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EDITORIAL

SAVE GIRL CHILD



Bias against a girl child is still prevailing in the country.

Innovative techniques, like biopsy, ultrasound, scan tests and amniocentesis, devised to detect genetic abnormalities, are highly misused by number of families to

detect gender of the unborn child. These clinical tests are highly contributing to the rise in genocide of the unborn girl child. The UN figures out that about 750,000 girls are aborted every year in India. Abortion rates are increasing in almost 80% of the India states, mainly Punjab and Haryana. These two states have the highest number of abortions every year. According to census data, the child sex Ratio (0–6 years) in India was 927 girls per 1,000 boys in 2001, which dropped drastically to 918 girls for every 1,000 boys in 2011.

A 2012 UNICEF report has ranked India 41st among 195 countries. Ultrasound technology has made it possible for pregnant women and their families to learn the gender of a foetus early in a pregnancy. Discrimination against girl infants, for several reasons, has combined with the technology to result in a rise in abortions of fetuses identified as female during ultrasonic testing. It has been observed that the trend is most pronounced in relatively prosperous regions of India. Pressure for parents to provide large dowries for their daughters is most intense in prosperous states where high standards of living, and modern consumerism, are more prevalent in Indian society.

The need of hour is to realize our responsibilities and give a halt to this evil crime. What can we do to curb the brutal and undesirable practice of mass killing girls? A determined drive can initiate a spark to light the lamp and show the world that we all are part of the great Mother India.

“It has been observed that the trend is most pronounced in relatively prosperous regions of India. Pressure for parents to provide large dowries for their daughters is most intense in prosperous states where high standards of living, and modern consumerism, are more prevalent in Indian society.”



Editor –in –Chief

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SLOW GROWING DISTRICTS OF BIHAR AND STRATEGIES FOR THEIR UPLIFTMENT

Dr. R.P.P Singh

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Abstract:

Bihar is a state of national importance. It is third largest state of India by population. Almost 58% of Biharis are below the age of 25, giving Bihar the highest proportion of young people compared to any other state in India. So, development of India hugely depends on the development of Bihar. Since 2005 Bihar has improved its economic health. But the state is still far behind the other developed states like Gujarat and Maharashtra in terms of GDP and Per Capita Income. The paper presented here, investigates the economic health of Bihar between the periods of 1980-81 to 2014-15 and offers some valuable suggestions for uniform economic growth of all the districts of Bihar. The paper argues that in last 15 years many districts of Bihar have improved their infrastructure facilities significantly required for accelerating business activities, and increasing agriculture productivity. But the infrastructure development is not same across all the districts of Bihar. Impact of state government's initiatives is not similar in all the districts of Bihar. Districts like Patna, Samastipur, Khagadia, and Begusari etc., have managed to develop better infrastructure facilities but districts like Banka, Kisanjanj, Araria remained laggards. It is indeed a skewed development. Many call it north - south divide.

Key Words: Bihar, Economic development of Bihar since 2005, skewed development, strategies for development of less developed districts of Bihar, CAGR, GDP, Poverty, Infrastructure.

Introduction:

Today Bihar is one of the fastest growing states in India. The economy of Bihar is projected to grow at a **Compound Annual Growth Rate (CAGR)** of 13.4% during 2012-2017(12th Five-Year Plan). Bihar has witnessed strong growth in per capita **Net State Domestic Product (NSDP)**. At current prices, per capita NSDP of the state grew at a CAGR of 12.91 per cent during 2004-05 to 2014-15¹. Since 2005, Bihar's gross state domestic product increased at 18% annually, tax revenues by over 20%, and public debt decreased. The plan expenditure rose at almost 32% annually, showing the government was spending over 14 times it used to before.

In spite of improved financial indices qualifying Bihar as a 'turnaround' state, millions leave every year in search of a better livelihood. A 2009 study shows that more than 4.4 million people migrated every year in search of jobs. In contrast to the impressive data on Bihar's improved finances, the poverty is more damning. Since 2010, the state government cited its own surveys to peg the

number of below poverty line (BPL) families in the state at a whopping Rs 1.40 crore. At average five persons to a family, this figure shows nearly 70% of the population qualifies as poor³. Many districts of Bihar are still not developed. Percentage of BPL families is still very high in the state. In terms of GDP Bihar is at the lowest level among the Indian states (Y2014-15).

Of course Bihar's CARG is very high, significantly higher than most developed states like Gujarat and Maharashtra. But matter of fact is that when we compare the economy of Bihar with other developed states like Gujarat and Maharashtra, it is still very small. Take for example, exports from Bihar rose from a modest Rs 351.34 crore in 2009-10 to Rs 6,310.93 crore in 2014-15. On the other hand, for the last fiscal year 2014-15, Maharashtra and Gujarat were the top two states in volume of exports at Rs 4.45 lakh crore and Rs 3.64 lakh crore respectively.

Discussion

Bihar as a political entity, either as a kingdom, or as a state within the republic of India, has its own identity from the time written records were available. Many achievements that India became renowned for, in education, governance, society, or religion, have their roots in Bihar. Significant achievements of Bihar in trade and economic engagement within the state and outside of the Indian sub-continent emerge from a past that appears to have left no living legacy in today's Bihar--a past so alien as to be either simply forgotten or treated as being completely incredible. Contemporary Bihar, in terms of levels of output, has been one of the smallest among all the major states in India. Not only in terms of economic output, but also in terms of almost each and every indicator of relevance, the Human Development Index, access to infrastructure, healthcare, education, law and order, the gap between Bihar and India's achievements have been so large that from the mid-1980s, many have institutionalized Bihar's status as a 'basket-case' with little expectation of growth through much of the latter half of the 20th Century. Of course, slower growth does not mean complete stagnation. Nor does it imply a lack of structural change. Bihar's economy till the 1980s was largely ricultural in both output and employment, like much of the rest of India. After the mid-1980s, we see a decline in relative per capita output between Bihar and India as Bihar's economic growth was appreciably slower than India's. This growth was accompanied by large structural changes in the economy with the services sector emerging as the dominant sector in national income; similar transformations also took place within Bihar. In 1980-81, Bihar's economy had a per capita income of Rs. 917; this was then 60% of the national average. As levels of Bihar's economic indicators rapidly diverged from the national levels, per capita income declined from Rs. 1,197 in 1990-91 to Rs. 1,073 in 1997-98. For the period 1980-1998, the compound annual growth rate (CAGR) for per capita income in India was about 3.2% while it was a meagre 1.1% for Bihar. These rates of growth are significantly different when seen cumulatively over time. Individuals in India would see their incomes double in last two decades, i.e., at least twice

in their lifetimes. In Bihar, the time for doubling income in this period was 63 years; with a life expectancy well below 63 years over this period, individuals were unlikely to ever see their incomes double.

Poverty in Bihar has been chronic and exists largely within the context of an agrarian economy. Incidence of poverty in Bihar has always been significantly higher than the national average; in 1983, the incidence of poverty, in terms of the poverty ratio, in Bihar was 62% while it was 44% in the nation. Bihar's economy was substantially transformed when it bifurcated into Bihar and Jharkhand under the Bihar Reorganization Act of 2000. Most of the manufacturing units and capacity to generate power were located in southern Bihar, and these went to Jharkhand. Thus, the share of industry (excluding construction) dropped from 22.5% to 4.6% of NSDP, and there was a parallel increase in the share of the services sector from 36% to 50%, in a matter of a year. The share of the agricultural sector in the economy increased modestly from 36.5% to 40.4%. A natural consequence of the loss of the industrial sector was a substantial drop in the state's own share of non-tax revenue from this sector. Thus, over the 1991-95 years, the industrial sector in Bihar contributed Rs. 61,119 crore to the state, i.e. about 10% of total revenue. This declined marginally to 7% of total revenue for the 1995-2000 period. However, over the 2000-05 period it accounted for a mere Rs. 12,344 crore, and this was no more than 1% of total revenue (Economic Survey, Government of Bihar, various rounds).

A natural consequence of the bifurcation was that it shrank the fiscal space within which the state could finance development, relief and poverty alleviation activities. The bifurcation artificially reinforced Bihar's transformation into a services-led economy that has become more dependent on the services sector than the Indian economy and yet remains one of its poorest states.

Districts like Madhubani, Begusarai, or Saharsa, experienced years in which DDP (district domestic product) grows very rapidly or contracts very rapidly. However, there were also districts where fluctuations in DDP had been small or are have not been

sharply contracting. A range of large districts such as Patna, Begusarai, Nalanda, Jehanabad, and Sheohar, not changed their relative positions. A number of remoter districts such as Jamui, Khagaria, Sheikhpura, etc. significantly gained in relative terms over this period, and finally a number of districts such as Madhubani, West Champaran, significantly lost out. Many of these districts also saw significant contractions in economy due to floods, and droughts over this span. Thus, a significant amount of heterogeneity exists in the growth process at the district level and this requires planning and diversification of economic activities to manage this risk and would be a simple and useful policy intervention to stabilize fluctuations. One qualitative difference between the growth process in the period prior to the Nitish Kumar government, i.e. 2001-2004 and afterwards is captured in a transition matrix that captures the likely transition from this year's growth to next year's growth. In terms of sectoral growth, post 2005 period saw a quacking pace in each sector within India. While the construction sector maintained its high levels of growth, agriculture, industry and services, each grew faster in the post 2005 period. The key issue for the economy of course remains that in spite of this growth, much of the employment profile within Bihar remains largely rural, in the agricultural sector and dominated by male participation.

Economic growth and development, like other dynamic processes, are intrinsically non-linear in nature. Bihar's progress or the lack of it, even relative to the rest of the country, may be traced not only to policies in place in the recent past but also to those from the distant past that led to unique 'initial conditions' for Bihar at the time of its formation and after Independence. The intended and unintended consequences of several policies existing over a large span of time led to systemic disadvantages with regard to economic development and wealth accumulation that have had notable negative consequences for Bihar's economic potential. Many of these disadvantages persisted over long periods of time; we argue that they hampered progress in Bihar relative to the rest of the country, and more importantly, continue to do so even today.

Briefly, the list of policies that we cover includes:

1. The Zamindari System and the Permanent Settlement of 1793.
2. The step-motherly treatment meted out to Bihar by the Central Administration during the British Rule as well as during the Plan periods after Independence.
3. The Freight Equalization Policy of 1948.
4. The unwritten policy of non-performance during the 1990-2005 periods.

Apart from the disadvantages arising from the policies mentioned above, Bihar's economy has historically been faced with a number of challenges — the loss of resources from bifurcation, repeated flooding, Naxalism, etc. In fact, the state government has been attempting to negotiate a 'special category' status with the central government to access central government and other funds on more favorable terms, citing challenges such as the Kosi floods. While there may remain ambiguities about whether Bihar merits support under the 'special category' status, usually reserved for hilly and difficult terrain and low levels of infrastructure, there is little doubt that Bihar has faced significant barriers to growth. What made these barriers insurmountable were the lack of support from the central government, before and after Independence, and the lack of leadership in the state itself. This meant that the meagre resources available for relief and rehabilitation were often wasted and Bihar frequently performed, not only far below its potential, but also far below what was required for it to catch up. A World Bank report dated 2005, presumably timed to be of importance for the winner of the 2005 election, identified three important challenges for Bihar. These were poor growth, strengthening social service delivery, and strengthening public administration and governance. Social service delivery and public administration and governance jointly reflect the ability of the state government to provide high quality public services in the state. Not only was the ability to provide these services low due to understaffing in the preceding years, but

together with non-performance and in many instances crime, there was gross negligence as well. Law and order, while easy enough to conceptualize, is also extremely difficult to measure, as the very extensive literature on this in political science, legal studies, economics and public administration shows. Bihar had a particularly poor perceived record with respect to crime incidence throughout the 1990s and later. One unambiguous way to track law and order conditions in Bihar is to track crime statistics in Bihar. While floods do not typically constitute any part of the framework of determinants of growth, they are

a regular feature in Bihar and hence do affect growth in the state. Bihar is one of the most flood-prone states in India, and the size of the shock induced by a flood has increased significantly since bifurcation, as all the flood-prone areas remain with Bihar. Policy formulation relevant to floods and its implementation are the mandate of the Disaster Management Department of the Government of Bihar. Access to infrastructure within Bihar differs vastly from place to place, and many districts are easily identifiable as being much worse than the others.

