benefits to the insured persons and their employers. This will help them to get correct and adequate information on the ESI benefits and the changes that are taking place from time to time. Majority of the insured persons both in factories (50%) and establishments (48%) revealed that they got information about ESI scheme from their employers. Only 6% of total respondents got information about the benefits through their colleagues and friends. Those who have got information on the ESI benefits from the brochures/circulars of the ESI Corporation came to 16 per cent of total respondents. Only one person from establishment said that he got information from Online ESI samachar. Again the

insured persons who have got the awareness from the trade union officials who are committed to the well being of the employees is 15% percent in factories and 8% in establishment. From the study it is found that no insured person has got information about the benefits from the officials of the ESI Corporation. When the brochures/circulars of the ESI Corporation was the major source of information, most of the respondents revealed that they did not get the brochures containing the details of the benefits from the Corporation either at the time of registration or later. Those who have got brochures complained that their employers did not exhibit the circulars/notices given by the ESI Corporation, containing the changes in the ESI benefits from time to time, for their information.

## 7. Level of satisfaction of the insured persons with the measures and efforts taken by ESI corporation for providing information on the ESI scheme:

Table 7: Level of satisfaction with respect to customer information initiatives

Responses	Insured persons					
	Factory		Establishment		Total	
	No.	%	No.	%	No.	%
Extremely satisfied	-	-	-	-	-	-
Satisfied	07	35	10	40	17	38
No opinion	03	15	02	08	05	11
Less satisfied	-	-	05	20	05	11
Dissatisfied	10	50	08	32	18	40
Total	20	100	25	100	45	100

Source: survey data

The study revealed that 50% of respondents in factories and 32% of respondents in establishments are dissatisfied about the measures taken by ESI Corporation for providing information. They claimed that ESI Corporation does not provide brochures containing details of information at the time of registration and also does not provide information about changes or modifications in formalities for claiming benefits time to time. However, majority of respondents from establishments (40%) are satisfied and they revealed that they get modified information about recent

changes regularly from their employers and the trade union officials. The above table shows that no one is extremely satisfied with the measures and efforts taken by ESI Corporation for providing information about ESI scheme. Majority of insured persons from factory (50%) are dissatisfied in this respect. An enquiry was made in the study among the insured persons to know whether in any time they have availed of the cash receipts under Sickness benefit provided by the ESI Corporation under the ESI Scheme.

## 8. Insured persons who have availed/ not availed of sickness benefit:

Table 8: Insured persons who have availed/ not availed of sickness benefit

Responses	Insured persons					
	Factory		Establishment		Total	
	No.	%	No.	%	No.	%
Availed	12	60	09	36	21	47
Not availed	08	40	16	64	24	53
Total	20	100	25	100	45	100

Source: survey data

Out of various cash benefits, sickness benefit is the most popular that majority of insured persons avail this benefit rather than other cash benefits. In our

study 47% of total respondents availed of sickness benefit.

## 9. Level of satisfaction in respect of sickness benefit

Table 9 Level of satisfaction in respect of sickness benefit

Levels of satisfaction	Insured persons					
	Factory		Establishment		Total	
	No.	%	No.	%	No.	%
Extremely satisfied	-	-	-	-	-	-
Satisfied	-	-	-	-	-	-
No opinion	-	-	03	33	03	14
Less satisfied	02	17	-	-	02	10
Dissatisfied	10	83	06	67	16	76
Total	12	100	09	100	21	100

Source: survey data



From the study, it is found that no one is satisfied with the amount of cash provided under sickness benefit. As per Table: 7, majority of total respondents (76%) are dissatisfied with this benefit. However, 3 persons of establishment did not agree to give any opinion in this respect. Very high delay in

payment of the amount of cash and very low amount of cash paid are the major reasons of dissatisfaction, as disclosed by the respondents. The above chart shows that no one is satisfied with the amount of cash provided under sickness benefit scheme

### NON-PARAMETRIC TESTS

Mann-whitney U test: In line with the objectives of the study, we have considered the following hypotheses to ascertain the

perception of respondents with respect to the level of satisfaction regarding sickness benefit under ESI scheme

*1. Null hypothesis (H01): There is no difference between perception of male & female working in factories with respect to the level of satisfaction regarding sickness benefit.*

**Table: 10: Test Statistics<sup>a,b</sup>**

	Level of satisfaction regarding sickness benefit
Mann-Whitney U	12.500
Asymp. Sig. (2-tailed)	.210

a. Nature of employment in private sector = work in factories

b. Grouping Variable: Gender

*Observation: H01 is accepted at 5% level of significance as the  $p > 0.05$  ( $p = 0.210$ ), meaning that there is no significant difference between perception of male & female working in factories with respect to the level of satisfaction regarding sickness benefits in ESI hospitals.*

2. **Null hypothesis (H02):** There is no difference between perception of male & female working in establishments with respect to the level of satisfaction regarding sickness benefit

**Table: 11: Test Statistics<sup>a,b</sup>**

	Level of satisfaction regarding sickness benefit
Mann-Whitney U	8.500
Asymp. Sig. (2-tailed)	.655

a. Nature of employment in private sector = work in establishment

b. Grouping Variable: Gender

*Observation: H02 is accepted at 5% level of significance as the  $p > 0.05$  ( $p = 0.655$ ), meaning that there is no significant difference between perception of male & female working in establishments with respect to the level of satisfaction regarding sickness benefit in ESI hospitals.*

### KRUSKAL-WALLIS H TEST

In line with the objectives of the study, the researcher has considered the following hypotheses to ascertain the perception of respondents of different ages regarding effectiveness of ESI scheme.

a). Null hypothesis ( $H_{03}$ ): There is no significant difference between perceptions of male respondents of different ages working in both factories & establishments in respect to the level of satisfaction regarding sickness benefit.