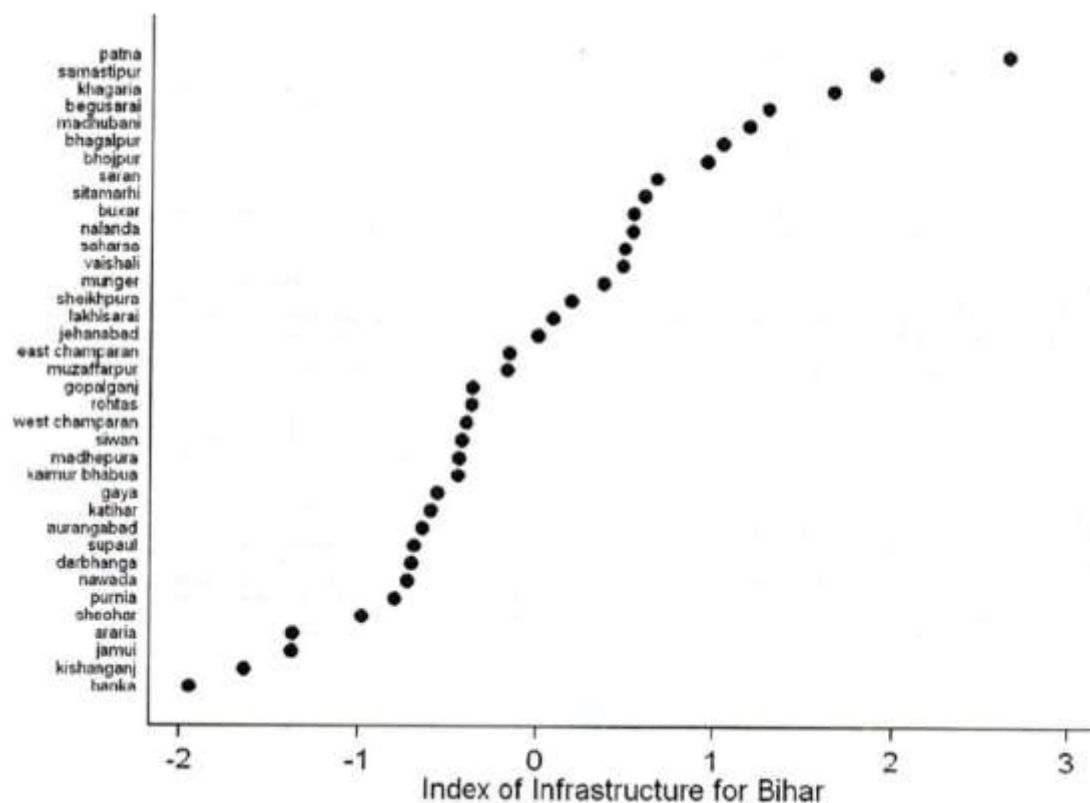


Figure 1: District wise ranking of infrastucture development of Bihar (2005-6 to 2012-13)

Table 1: Per capital income of Bihar during 2004-5 to 2013-14⁴

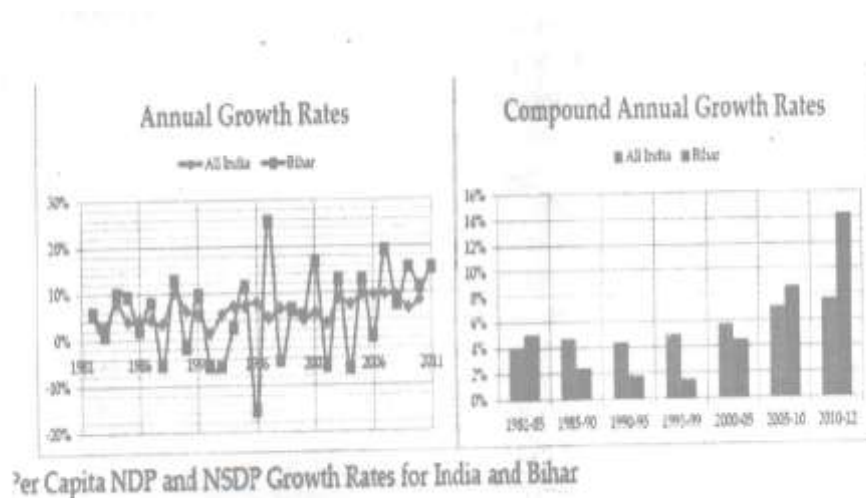
State	2004-05	2013-14	CAGR
All India	24143	39904	5.7%
Bihar	7914	15640	7.9%
UP	12950	19234	4.5%
MP	15442	29917	7.6%
Rajasthan	18565	30120	5.5%
Maharashtra	36077	69584	7.6%
Haryana	32021	67317	8.6%

Table -2 Employment in organised sector

State	2004	2011
All India	26442	28998
Bihar	494.6	396
UP	2124	2169
Jharkhand	1042	1571
Rajasthan	1179	1284
Maharashtra	3563	4678
Haryana	651	715

Table 2: Worker participation rate
(Source: Bihar Economic Survey)

State	Rural (2004)	Urban (2004)	Rural (2011)	Urban (2011)
Bihar	31.6	27.2	33.96	23.2

Figure 2: Evolution of the structure of Bihar's Economy (1980-81 to 2010-11)

One of the consequences of the bifurcation of the erstwhile Bihar into today's Bihar and Jharkhand was that while 70% of the power generating capacity went to Jharkhand, about 70% of the demand comes from Bihar. For the last ten years, Bihar has been operating with only two old thermal plants with diminished production capacity; the state needs to purchase 90% of the power to meet its requirements from central utilities.

Much of the unevenness in economic growth in Bihar is due to fluctuation in economic outcomes in a set of key districts. Thought and public service in these districts needs to be oriented towards diversifying economic activity in these districts to ensure all-round stable growth at the state level. With a significant dependence on agriculture Bihar must improve its agricultural and factor productivity. Given the long history of poor productivity, this is an endemic problem and there are few models that offer an easy path to improved productivity. In this regard, reform in Agricultural Produce Market Committee (APMC), enabling contract farming and high-value produce (horticulture and plantation) may provide easy to access gains. Closely tied to the issue of improving agricultural productivity is also the issue of the unequal distribution of land in Bihar. Land reforms has been and will continue to be strongly needed in Bihar as would laws for easy and transparent norms for sale, and lease of land. However, just as strongly as is needed, it will remain even more problematic to implement politically. This has been and will continue to be an important bottleneck for both the agricultural sector as well as the economy. Another key short-coming has been the availability of credit to farmers and programs such as the Kisan Credit Card provide some relief, but more needs to be done since much of rural borrowing in Bihar remains non-institutional and informal. Development of rural infrastructure, such as irrigation projects, roads, and electrification is important for the economy. While much has been to improve roads, other areas such electrification and irrigation remain areas where much more can be done. Finally, and importantly in light of the poor poverty reduction seen over the period 2005-2010 in Bihar, growth in Bihar is centred in sectors in services and construction

sectors, while most of the labour continues to be employed in agriculture. A number of question of transition arise on the transition of labor from agriculture to non-agricultural sector: clearly industry today in Bihar doesn't have the size to absorb a significant fraction of the labor employed in agriculture. However that doesn't mean it can't in the future. Similarly, the services sector is large in size and can potentially absorb large components of the agricultural labor force. This could in principle lead to significant equity gains as well, but a long-run question that emerges in this context is what kind of a service economy Bihar could become as it considers the service sector as a way forward for growth and development. One of these two strategies will play out and the role of policy will be critical in enabling this transition.

Bihar's existing comparative advantage lies in agriculture; with vast swathes of some of the world's most fertile lands, access to perennial rivers and the ability to grow a hugely diverse basket of food-grains and horticultural commodities agriculture can produce sustained income growth. However, significant efforts are needed to realize that potential through better inputs for higher productivity and outreach to markets; the entire agricultural value chain is in need of reform. Apart from a structural transformation of the economy, the other aspect that we would like to re-emphasize is the issue of productivity, the lack of skill generation, the absence of vocational training and the absence of job ready candidates that can engage in growing sectors and sub-sectors of the economy. Productivity is low in Bihar and there is little that we see today that will change this. Extensive and creative investment in creating institutions to develop skills with clear links to business is imperative. Overt attempts at targeting the differential sectoral distribution between national income and the labour force are needed. Such attempts all have long gestation periods and while these investments are needed today, they will not immediately resolve the shortage of skills and productivity in Bihar. These skills, however, are not in short supply in the country; in fact, the large migrant population from Bihar may itself be able to bridge some of the current gaps, provided it finds the right incentives to

return to Bihar. The business climate is improving, and there has never been a shortage of Bihari enterprise, provided the incentives are institutionally embedded by the state. The state has begun using Bihari pride as a way to reach out to people. With a very weak industrial sector the chances of sustaining growth through strengthening industry seems very limited currently. In addition, with power situation being very constrained there is little ability to support industrialization. While plans are under way to ease this constraint, until it is eased industrialization will remain slow in Bihar. Even land may not be easily made available; since doing so may be politically infeasible given that the high density of population implies that displacement population would be very high. Thus, only small or very niche enterprises are likely to flourish. In this respect, agro-and horticulture based industries have begun entering Bihar. The framework of governance that the Bihar government has successfully used in the last few years to tackle law and order issues, encourage transparency, give a voice to citizens, and push hard to roll-out public programmes and public service delivery, 'Susashan', will remain extremely important. The example described in the last foot-note provides a telling example. Much of this achievement is being driven from the CM's office, with senior bureaucrats working extended hours to monitor, follow-up on and so ensure access of services to citizens. The importance of such close monitoring will remain undiminished. The state needs to maintain this and tackle longer-term structural

issues within its current political reality. How well will it succeed? The current evidence from Bihar seems to indicate that we could easily be surprised by what the government delivers.

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BRAIN- BASED LEARNING'- AN EFFECTIVE INSTRUCTIONAL STRATEGY FOR DIVERSE LEARNERS

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Abstract

With contemporary classrooms becoming increasingly diverse, educationists, and teachers are looking to teaching and learning strategies that cater for a variety of learning profiles. A paradigm that is gaining ground in many educational circles is Brain-based Learning. Research shows that direct and cognitive intervention strategies can remediate learning problems among students. The brain-based learning proposes a rethinking of the structure, management and content of the classroom, inviting participants within the learning context to become engaged in the process of learning, and gives a greater momentum in achieving the learning goals. A recent, comprehensive analysis of the literature in this area examines this model, within the context of increasing academic diversity. This paper therefore seeks to synthesize the research supporting a shift to a new exemplar for modern education, and in so doing shed light on the rationale supporting brain-based learning. The purpose of this paper is to link the latest researches to find solutions to the educational concerns of differently abled children and also make it available to the practicenors. The researcher familiarizes neurocognitive approaches as Self-perpetuating approach towards, the learning goals of differently abled children.

Key Words: Brain-based- Learning, neurocognitive approach & differently abled children

Introduction

With contemporary classrooms becoming increasingly diverse, educationists, and teachers are looking to teaching and learning strategies that cater for a variety of learning profiles. A paradigm that is gaining ground in many educational circles is Brain-based Learning. Research shows that direct and cognitive intervention strategies can remediate learning problems among students. The brain-based learning proposes a rethinking of the structure, management and content of the classroom, inviting participants within the learning context to become engaged in the process of learning, and gives a greater momentum in achieving the learning goals. A recent, comprehensive analysis of the literature in this area examines this model, within the context of increasing academic diversity. The Brain-based learning cognitive teaching methodology familiarize the special educators the different student engagement and an active participating learning techniques and enable students to be responsible for their own learning. Converging educational and

neurocognitive evidence over the past 30 years indicates that this intermediate step may be syntactic processing, and reveals new strategies which improve the proficiency of the learning environment. With some foundational knowledge about the physiology of the human brain, supported by neurocognitive principles of how the brain learns and cognitive translations of what those brain-friendly strategies look like in the classrooms, teachers are armed with an astonishing arsenal of tools for reaching and teaching all children.

Brain based learning - The Neuro-cognitive Approach

Advocates of brain-based learning recommend teaching techniques based on the neuroscience of how the brain learns and how to modify instruction in order to pass from memorizing through meaningful learning. It requires these three interactive elements; 1.Relaxed alertness. 2. Immersion. 3. Active processing (Caine and Caine, 1994; 1997).

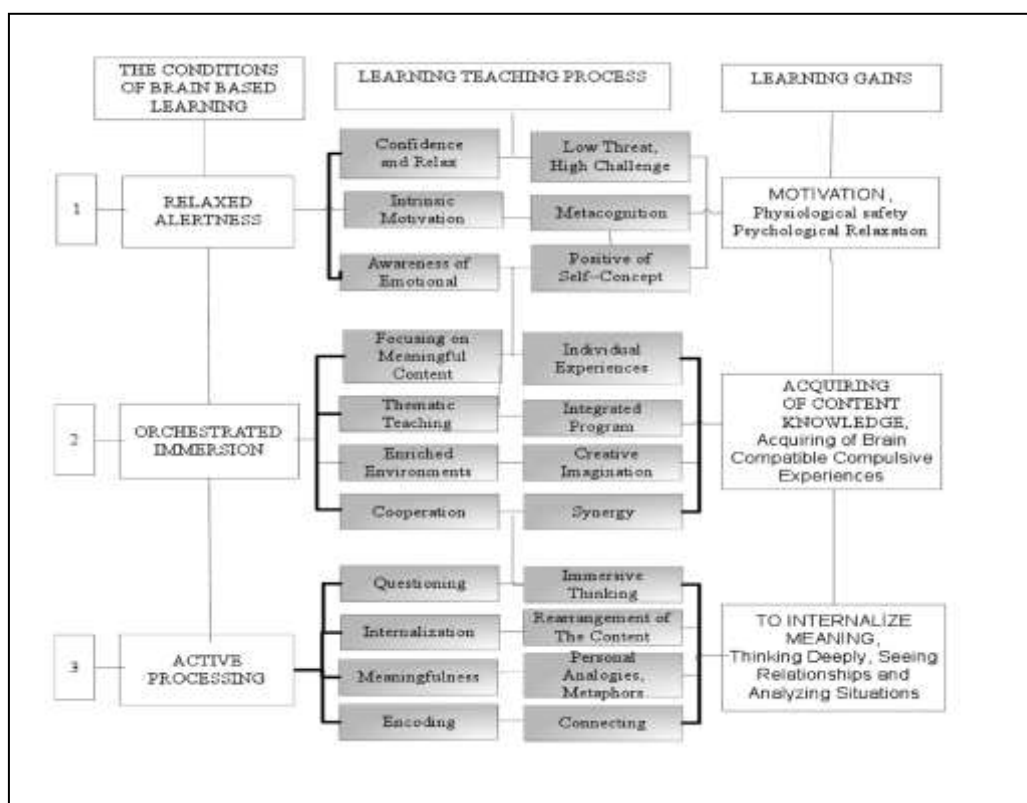
Relaxed alertness: Learning environment should give possibility for taking

safe risks to increase the learning at the highest level. Sense of safety that accepts a risk at suitable level is a part of being relaxed (Dwyer, 2002).

Immersion: It is the students' focusing on the context. When the wholeness and connecting to each other are inevitable, the students have to use local memory systems to discover the context. **Active Processing:** In active processing, teachers should work with the students purposefully because the students need to connect and innately the knowledge both meaningfully as a character and conceptually harmonious.

The Principles of Neuro-Physiological Basis on Teaching: The brain-based learning involves different stages in the teaching learning process like, pre-exposure,

preparation, initiation and acquisition, elaboration, incubation and memory encoding, verification and confidence check, celebration and integration. Brain-based learning is the learning in accordance with the way in which the brain is naturally designed to learn. It is a multi-disciplinary approach that is built on the fundamental question, "what is good for the brain"? It crosses and draws from multiple disciplines such as chemistry, neurology, psychology, sociology, genetics, biology and computational neurobiology. It is a way of thinking about learning or it is learning with the brain in mind or teaching with the brain in mind. Brain-based learning is concerned with fully understanding the ways in which the brain operates and utilizing this knowledge in maximizing learning potential.



(Model adopted from Prof. Dr. Bilal Duman, Muğla University, Faculty of Education, Department of Educational Sciences, 48000, Turkey)

Review of Related Literature

Clyde Winters, (2002) studied tremendous interest in applying Brain Based on neurobiological learning in the instruction of students with learning disabilities Debbie Craig (2007) studied on the application of Brain-Based Learning Principles to Athletic Training Education. Reiterer, Susanne; Pereda, Ernesto; Bhattacharya, Joydeep (2009), carried out a research in measuring Second Language Proficiency with EEG Synchronization.

Overview of research literature shows that a neurocognitive practice can set up a knowledge centre in the educational institutions and teaching methods which are based on the neurocognitive principles are of vital importance to the future developments of the students' academic and personal developments. The innovative methods of teaching takes hold of the traditional system more powerful and dominating, moreover it prepares the learners according to the demands of the global world. The research also shows that neurocognitive teaching model develops the ability to respond positively and proactively to differences among students.

Brain research validates that learning should be individually specific and is a natural function of the brain. An analysis of the body of empirical work on this topic shows that this area is one of the most remarkable and fertile areas of theory research and practice. Hence the researcher carried out a research on the topic 'A Study of the effectiveness of Brain-Based Learning as an intervention strategy for academic achievements of secondary students with diverse learning difficulties'

Objectives

The specific objectives of the study were as follows:

1. To develop an instructional package based on brain-based learning
2. To study Brain-based Learning as an intervention strategy, for academic achievements of secondary students with diverse learning difficulties

Hypotheses

The hypotheses formulated in the study were:

1. There is no significant difference between experimental and control groups on pre-test scores of Academic Achievements with diverse learning difficulties
2. There is no significant difference between the experimental and control groups on post-test scores of Academic Achievements with diverse learning difficulties

Academic Achievement: Academic Achievement refers to the total scores obtained by an individual as measured on the test constructed by the researcher in the selected topics from the subject of Biology of std. VIII.

Differently-abled children: Differently-abled children are those children who are having disability or impairment. In this study it denotes learners who are having learning difficulties due to neurological (dyslexia, Dysgraphia and dyscalculia) or sensory problems (visual or auditory).

Methodology

Quasi-Experimental method was selected for the study. The design adopted was factorial design.

The pre-test, post test quasi-experimental design:

$$O_1 \times O_2 \quad O_3 \times O_4$$

Where O_1 and O_3 are pre-test scores, O_2 and O_4 are post-test scores.

Sample: The study was carried out on a sample of 110 students from 2 schools in which two were private-aided 55 students and two were private-unaided 55 students selected through multistage random sampling.

Tools: The following tools were used in the study

❖ Achievement Test in Biology (Researcher-made)

Instructional Material

- ❖ Lessons based on Brain-Based learning
- ❖ Lessons based on lecture method

Major Findings of the study:

Comparison of Pre-Test Scores on Academic Achievement of Experimental and Control Groups-

The null hypothesis states that there is no significant difference in the pre-test scores on academic achievement of students of experimental and control groups.

The technique used for testing this hypothesis is t-test. The obtained t ratio is 0.64, which is less than 1.96 and hence it is not significant at 0.05 level. Hence the null hypothesis is accepted.

Conclusion: There is no significant difference in the pre-test scores on academic achievement of experimental and control group.

Comparison of Post-Test Scores on Academic Achievement of Experimental and Control Groups-

The null hypothesis states that there is no significant difference in the post-test scores on academic achievement of students of experimental and control groups. The technique used for testing this hypothesis is t-test. The obtained t-ratio is 28.29, which is greater than 2.58 and hence it is significant at 0.01 level. Hence the null hypothesis is rejected.

Conclusion: There is a significant difference in the post-test scores on academic achievement of experimental and control group. The post-test score of the experimental group is significantly greater than that of the control group.

Conclusion of the study

The research outcomes in neuroscience have crossed over into established educational practices in working classrooms to find difficult answers in the ever changing environments of the twenty-first century. This study finds that this approach is effective in the academic achievements of the

learners who are differently abled. The findings of the study have a major bearing on the curriculum planners to explore new dimensions to keep students as well as teachers abreast with new explosions in research. The brain-based learning as a teaching strategy it brings the shift from teaching to learning, student - centered approach, construction of learning environments, active learning and learning strategies.

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NPA MANAGEMENT OF FINANCIAL INSTITUTIONS (FIs) IN INDIA: AN EMPIRICAL STUDY

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Abstract

Non-Performing Assets (NPA) may be defined as loans and advances created by banks or financial institutions which are not recovered in due time. Thus, NPA leads to the erosion of profitability. According to the prudential norms of R.B.I., loan assets of a bank are classified into four categories, namely, standard assets, sub-standard assets, doubtful assets, and loss assets. The present study is an attempt to examine the NPAs of financial institutions in India during the period 2008-09 to 2012-13. The findings of our study reveal that for majority of the cases, there is no significant trend in NPAs of the financial institutions during the period under study. On the average, NABARD is found to be efficient in managing their NPAs followed by NHB, EXIM Bank and SIDBI. In particular, necessary measures should be taken by the financial institutions to improve their quality of assets with respect to sub-standard and doubtful assets

The study is limited to five years only and based on secondary data. In spite of these limitations, further in-depth study may be undertaken by taking longer time period.

Key Words: Financial Institutions (FIs), Non-Performing Assets (NPAs), Net NPAs, Classification of Loan Assets.

1. Introduction

Non-Performing Assets (NPA) may be defined as loans and advances created by banks or financial institutions which are not recovered in due time. Thus, NPA leads to the erosion of profitability. "The level of NPAs of a bank is considered to be the measure of its assets quality and in turn its performance and rating" (Ghosh, 2006). NPAs are broadly divided into two categories: Gross NPAs: It refers to all the non-standard assets i.e., sub-standard assets, doubtful assets, and loss assets. NPAs are broadly divided into two categories: Gross NPAs: It refers to all the non-standard assets i.e., sub-standard assets, doubtful assets, and loss assets. Net NPAs: Net NPAs are those NPAs in which the provision requirement is deducted from gross NPAs. According to the prudential norms of R.B.I., loan assets of a bank are classified into the following four categories, namely: a) Standard Assets, b)

Sub-standard Assets, c) Doubtful Assets, and d) Loss Assets.

2. Review of Previous Studies

Goven (1993) showed that there may be a small change in NPAs of the banks' lending to priority sector and that of lending to private corporate sector. Reddy, Prashanth K. (2002) examined the impact of banking sector reforms on the level of NPAs and suggested various strategies to solve the problem of rising NPA. Ramasastri, A.S. and Unnikrishnan, N.K. (2005) concluded that banks can be strengthened if there is a good credit appraisal systems, strict recovery procedures and overall checks. Ghosh, Sudipta (2006) observed that the performance of MCCBL was better in managing their NPAs in comparison to TGCCBL. Karunakar, et al. (2008) indicated that the problem of NPAs can be achieved only with proper credit evaluation and risk management technique. Jain, et al. (2012)

observed that although NPA as a percentage of total advances have reduced, it still remains a concern for the Indian banking sector.