Table: 12 :Test Statistics<sup>a,b,c</sup>

	Level of satisfaction regarding sickness benefit
Chi-Square	2.426
Df	3
Asymp. Sig.	.489

a. Gender = male,

b. Kruskal Wallis Test

c. Grouping Variable: Age

**Observation:**  $H_{03}$  is accepted at 5% level of significance as the  $p > 0.05$  ( $p = 0.489$ ), meaning that there is no significant difference between perceptions of male respondents of different ages working in both factories & establishments in respect to the level of satisfaction regarding sickness benefit.

b). Null hypothesis ( $H_{04}$ ): There is no difference between perceptions of female respondents of different ages working in both factories & establishments in respect to the level of satisfaction regarding sickness benefit.

Table: 13 : Test Statistics<sup>a,b,c</sup>

	Level of satisfaction regarding sickness benefit
Chi-Square	2.250
Df	4
Asymp. Sig.	.690

a. Gender = female, b. Kruskal Wallis Test, c. Grouping Variable: Age

**Observation:**  $H_{04}$  is accepted at 5% level of significance as the  $p > 0.05$  ( $p = 0.690$ ), meaning that there is no significant difference between perceptions of female respondents of different ages working in both factories & establishments in respect to the level of satisfaction regarding sickness benefit.

### Education Level

To find out whether there is any difference in perception between respondents of different educational levels in respect to the level of

satisfaction regarding various ESI benefits researcher has considered the following hypotheses:

a) Null hypothesis ( $H_{05}$ ): There is no significant difference between respondents of different educational levels working in factories in respect of level of satisfaction regarding sickness benefits.

Table: 14 Test Statistics <sup>a,b,c</sup>	
	Level of satisfaction regarding sickness benefit
Chi-Square	4.400
Df	4
Asymp. Sig.	.355

- a. Nature of employment in private sector = Work in factories  
 c. Grouping Variable: Level of education, b. Kruskal Wallis Test

**Observations:**  $H_{05}$  is accepted at 5% level of significance as the  $p > 0.05$  ( $p = 0.355$ ), meaning that there is no significant difference between perceptions of respondents of different educational levels working in factories in respect to the level of satisfaction regarding sickness benefit.

- b) Null hypothesis ( $H_{06}$ ): There is no significant difference between respondents of different educational levels working in establishments in respect of level of satisfaction regarding sickness benefit

Table: 15 :Test Statistics<sup>a,b,c</sup>

	Level of satisfaction regarding sickness benefit
Chi-Square	3.333
Df	3
Asymp. Sig.	.343

- a. Nature of employment in private sector = work in establishment  
 b. Kruskal Wallis Test  
 c. Grouping Variable: Level of education

**Observations:**  $H_{06}$  is accepted at 5% level of significance as the  $p > 0.05$  ( $p = 0.355$ ), meaning that there is no significant difference between perceptions of respondents of different educational levels working in establishments in respect to the level of satisfaction regarding sickness benefit.

### Conclusion & Recommendations:

The benefit schemes of Employees' State Insurance Corporation of India (ESI) have a great role in influencing the subscribers to avail such benefits. But it is also true that majority of subscribers who contribute to the ESI fund as a deduction from their salary are ignorant of their purpose. The main reason is the lack of awareness on the part of the employees. Thus, the utilization of the ESI benefit schemes to a great extent depends upon the workers' awareness of such schemes. The degree of awareness of such benefits depends upon the age, gender, level of education, occupation and years of service of the employees. The

awareness level also differs from employee to employee. The study shows that 47% of total respondents had received cash under sickness benefit. Majority of respondents were dissatisfied due to very high delay in payment of the amount of cash and very low amount of cash paid under sickness benefit, as disclosed by the respondents. From the **Mann-whitney U** test it is observed that there is no significant difference between perception of male and female working in factories with respect to the awareness about ESI scheme and level of satisfaction regarding cash received under sickness benefit. The same is also true for the respondents working in establishments. From the **Kruskal-wallis H** test it is observed that

there is no significant difference in perceptions of respondents of different ages and different educational levels with respect to the level of satisfaction regarding cash received under sickness benefit.

The insured persons who had availed of sickness benefit were more in factories (60%) than establishments (36%). Non-eligibility for the benefit was the important reason for not availing of various cash benefits. A few respondents were not applied for the cash benefit due to complex formalities. No insured person who had availed of cash benefits was satisfied with the amount of cash paid. 76% of the respondents were dissatisfied due to a great delay in getting the cash benefits. Most of the

insured persons were not satisfied with the services of the administrative staff of the ESI Corporation for claiming sickness benefit. Therefore, our study stresses that the insured persons have to be provided with as many facilities as are necessary for their betterment and satisfaction and a cordial atmosphere and smooth relationship between the ESI Corporation and the insured persons to be established to enhance the efficiency of the services provided by the ESI Corporation and it will turn ESI an important machinery to protect the low income employees in the organized sector and their dependents.

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<sup>i</sup> Press Release No.: E-13/12/16/2017-PR Dated: 01.05.2017 [www.esic.nic.in](http://www.esic.nic.in)

<sup>ii</sup> Press Release No.E-13/12/06/2016-PR Dated: 17<sup>th</sup> August, 2016 [www.esic.nic.in](http://www.esic.nic.in)

<sup>iii</sup> Press Release No.D-31/12/9/2016-PR Dated : 4th Jan., 2017 [www.esic.nic.in](http://www.esic.nic.in)

<sup>iv</sup> Standard Note on Employees State Insurance Scheme (As on 1.1.2015) [www.esic.nic.in](http://www.esic.nic.in)

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