From the review of the available past studies as stated above, no study has been found with respect to financial institutions in India. Hence, the present study is an attempt to contribute to the existing literature.

3. Financial Institutions (FIs) in India:

Presently, there are four Financial Institutions (FIs) under the regulation and supervision of the Reserve Bank of India (R.B.I.). An overview of these financial institutions is briefly stated below:

- **Export-Import Bank of India (EXIM BANK):** EXIM Bank started its operation in the year 1982 under the Export-Import Bank of India Act 1981. The Bank was established by the Government of India in order to integrate the country's foreign trade and investment.
- **National Bank for Agriculture and Rural Development (NABARD):** NABARD was established in the year 1982 through an Act of Parliament. The Bank promotes rural prosperity through effective credit support, related services, institution development and other innovative initiatives.
- **National Housing Bank (NHB):** NHB was established as an apex level institution for housing finance in the year 1988 under the National Housing Bank Act, 1987. The Bank is wholly owned by the RBI. The primary functions of the NHB is "to operate as a principal agency to promote housing finance institutions both at local and regional levels and to provide financial and other support to such institutions and for matters connected therewith or incidental thereto" (Preamble of the NHB Act, 1987).
- **Small Industries Development Bank of India (SIDBI):** SIDBI was established in the year 1990 under an Act of Indian Parliament. It is primarily meant for promotion, financing and development of the Micro, Small and Medium Enterprise (MSME) sector.

4. Objectives of the Study

The principal objective of the study is to examine the NPAs of financial institutions in India. To attain this principal objective, the following incidental objectives are sought to be achieved:

- To examine the NPA performance in absolute and relative terms.
- To examine the classification of NPAs according to the prudential norms of RBI.

5. Hypotheses Development

In conformity with the above objectives, the following testable hypotheses have been formulated:

$H_{O(1)}$: There is no significant trend in NPAs.

$H_{A(1)}$: There is significant trend in NPAs.

$H_{O(2)}$: There is no significant trend in classification of NPAs.

$H_{A(2)}$: There is significant trend in classification of NPAs.

6. Research Design

6.1 Data and Study Period: Data have been sourced from secondary sources i.e., report on trend and progress of banking in India. Based on the availability of data, the study has been carried for a span of five years i.e., from the financial year 2008-09 to the financial year 2012-13.

6.2 Sample Selection: The sample of our study comprises of four Financial Institutions (FIs), which is under the regulation and supervision of the Reserve Bank of India. They are:

- Export-Import Bank of India (EXIM BANK),
- National Bank for Agriculture and Rural Development (NABARD)
- National Housing Bank (NHB), and
- Small Industries Development Bank of India (SIDBI).

6.3 Methodology: a) To examine the trends in NPAs of the financial institutions, linear regression model is applied in the study which is shown below:

$$NPA = a + b t + e \text{ -----eq. (1)}$$

Where: NPA = Non-Performing Assets

t = time.

a and b = parameters indicating intercept and co-efficient respectively.

e = error term of the model.

The significance of beta coefficient has been tested by 't' test. The t statistic is computed as follows:

$$t = |b \div s_b| \text{ -----eq. (2)}$$

where: b = regression coefficient and s_b = standard deviation of the regression coefficient. For measurement of NPAs, net

NPAs (as it shows the real burden of the banks) in absolute term have been used in the study. In relative term, Net NPA is calculated by the following ratio:

$$\text{Net NPA Ratio} = (\text{Net NPAs} \div \text{Net Loans}) \times 100$$

Further, NPAs are classified according to the prudential norms of R.B.I.

7. Empirical Findings and Analysis

7.1 NPA Analysis (in absolute and relative terms)-From Table – I, it is observed that net NPAs of EXIM BANK and SIDBI have shown an increasing trend, while no specific trend is observed in case of NABARD and NHB. On the average, SIDBI has recorded highest NPA (Rs.144.6 crore) followed by EXIM BANK, NHB, and NABARD during the period under study. Similar trend is observed (Table – II) in relative terms.

TABLE – I: NPA Trends in Financial Institutions (FIs) during 2008-09 to 2012-13
(In terms of Net NPAs)

Year	EXIM BANK (Rs. in Crore)	NABARD (Rs. in Crore)	NHB (Rs. in Crore)	SIDBI (Rs. in Crore)
2008-09	79	30	00	26
2009-10	78	29	00	73
2010-11	93	30	00	132
2011-12	156	37	00	185
2012-13	305	24	156	307
Average	142.2	30.0	31.2	144.6

Source: Report on Trend and Progress of Banking in India (2008-09 to 2012-13), R.B.I.

TABLE – II: NPA Trends in Financial Institutions (FIs) during 2008-09 to 2012-13
[In terms of (Net NPAs ÷ Net Loans)]

Year	EXIM BANK (%)	NABARD (%)	NHB (%)	SIDBI (%)
2008-09	0.23	0.03	0.00	0.08
2009-10	0.20	0.03	0.00	0.20
2010-11	0.20	0.02	0.00	0.30
2011-12	0.29	0.02	0.00	0.36
2012-13	0.47	0.01	0.45	0.55
Average	0.28	0.02	0.09	0.30

Source: Report on Trend and Progress of Banking in India (2008-09 to 2012-13), R.B.I.

From Table – III, we found significant positive trend for SIDBI in terms of net NPAs, while NABARD and SIDBI in relative term reveals significant negative and positive trend respectively during the period under study. In rest of the cases, the results are found to be

insignificant. For, NABARD and SIDBI, the first null hypothesis is rejected, while the same has been accepted in rest of the cases.

TABLE – III: Regression Analysis of NPAs in Financial Institutions (FIs) during 2008-09 to 2012-13

Financial Institutions (FIs)	Net NPAs			(Net NPAs ÷ Net Loans)		
	R ²	Regression coefficient (b)	t-value	R ²	Regression coefficient (b)	t-value
EXIM BANK	0.754	53.00 ⁱ	3.036	0.631	0.057 ⁱ	2.266
NABARD	0.019	-0.40 ⁱ	-0.238	0.893	-0.005**	-5.00
NHB	0.50	31.20 ⁱ	1.732	0.500	0.09 ⁱ	1.732
SIDBI	0.959	67.40***	8.404	0.972	0.110***	10.213

Source: Computed

Key Notes: i) *** marked values indicate significant at 1% level (2-tailed). ii) ** marked value indicates significant at 5% level (2-tailed). iii) i marked values indicate insignificant.

7.2 Classification of Loan Assets- This segment analyzes the classification of loan assets of the financial institutions under study.

- **Standard Assets:** Standard assets are those assets in which the bank is receiving interest and the principal amount of the loan regularly from the customer.
- **Sub-standard Assets:** A sub-standard asset is an asset, which has remained NPA for a period less than or equal to 12 months.
- **Doubtful Assets:** An asset would be classified as doubtful if it has remained NPAs for more than 12 months.

- **Loss Assets:** A loss asset is that asset which is considered uncollectable. The entire assets should be written off.

EXIM BANK: Table – IV depicts an increasing trend in standard assets which is a good sign for the bank. Sub-standard assets and doubtful assets have shown an increasing trend during the study period, while no specific trend is observed in case of loss assets. Among the different categories of NPAs, the quantum of loss assets is found to be very high which an alarming factor for the bank under study.

TABLE – IV: Classification of Loan Assets in EXIM BANK during 2008-09 to 2012-13

(Rs. in Crore)

Loan Assets	EXIM BANK				
	2008-09	2009-10	2010-11	2011-12	2012-13
Standard Assets	34077	38958	45563	5,37,34	6,40,48
Sub-standard Assets	21	49	197	404	855
Doubtful Assets	58	29	246	387	656
Loss Assets	00	00	36	05	05

Source: Report on Trend and Progress of Banking in India (2008-09 to 2012-13), R.B.I.

NABARD: As observed in Table – V, standard assets of NABARD reveal an increasing trend during the study period. Like EXIM Bank, the quantum of doubtful assets is high among the all the categories of NPAs and

also shows an increasing trend. However, NABARD has been found to be efficient in minimizing the incidence of loss assets during the period under study.

TABLE – V: Classification of Loan Assets in NABARD during 2008-09 to 2012-13**(Rs. in Crore)**

Loan Assets	NABARD				
	2008-09	2009-10	2010-11	2011-12	2012-13
Standard Assets	98822	119896	139459	164932	195198
Sub-standard Assets	07	03	00	22	01
Doubtful Assets	23	25	68	68	109
Loss Assets	00	00	01	01	01

Source: Report on Trend and Progress of Banking in India (2008-09 to 2012-13), R.B.I.

NHB: Like EXIM Bank and NABARD, NHB also reveals an increasing trend in standard assets (Table – VI) during the entire study period. So far as sub-standard assets, doubtful

assets and loss assets are concerned, there is no NPA (except the last year). Thus, NHB is very much efficient in managing their NPAs.

TABLE – VI: Classification of Loan Assets in NHB during 2008-09 to 2012-13**(Rs. in Crore)**

Loan Assets	NHB				
	2008-09	2009-10	2010-11	2011-12	2012-13
Standard Assets	16851	19837	22582	28516	34467
Sub-standard Assets	00	00	00	00	181
Doubtful Assets	00	00	00	00	03
Loss Assets	00	00	00	00	00

Source: Report on Trend and Progress of Banking in India (2008-09 to 2012-13), R.B.I.

SIDBI: Table – VII shows an increasing trend in standard assets throughout the study period. Among the categories of NPAs, sub-standard assets reveal significant increase during the

study period. The quantum of doubtful assets is significant during the last three years, while the quantum of loss assets is significant during the last two years under study.

TABLE – VII: Classification of Loan Assets in SIDBI during 2008-09 to 2012-13**(Rs. in Crore)**

Loan Assets	SIDBI				
	2008-09	2009-10	2010-11	2011-12	2012-13
Standard Assets	30854	37892	45922	53603	55761
Sub-standard Assets	23	68	143	212	448
Doubtful Assets	03	02	136	39	35
Loss Assets	00	00	00	123	71

Source: Report on Trend and Progress of Banking in India (2008-09 to 2012-13), R.B.I.

As observed in Table – VIII, standard assets reveal significant positive trend in all the financial institutions under study, thereby leading to the rejection of the second null hypothesis of the study. For sub-standard assets, EXIM BANK and SIDBI shows significant positive trend and for doubtful

assets, EXIM BANK and NABARD also reveals significant positive trend, thereby leading to the rejection of the second null hypothesis of the study. In rest of the cases, the results are found to be insignificant, which leads to the acceptance of the second hypothesis of our study.

TABLE -VIII: Regression Analysis of Classification of Loan Assets in Financial Institutions (FIs) during 2008-09 to 2012-13

Financial Institutions (FIs)	Standard Assets		Sub-Standard Assets		Doubtful Assets		Loss Assets	
	R ²	b	R ²	b	R ²	b	R ²	b
EXIM BANK	0.98	7471.8*** (12.303)	0.87	202.3** (4.490)	0.91	155.4** (5.420)	0.02	1.5 ⁱ (0.274)
NABARD	0.99	23778.8*** (18.963)	0.02	0.7 ⁱ (0.214)	0.90	21.5** (5.316)	0.75	0.3 ⁱ (3.00)
NHB	0.97	4391.1*** (9.384)	0.50	36.2 ⁱ (1.732)	0.50	0.6 ⁱ (1.732)	-	-
SIDBI	0.97	6552.5*** (10.468)	0.89	99.4** (4.850)	0.09	10.1 ⁱ (0.528)	0.56	26.5 ⁱ (1.936)

Source: Computed

Key Notes: i) *** marked values indicate significant at 1% level (2-tailed). ii) ** marked values indicate significant at 5% level (2-tailed). iii) i marked values indicate insignificant. iv) Figures in the brackets indicate t-value.

8. Epilogue

In relation to the main objective of the study, it may be concluded that for majority of the cases, there is no significant trend in NPAs of the financial institutions during the period under study. On the average, NABARD is found to be efficient in managing their NPAs followed by NHB, EXIM Bank and SIDBI. In particular, necessary measures should be taken by the financial institutions to improve their quality of assets with respect to sub-standard and doubtful assets.

9. Limitations and Scope for Further Research

The present study is limited to five years only. Moreover, the study is based on secondary data. In spite of these limitations, further in-depth study may be undertaken by taking longer study period.

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AN EMPIRICAL STUDY ON ENTREPRENEURIAL ACTIVITIES AND RELATED PROBLEMS OF WOMEN SELF HELP GROUP MEMBERS

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Abstract

In India Microfinance is emerging as a bouquet of financial products and services primarily for underprivileged society for financial inclusion. To generate employment and alleviation of poverty, microfinance serves as the last-mile bridge to low income population excluded from the conventional financial system. For more than 30 years, microfinance has been portrayed worldwide as a key policy and programme intervention for poverty reduction, women empowerment and employment generation. Through the models of Microfinance like self-help groups and joint liability groups, members are being encouraged to start their own business for their development and well-being; some activities also come under entrepreneurship. The first objective of this study is to identify the business activities started by the women SHG (Self Help Group) and JLG (Joint Liability Group) members that enhance savings. The second objective is to find how income generated through business activities is being utilized. Third objective is to get the insight about mode of savings. Primary data was used for this study. The study was carried out in Bhojpur block district Ghaziabad. Respondents of the study were women self-help group members and joint liability group members. Result of the study shows that SHG and JLG members started several types of business activities for improving their condition in the society and family. They used borrowed money for starting their own business activities like flower making, buying cattle for milk, tailoring machine and many other income generating activities. Findings of second objective shows that SHG and JLG members used their generated income for different purposes like savings, investment in new business activities and buying of new equipments for their business growth. Third objective suggested that the major modes of saving were post offices (different schemes), accounts in banks and buying of T.V and fridge. Findings of the study shows that group members have faced or perceived some problems like not easy availability of raw material, lack of marketing of products, high cost of machinery, problems in selling of products and distance between city and villages in their business activities.

Keywords: JLGs, SHGs, Entrepreneurship, Savings

1. Introduction:

Poor population lives in the rural areas and they are untouchable to the access of financial services for their sustainability. Making poor aware for becoming self-employed it is necessary to provide financial assistance to the underprivileged society for their wellbeing and progress. Attractive financial assistance of the poor by establishing microenterprises through ration of investment amenities, training, and skill development program and business service buttress is a strategy broadly being adopted by many

countries to triumph over the trouble of poverty, problems of unemployment and gender inequality. For providing credit access to the poor, microfinance institutions are successful in terms of outreach and functioning in delivering of credit services to the underprivileged society, small owners, and new entrepreneur in rural and urban areas. Microfinance institutions offer a range of credit products for needy people to starting their own enterprise, it is cost effective method to reduce adverse selection of the borrowers. Microfinance institutions provide credit

products through self-help groups and joint liability groups to the rural poor women.

Women have high capacity of entrepreneurial activities for establishing small business for enhancing their savings and taking decision regarding their family. Easy availability of credit is helpful instrument in structuring the capability of poor in running of sustainable self-income generating activities by given that savings, credit facilities, and insurance knowledge for development and progress of rural poor women.

2. Concept of microfinance:

Microfinance is important and helpful tool in reducing poverty, generating employment, removing inequality and providing timely credit to its borrowers. Microfinance becoming successful in removing roots of traditional moneylenders and offers different credit products for borrowers. Two main essential factors that have put the microfinance on the plot of growth agenda in the developing countries. First, It has inhibited traditional moneylender's interference in rural areas because they were charging excessive interest rates due to the incapability of the rural poor to admittance formal financial institutional loans. Second, microfinance succeeded in rising as an important poverty alleviation strategy through creating self-employment opportunities for rural population. (Knight et al.,2009; Maulick, 2012, & Singh, 2014).

The Asian Development Bank (2000) defines" microfinance as the provision of broad range of services such as savings, deposits, loans, payment services, money transfers and insurance to poor and low-income households and their micro-enterprises".

3. Concept of Entrepreneurship:

Concept of entrepreneurship is growing very fast in terms of small business establishment and being developed in successive manner in all over country from removing hurdles of poverty and unemployment. Entrepreneurial activities occupied by women play an important role in establishing a microenterprise for progress and development of their family and society. Women have tremendous capability to become

an entrepreneur for achieving economic profits and social and cultural benefits. Entrepreneurship creates awareness among women for self-employment opportunities and self-motivated for achieving success in their work for betterment of their family and upliftment of her own status in the society. Women entrepreneurship is very essential for their development, growth and progress in a sustainable manner. The Government of India has defined women entrepreneurs as "an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women"(Meenu Goyal & Jai Parkash (2011)).

4. Concept of Self Help Groups:

Concept of self-help group is not new for women it provides platform to women get credit assistance on time for running a small business firm to get profit and reducing the reasons of poverty and inequality. The concept of SHG serves the principle, '**by the women, of the women and for the women**' (A. Arun Kumar & Uday Kumar Kalva 2014). Self-help groups are combination of 10-15 women they belonging to same area and homogenous society come together to make a group to taking credit assistance for self-employment opportunities and development of entrepreneurship. NABARD defines SHGs as "small, economically homogenous affinity groups of rural poor, voluntarily formed to save and mutually contribute to a common fund to be lent to its members as per the group members' decision". SHGs are formed by rural people with the objective of improving their livelihoods through collective savings and investments in income-generating activities (Gurveen. K. Sandhu, 2013). The Self Help Group (SHG) as a feasible option to attain the objectives of rural growth and to get centre of population input in all rural development programmes (Gurumoorthy, 2000).

5. Objectives of the study:

The first objective of this study is to identify the business activities started by the women SHG (Self Help Group) and JLG (Joint Liability Group) members that enhance

savings. The second objective is to find how income generated through business activities is being utilized. Third objective is to get the insight about mode of savings.

6. Review of literature:

Microfinance provides credit assistance to women self-help group members for starting their business activities for raising earnings and improving status in the society. V. Ambilikumar (2014) noted in their study that microfinance helps in fight against poverty and unemployment and strained to women of self-help groups to engage in entrepreneurial activities. Kapil Jain & Shahraj Parveen (2014), said that with help of credit women of self help groups can improve their economic situation by utilizing credit for business activities for income generation. Dr. J. Senthil velmurugan & P. Mathiyalagan (2014) said that women of self-help groups have established small enterprises for starting different types of entrepreneurial activities.

7. Research design:

This research is exploratory in nature and based on primary data. Data collected through structured questionnaire and respondents of the study were women self-help groups are engaged in entrepreneurship activities. The aim of study to identifying the business activities started by the self-help group and joint liability group members and get the insight about mode of savings.

7.1 Sample Framework:

Survey of the respondents have done through close-ended questionnaire and structured personal interview for collecting

data for the study. The respondents of the study were selected through convenience sampling. Data was collected from 50 respondents through interview method. The respondents of the study were women from the self-help groups related to various microfinance institutions.

7.2 Data Analysis

Descriptive research design is concerned with determination of the frequency with which something occurs or the relationship between variables (Cooper and Schindler, 2003). Descriptive analysis of the sample is shown in table 1. The result of descriptive analysis indicated that majority of respondents are living in rural areas 64.0% and respondents living in urban areas are only 36.0%. Majority of respondents (44.0) is between age group of 41 to 50 years, 34.0% lies between the age group of 31-40 years age group. Descriptive of study shows that majority of respondents are belonging to the joint family that is 56% whereas 44.0 respondents are living in nuclear families. Majority of respondents are also literate upto 5th class that is 51.0%, whereas 39.2 % are illiterate, 5.9% respondents are literate upto 10th class and 3.9 % are literate upto graduation. This shows that self-help group entails member of different education level due to its inherent benefit of association. Out of the 50 respondents 19 respondents have a period of membership is 2-4 years 22 respondents have been associated with self-help groups more than 5 years 1 respondent has been associated for more than 7 years whereas 8 respondents have been associated with the self-help groups from one year.

Table 1

7.2.1 Demographic profile of respondents

Main variables	Sub-categories of variable	Frequency	% percentage
Living areas	Rural	32	64.0
	Urban	18	36.0
Total		50	100.0
Age	>30 years	6	12.0
	31-40 years	17	34.0
	41-50 years	22	44.0
	51 and above	5	10.0

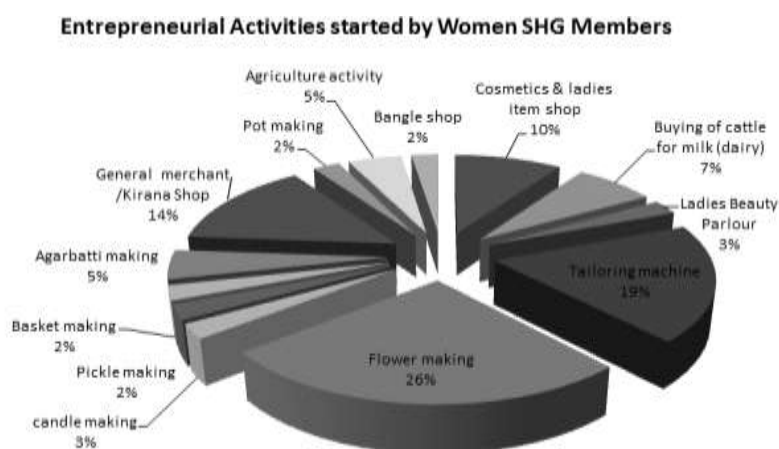
Total		50	100.0
Type of family	Joint	28	56.0
	Nuclear	22	44.0
Total		50	100.0
Education	Illiterate	20	39.2
	Upto 5 th class	26	51.0
	Upto 10 th class	3	5.9
	Upto Graduation	1	3.9
Total		50	100.0
Membership period	One year	8	16.0
	2-4 years	19	38.0
	4-6 years	22	44.0
	6-8 years	1	2.0
Total		50	100.0

7.2.2 Activities started by women self-help group members:

Data was collected through personal interview method for analysing entrepreneurial activities started by self-help group women members and an attempt to examine that these activities are profitable for them. Total 50 women members were interviewed and out of 50 women, members 42 women are identified that they were started business activity for their progress and upliftment. 13 main entrepreneurial activities were identified that were started by women self-help group members. These activities were flower making, stitching, shop, cosmetics, dairy, agriculture activity, buying bull cart for

different works, parlour, street vendor, bangle shop, bucket making, bread making, and pot making. Majority of the women self-help group members are engaged in flower making that is 26%, 19% women are involved in stitching work, 14% having their own shop for growth and expansion of status in the society. 10% women members occupied cosmetics and ladies item shop as their successive business activity. In dairy 7% women members involved, 5% women members owned agriculture activity. Only 3% women started street vendoring and parlour. Bangle shop, bucket making and bread making were started by 2% of the total activities.

Figure 1

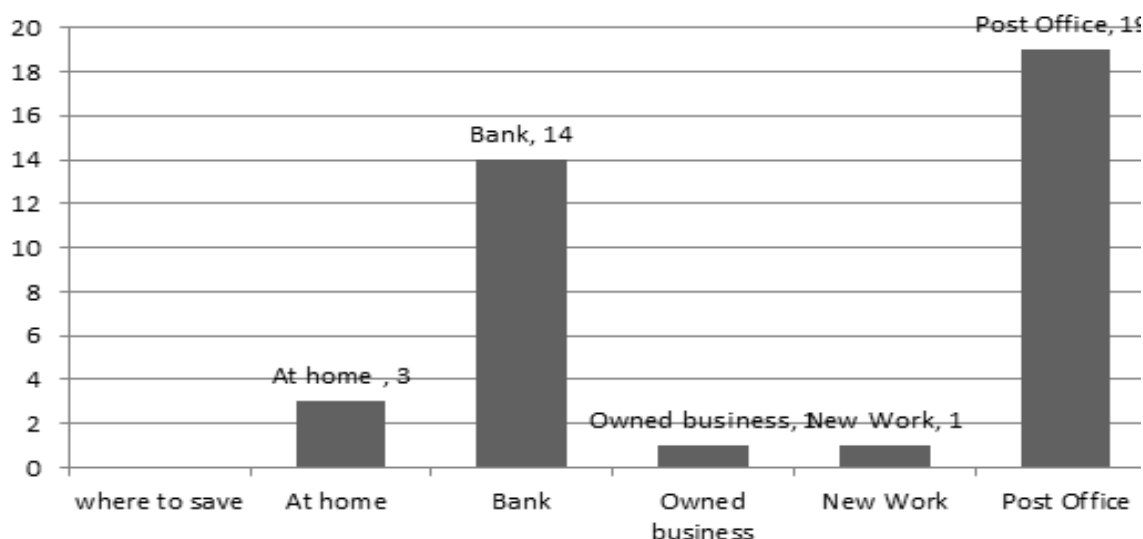


7.2.3 Money saved by Women SHG members: Majority of the respondents i.e. 50% have saved their money in post offices, 37% of the respondents have saved their money in bank for avoid future uncertainties. Some respondents have saved their money at

home they are 8%. Saved money used in new work establishment has 3%. Only 2% of the respondents have invested their save money in growth of their own business.

Figure 2

Money saved by women SHG members

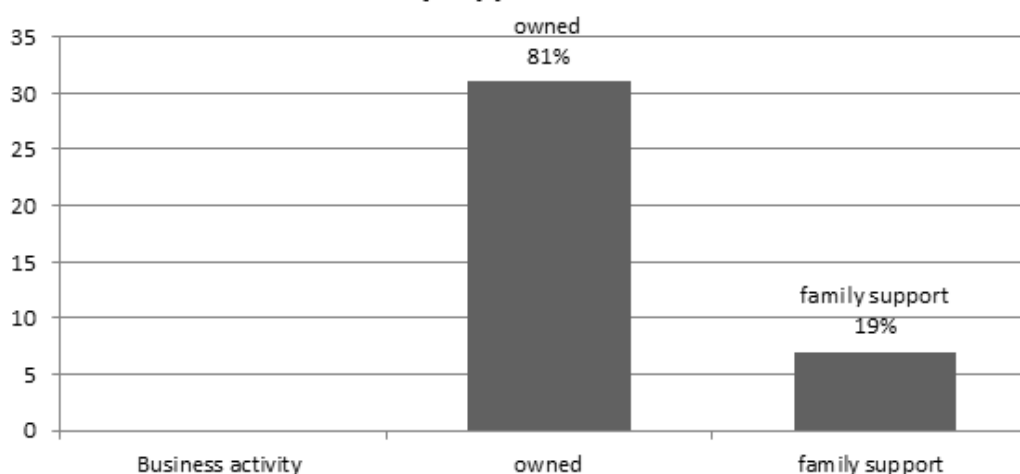


7.2.4 Credit for family support and owned business: Eighty one percent (81%) of the respondents have invested their money in

owned business activities and 19% respondents borrowed money for their family support.

Figure -3

Credit for family support and owned business



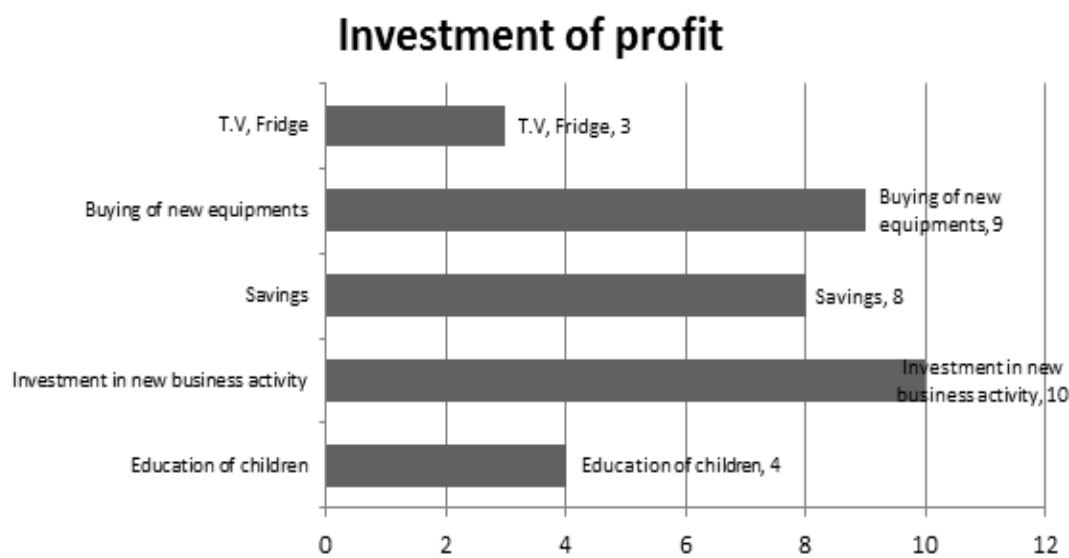
7.2.5 Investment of profit- From data of 42 respondents, we had 34 respondents who have started their business activities and have

gained profit through their business activity. Data reveals that 34 respondents have invested their money or profit for different purposes.

Majority of the espondents invested their money in new business activity for raising more profit than before. Twenty-six percent (26%) respondents have invested their money in buying of new equipments for their own business development. Third major investment

of respondents of their profit for savings i.e. 24%. Respondents have invested 12 % money on education of their children and only 9% of the respondents have invested their money on buying of T.V. and Fridge like home utensils.

Figure- 4



7.2.6 Problems faced or perceived by women self help group members in their entrepreneurial activities: With help of microfinance, women members of SHGs and JLGs are gaining more profits in their business and income generating activities and become a successful entrepreneur. They have started

different types of business activities with their borrowed money for progress and upliftment of their status in society and their family also. However, all this they have faced and perceived some problems in their business activities.

Table 2-Problems faced or perceived by women SHG members

Business activities	Problems faced or perceived by women SHG members
Flower making	Non easy availability of raw material
	Lack of marketing of finished products
Tailoring machine	Low rates of stitching in rural areas
	High cost of machinery
General merchant or kirana Shop	Problem of low margin in selling of products
	Distance between city and village increase transportation cost in buying products
Cosmetics or ladies item shop	Lack of awareness about cosmetics products in rural areas
	Limited potential for expansion

Buying of cattle for milk (Dairy)	Good market price not available in the rural areas for milk and other dairy products
	Non availability of vaternity doctors in rural areas
Agricultural activity	Overload of family responsibilities
	Low wages
Agarbatti making	Facing problem in getting raw material
	Interference of middle man
Candle Making	Non availability of cheap raw material (wax)
	Low price of non-branded candle in market
Ladies beauty Parlour	Customer wants cheap service
	High cost of cosmetic products
Pickle making	Problem in packaging
	Problem in selling of non-branded pickle
Basket making	Lack of raw material
	Low price of products in market

Field survey

8.0 Result and conclusion:

The aim of this study is to identify the business activities started by the self-help group and joint liability group members with the help of borrowed money. Result of the study shows that 13 main activities have started by the SHG and JLG members mostly members are involved in flower making, buying tailoring machine for stitching clothes, shop of different types of products and selling of cosmetic products. It also shows that members saving money mostly in post office and banks. This study concludes that there are some problems have faced and perceived by the self-help group and joint liability group members in running their business activity in sustainable manner. Study found that most of the members used their money for starting owned business activity and they invest their profits in investment of new business activities, children education, buying of new equipments. Finally, study found that with help of microfinance SHG and JLG members are becoming entrepreneurs and running their business in profitable manner. Women have taking risk for development of business

activity and gained knowledge about income generating activities for their empowerment and employment opportunities.

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E-BANKING SERVICES OF INDIAN COMMERCIAL BANKS: A STUDY WITH REFERENCE TO CUSTOMERS' AWARENESS, ACCEPTABILITY AND SATISFACTION

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Abstract

The advent of IT revolution in India has ushered a change in the way banks function. Today, a bank has become a virtual entity and its focus is to ensure that customers have the privilege of enjoying 'any-time-any-where banking'. Thus, banks are focusing on serving customers beyond bank branch and e-banking have indeed become a reality. E-banking enables a customer to pay bills online, view account balances and statements, create fixed deposits online, buy tickets online etc. as well as empowers a customer to withdraw and deposit cash with ATM-cum-Debit/Credit cards. However, there is still a customer segment who refrain themselves from availing such services. Thus, an attempt is made through this study to examine the level of awareness of customers about e-banking services, the factors that result in its adoption and also the level of satisfaction of adopters of e-banking.

The study involves convenience sampling technique through which a sample of 100 bank customers – 50 adopters and 50 non adopters of e-banking – based at Guwahati (Assam) were selected. Hypotheses were formulated and Independent t-test and Linear Regression analysis were carried out to test the hypotheses. The study reveals that the awareness level of customers is poor regarding all the services that are offered under the ambit of e-banking. Moreover, factors like convenience, compatibility, risk perception, IT proficiency etc. influence a customer to adopt or not to adopt e-banking facility. The study also brings to light that the customers are somewhat satisfied while availing e-banking services.

Keywords: Indian Commercial Banks, e-banking, Customer awareness, Customer satisfaction

Introduction

Commercial banking, in India, has evolved over the ages since the establishment of the General Bank of India in 1786. Today, a banking entity is no longer restricted to provide only traditional services i.e., accepting deposits and making advances but encouraged to provide a host of services ranging from insurance to merchant banking and from mutual funds to investment banking. The changing role of banks was possible after the financial sector reforms and liberalisation of certain statutes. However, these developments had increased competition manifold in the financial sector (comprising of banks, DFIs, NBFCs etc.) and in order to sustain this cut-throat competition, banks are required to provide not only innovated banking and financial products but at the same time they need to upgrade their customer services to a much higher plane. And they found

technology as an ideal tool to achieve this objective (Shastri, 2001). Further, IT revolution in the country has ushered a change in the way banks function and one of the most significant implications of technological advances in the banking sector is the possibility of delivering banking services through electronic channels (Boon & Yu) or e-banking. Thus, e-banking has become one of the most sought out options of availing banking and financial products by customers and today, they are being provided with additional delivery channels viz. ATMs, Internet Banking, Mobile Banking, etc. (Gurusamy, 2009). In other words, it can be said that as far as the functioning of banks and financial institutions are concerned, e-banking services made it possible to replace the traditional deposit service functions of bank employees along with the brick and mortar investment required for financial institutions

(Dandapani, Karels, and Lawrence, 2008).

The essence of e-banking is that it provides round-the-clock access to banking operations. Thus, under e-banking facilities, banks offer various services which includes ATM-cum-Debit/Credit cards, direct deposit, phone banking, net banking, mobile banking, mobile top ups, EFT/NEFT, RTGS, on-line ticketing, on-line stock broking, point of sale transfers, electronic cheque conversion etc. It is worth mentioning that e-banking services provide customers with timely, speedy, accurate and convenient banking opportunities and allow institutions to sell products that are customised to individual needs. Moreover, internet banking also provides financial institutions with an additional delivery channel whereby they can deliver services and sell products to targeted customers. In spite of the benefits of e-banking services, in India, there is still a significant percentage of its population who are yet to adopt it. The reason, obviously, is that financial literacy level is quite low and India has the second highest number – about 135 million – of financially excluded households in the world with barely 34% of its population engaged in formal banking (Sinha & Subramanian, 2007). Thus, the nation needs to walk a few extra miles than other countries (where financial literacy is high and citizens have IT proficiency) to the ripe the actual benefit of e-banking.

Review of Literature

The banking sector occupies a pivotal position in global economy. Economic reforms programmes began in India as a response to macro-economic crisis that developed in early 1991. However, economic reforms in the real sectors of the economy would not succeed without parallel reforms in the financial sector. In view of this and as well as due to decline in public sector profitability, Government of India introduced financial liberalisation programmes in 1991 with policy prescriptions of the 'Washington Consensus' (Howcroft & Ataulah, 2006). As a result of liberalisation, globalisation and deregulation initiatives of the Government, the banking sector had to encounter many external and internal forces of change. Of the external forces, technological change is likely to have the most far-reaching impact on the sector

(Jayawardhena & Foley, 2000). In fact, in India, the decade of 90s has witnessed a sea change in the way banking is done and technology has brought in this change in the functioning of the banks (Shastri, 2001). Till 1980s, banks had only one delivery channel which is the branch presence. However, technology has opened up options for various delivery channels. Technology aided products like ATMs, Point of Sale devices, Anywhere Banking, Smart cards, Phone Banking, Mobile Banking, Internet Banking etc., have given the customer to choose his channel of getting catered to his requirements. Moreover, financial sector reforms have provided banks the liberty to penetrate into different areas of business like insurance, mutual funds, investment banking, etc. which were beyond traditional service profile of banks. All these have built competitive pressure on banks and banks realised that in order to sustain competition in the market, they need to cater to the requirements of their customers in the best possible way. Moreover, as a result of financial sector reforms in many countries, 'entry barrier' no longer exists in banking (Li, 1997). In the backdrop of all these developments, competition – which was virtually a non-entity in Indian banking sector – has increased manifold with customers started having more options. Therefore, the focus of all banks is on product as well as service innovation – relying heavily on new technologies and tools.

E-banking or more specifically Internet banking that has revolutionised the banking industry worldwide is a product of this innovation (Malhotra & Singh, 2010). The term electronic banking or e-banking refers to the provision of information or services by a bank to its customers, via a computer/tablet/mobile phones. In its very simplest form, electronic banking can mean the provision of information about the bank and its products via a page on the World Wide Web (www) (Lymperopoulos & Chaniotakis, 2004). Thus, e-banking not also enhanced customers' privilege but studies also show that the profitability of banks increases when services are provided through e-channels like ATMs (Kondo, 2010). However, the implementation and functioning of e-channels or ITeS in the banking sector seem to be

relatively smooth in the developed economies (Guraau, 2002) but in developing or transition economies, it may not be so. It is worth mentioning that Indian commercial banks realised the need to go for 'convergence' of all the delivery channels so as to provide anything, anywhere and through any mode. Interestingly, the advent of e-banking and subsequent introduction of new channels has contributed not only to the adoption of multi-channel strategies by the existing banks and financial institutions but has also resulted in the emergence of new forms of financial businesses – popularly known as 'virtual banks' (Akinci, Aksoy & Atilgan, 2004). However, of late it has been seen that in spite of best of efforts made by commercial banks for popularising e-banking, only a segment of bank's customers were making use it. Even though the banking industry has encouraged consumers to adopt ATMs, telephone banking, and now online banking, the cost benefits of these alternative distribution channels are normally not well documented (Benamati and Serva, 2007), and are not passed on to the customers. Again as these e-banking services are to be backed by appropriate technologies, there is a possibility that offering services through these channels, a bank's distance with its customers may increase. In this process, banks tend to reduce the strength of the relationship between their consumers and themselves and this gap can result in customers harbouring some sort of distrust towards the bank. Banks, therefore, need to identify the factors/dimensions that could possibly result in customers' distrust in e-banking. Many studies were conducted and various dimensions of trust and distrust were identified. Some of the factors/dimensions include convenience, accessibility, compatibility, simplicity/complexity, economically beneficial, speedy/less time consuming, confidentiality/security (risk), and IT proficiency. Despite all arguments on customers' trust and distrust in e-banking, the rapid diversification in distribution channels would eventually reduce many of the existing traditional channels used by banks. In fact, it is believed that the branch network's future dominance would be less obvious as consumers placed proportionately greater emphasis on telephone and, to some extent,

Internet banking (Howcroft, Hamilton and Hewer, 2002). Thus, the present study occupies a place of importance as efforts are made to know the awareness, perception and satisfaction of bank customers' about e-banking.

Objectives of the study

The objectives of the study are –

1. To examine the awareness of customers about e-banking services.
2. To identify the factors that influence customers of banks in adopting or not adopting the e-banking facility.
3. To access the level of satisfaction of customers on using e-banking services.

Research Methodology

Sources of data - The study was based both on primary as well as secondary data. Primary data were collected by using questionnaire while the sources of secondary data were books, journals and e-journals.

Designing of Questionnaire - Qualitative research in the form of semi-structured interviews was utilised for this purpose. A sample of five customers, who had made use of e-banking and five who had not, were interviewed. The focus was to know what are the factors that they considered while using or for not using e-banking facility.

The questionnaire was design by incorporating the factors that are available in literature as well as from the outputs of semi-structured interview. The study includes 8 important factors namely – convenience, accessibility, compatibility, simple or less complex, economically beneficial, speedy/less time consuming, less risky in relation to breaches of confidentiality/security and IT proficiency. These factors are presumed to influence a customer to adopt or not adopt e-banking facility. A total of 8 (eight) statements were used to test the perception of the respondents and 5-point Likert scale was introduced against all the statements. Further, a pilot survey was conducted on a sample of 10 customers of banks and the questionnaire was slightly modified based on inputs of the pilot survey.

Sampling technique - Convenience sampling technique was used and samples were selected based on the convenience of the researcher as well as willingness on the part of the respondents to be a part of the survey.

Sample size - 100 (one hundred) respondents of various commercial banks – 50 adopters and 50 non-adopters of e-banking from Guwahati city.

Statistical tools - Independent t-test and Linear Regression analysis were carried out to test the hypotheses at 95% confidence level. SPSS 20.0 for Windows was used for this purpose.

Formulation of hypotheses

(a) **Acceptability/adoption of e-banking services**-In view of the objectives of the study, the Alternative Hypotheses (H_{1a-h}) were formulated as below – ‘The factors that influences adoption of e-banking services by bank customers are convenience (H_{1a}), accessibility (H_{1b}), compatibility (H_{1c}), simple or less complex (H_{1d}), economically beneficial (H_{1e}), speedy/less time consuming (H_{1f}), less

risky in relation to breaches of confidentiality/security (H_{1g}) and requirement of low level of IT proficiency (H_{1h})’.

Findings of the Study

(a) **Demographic profile of the Samples-** In this study, respondents are considered as adopters of e-banking facility subject to the condition that they have more than a year usage for any of the banking/financial services that falls under the purview of e-banking. Further, it is presumed that age, educational qualification and annual income of the adopters and non-adopters of e-banking are different (alternative hypotheses for demographic profile of respondents).

Responses were obtained from adult individuals having accessibility to banking services and residing in Guwahati. Majority of the respondents was male (about 81%), about 74% had a University Degree and 64% of the respondents had an income of Rs. 2,00,000 to Rs. 5,00,000 per annum. The e-banking usage period of the respondents ranges from less than 1 year to more than 10 years.

Table 1: Demographic Profile of the Respondents

Demographic Profile	Classification	E-banking		Inference from Independent t-test (at 95% confidence level)
		Adopters	Non-adopters	
Age	Below 20 years	1	6	p = 0.000. As p < 0.05, it can be inferred that the mean of differences of age of adopters and non-adopters of e-banking is significant.
	20-35 years	18	2	
	35-50 years	21	7	
	50-65 years	7	15	
	65 years and above	3	20	
	TOTAL	50	50	
Educational Qualification	10 th Standard	1	7	p = 0.023 As p < 0.05, it can be inferred that the mean of differences of educational qualifications of adopters and non-adopters of e-banking is significant.
	12 th Standard	7	11	
	Graduate	36	27	
	PG and above	6	5	
	TOTAL	50	50	
Annual Household Income	Less than Rs. 2 Lac	5	9	p = 0.888. As p > 0.05, it can be inferred that the mean of differences of annual household income of adopters and non-adopters of e-banking is not significant.
	Rs. 2 - 5 Lacs	35	29	
	Rs. 5 - 10 Lacs	9	8	
	More than Rs. 10 lacs	1	4	
	TOTAL	50	50	

Source: Survey

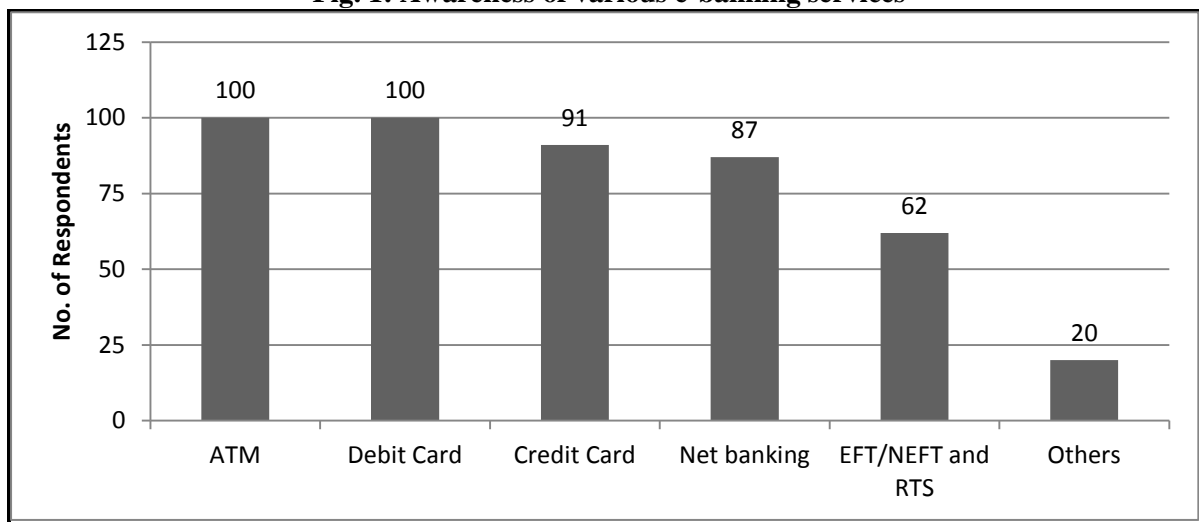
(b) Awareness of e-banking services

All the respondents were aware about the e-banking services offered by commercial banks but more interesting is the fact that the concept of e-banking to many respondents revolves only around ATM, Debit & Credit card and net banking. It is worth mentioning that presently, Indian commercial banks are offering a bouquet of banking and financial services under e-banking. These services include ATM-cum-Debit/Credit cards, direct deposit, phone banking, net banking, mobile banking, mobile top ups, EFT/NEFT, RTGS, on-line ticketing, on-line stock broking, point of sale transfers, electronic cheque conversion etc. However, the awareness level of

customers about the e-banking services cannot be considered as satisfactory because majority of the customers were aware about only a few of these services.

Analysis of data reveals that all the respondents were aware of ATM and debit/credit services offered by commercial banks. About 94% of the respondents were aware of net banking services, followed by EFT/NEFT and RTGS (62%). Interestingly, many of the respondents were not aware of on-line ticketing, on-line stock broking, point of sale transfers, electronic cheque conversion and such other services that are also offered under e-banking. This is shown in the figure below –

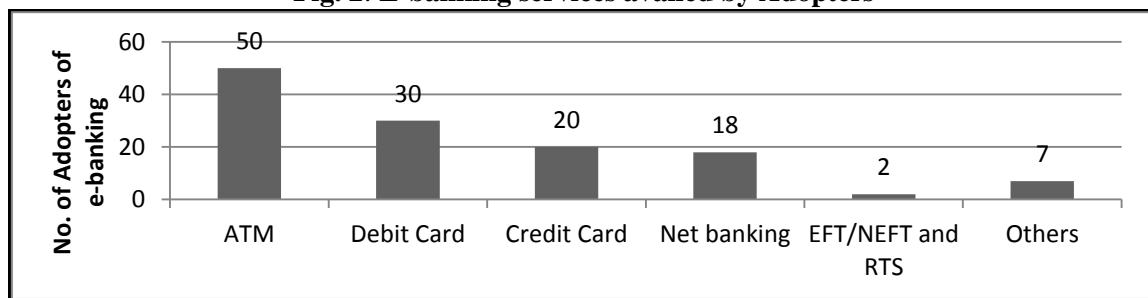
Fig. 1: Awareness of various e-banking services



Further, adopters of e-banking tend to use only a few selected services. Data analysis reveals that out of 50 respondents who were adopters, all of them prefer to use ATMs (100%), followed by Debit cards (60%) and Credit

cards (48%). About 36% of the respondents do use net banking and a fragment of the sample prefers to use EFT/NEFT and RTGS (4%). This is shown in the chart below –

Fig. 2: E-banking services availed by Adopters



(c) **Factors that determine the usage of e-banking services**-There are 8 factors identified from literature review as well as semi-structured interview with adopters and non-adopters of e-banking services, which could possibly influence adoption of e-banking services. The possible determinants of adoption of e-banking are discussed below–

- **Convenience**- E-banking offers the convenience of 24×7 banking services and that too, without the need of visiting a bank branch. Therefore, it can be said that ‘convenience’ is one of the factors that influences the adoption of e-banking in India.
- **Accessibility**- All respondents, irrespective of the fact whether they are adopters or non-adopters of e-banking, are concerned about accessibility.
The dimension ‘accessibility’ can be seen to have two components (Gerrard & Cunningham, 2003). The first is the ability of ‘fraudsters/ hackers’ to gain access to a customer’s bank account (online) and the next is the ability of the customer to gain access to his/her account as and when he/she want to. In this study, the second component of accessibility of e-banking is examined under this factor while the first component would be examined under the factor– ‘risk’.
- **Compatibility**-Literally, compatibility is the extent to which a new product or service is consistent and compatible with consumers’ needs, beliefs, values, experiences, and habits. In the context of e-banking, compatibility is measured in terms of the degree to which the technology fits in with the banking behaviour of customers of banks. The technology supporting the banking function should be in line with the manner/technique customers are accustomed to while managing their finances.

- **Simplicity/less complex**- One of the factors considered in adopting or not adopting e-banking is that it is simple or less complex. There is chance of adoption of e-banking if it is perceived to be simple.
- **Economically beneficial**- E-banking is perceived to be economically beneficial in the sense that the hassles to go to a bank branch for any transaction can be avoided, which eventually results in considerable savings in terms of resources mainly time and money. Further, utility bills and other payments made online occasionally fetch discounts.
- **Speedy or less time consuming**-In the hustle-bustle of today’s world, speed of banking transactions matters a lot. Customers prefer instant settlement of any financial transaction – be it cash withdrawal, money transfer, booking travel tickets or viewing bank statement. Adopters opt for e-banking because of speed/less time consuming, which is most unlikely seen in traditional mode of bank transaction.
- **Risk in relation to breaches of Confidentiality/security**-The grey side of IT revolution is that there is a possibility that ‘fraudsters/ hackers’ can gain access to a customer’s bank account (online). Therefore, it is believed that there is a significant difference in the way e-banking is perceived by the adopters and non-adopters.
- **IT proficiency**-E-banking entails use of IT or more specifically any device (Teller-machines/PC/Tablet/ Smartphone etc.) with internet connectivity. Knowledge required for use of these devices is minimal according to the adopters of e-banking. However, on the other hand the non-adopters of e-banking perceive that high level of operating knowledge is necessary for the effective use of these devices.

Table 2-4: Result of Correlation Test**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938 ^a	.880	.870	.181

a. Predictors: (Constant), IT_proficiency, Convenience, Speed, Economically_beneficial, Accessibility, Risk, Simplicity, Compatibility

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	22.005	8	2.751	83.562	.000 ^b
Residual	2.995	91	.033		
Total	25.000	99			

a. Dependent Variable: E_banking_adoption

b. Predictors: (Constant), IT_proficiency, Convenience, Speed, Economically_beneficial, Accessibility, Risk, Simplicity, Compatibility

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.367	.091		15.080	.000
	Convenience	-.155	.049	-.334	-3.141	.002
	Accessibility	-.079	.053	-.171	-1.490	.140
	Compatibility	-.187	.063	-.418	-2.962	.004
	Simplicity	-.054	.054	-.123	-1.006	.317
	Economically_beneficial	-.034	.056	-.079	-.611	.543
	Speed	.076	.055	.133	1.392	.167
	Risk	.174	.049	.421	3.533	.001
	IT_proficiency	.296	.053	.639	5.611	.000

a. Dependent Variable: E_banking_adoption

Linear regression analysis of the data reveals that low level of IT proficiency, convenience, less time consuming (speed), economically beneficial, accessibility, less risky, less complex (simplicity) and compatibility determine the adoption of e-banking services by bank customers. However, all these factors are not statistically significant. The factors – low level of IT proficiency ($p=0.000$), convenience ($p=0.002$), less risky ($p=0.001$), and compatibility ($p=0.004$) significantly affects a customer's decision to adopt e-banking services. Thus, the Null hypotheses – H_{0a} , H_{0c} , H_{0g} and H_{0h} were rejected and the Alternative Hypotheses - H_{1a} , H_{1c} , H_{1g} and H_{1h} were accepted instead. Therefore, it can be

said that convenience, compatibility, security (less risky) and low level of IT knowledge are the factors that drive bank customers to adopt e-banking facility.

(d) Satisfaction of bank customers using e-banking

From this study, it can be said that adopters of e-banking are satisfied with the benefits offered. Profile Analysis was undertaken to know the level of satisfaction of customers. For this, the weights assigned to different points of the Likert Scale namely highly satisfied, satisfied, indifferent, dissatisfied highly dissatisfied are +2, +1, 0, -1, -2 respectively.

Table 5: Customer satisfaction

No. of respondents and their Satisfaction level of using e-banking				
Highly satisfied (+2)	Satisfied (+1)	Indifferent (0)	Dissatisfied (-1)	Highly dissatisfied (-2)
23	15	6	5	1

The possible score ranges between -100 and +100. The summative score is +54. Although the satisfaction level of the customers using e-banking is positive, it is 54% of the maximum positive score. Though the score is not high but it can be considered to be satisfactory. However, one cannot nullify the cases of dissatisfaction of customers availing e-banking services and many have lodged complaints with their banks and some even moved their grievances to the Banking Ombudsman.

Conclusion

Today, banking is no longer a business of 'accepting deposits and making advances' but providing a host of banking and financial services as well as a provider of information pertaining to finance and investment. And in the process of this transition, Information Technology had played a pivotal role. In fact, IT enabled banks to offer new products, operate more efficiently, increase productivity, expand geographically and compete globally. Apart from this, ITeS also provided the customers with the privilege of enjoying and enabling banking transactions without being required to visit a bank branch. In short, e-banking has become a successful strategic weapon in the hands of bankers to serve their customers round-the-clock and remain profitable in a volatile and competitive market. However, in spite of the benefits of e-banking, a chunk of the customers still prefer the traditional system of banking services. Findings of this study reveal that there are several factors like level of IT proficiency, convenience, compatibility, risk perception etc. that significantly affects a customer's decision to adopt e-banking services. Conclusively, it can be said that e-banking has become a business reality and to facilitate e-banking acceptance by the public, banks' efforts to introduce new processes that would

directly exploit electronic mediums as well as generating awareness about the benefits of e-banking is deemed essential.

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THE IMPACT OF BRAND AWARENESS ON BRAND LOYALTY – A STUDY OF LEADING MILK BRANDS IN ASSAM

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Abstract

The purpose of the study is to identify the impact of brand awareness on brand loyalty towards leading milk brands in Assam. This paper also seeks to extend empirical evidence on the association between them. The study adopts a quantitative survey approach and data are collected from a conveniently selected sample of 180 consumers who purchased various brands of milk in Assam. Descriptive statistics and regression analysis are employed to analyse the data and draw the conclusions. The study provides valuable insights to managers of milk companies in Assam and emphasizes the need to initiate and implement effective brand awareness in order to enhance consumers' brand loyalty to the company's milk products. Also the findings of the research indicate that brand recall is the dominating factor which contributes more towards brand loyalty with correlation ($r = 0.819$), in comparison to brand recognition ($r = 0.714$).

Keywords: Brand awareness, Brand recall, Brand recognition, Brand loyalty, Branded milk.

1. Introduction

In the highly competitive business environment of today, companies are busy chalking out a variety of strategies in order to gain an edge over their competitors and to become the first choice of consumers. To achieve this, they are making a serious effort in this direction. One of the most effective competition weapons of companies against their competitors is their brand. If companies manage to create brand loyalty, they can become the preferred brand of the consumers. When consumers think about purchasing a product, higher level of brand awareness can influence their buying decision (Dodds et al. 1991; Grewal et al 1998). Gustafson & Chabot (2007) argue that if an organization has a successful brand awareness it means that the products and services of the organization have a good reputation in the market and are simply acceptable. Moreover, creating value for customers is possible through enhancing customer brand awareness and satisfaction. Brand awareness and identity are components of a strategy to persuade a customer that its brand is reliable and trustworthy. Building brand awareness is more than providing a service or product. It has to be a reliable product or service as consumers prefer to

purchase from reliable and trusted sources. And this explains the rationale that higher level of brand awareness will result in higher purchase intent of the consumers which will ultimately lead to their brand loyalty. Encouraging loyalty towards brand has long been a goal of brand marketers, on the grounds that it is less costly to retain customers than recruit new ones. Barsky (1994) in his article also indicates that cost of attracting new customer is higher than that of maintaining the customer loyalty (Reichheld & Sesser 1990). It means that less cost will be incurred on the product with higher brand loyalty (Malik et al. 2013). In today's world, buyers are increasingly becoming conscious while selecting their familiar and favourable brands. It is well recognized that branded milk market in Assam is gradually becoming more and more competitive with several leading players competing in the market. It is, therefore, of utmost importance for a firm to make their offerings loved and preferred by the consumers so to get ahead of competition. Strong brand awareness translates into a satisfied and loyal customer base, which goes a long way in sustaining demand for its products. It means that the brand enjoys the trust and faith of the consumers and occupies a

special position in their minds. Companies also derive several other benefits from having superior brand awareness. The focus of this paper is to obtain insight about the contribution of brand awareness towards consumer brand loyalty in the context of leading milk brands in Assam.

2. Literature Review

2.1. Brand Awareness

Brand awareness is widely misunderstood and often wrongly measured, even by experienced managers (Rossiter and Percy, 1987). Both Aaker, (1991) and Keller, (1993) show that brand awareness is based on both brand recognition and recall. According to Keller et al. (2008) brand awareness consists of brand recognition and brand recall performance. It is consumers' ability to confirm prior exposure to the brand when given the brand as a cue. On the other hand, brand recall is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue. In other words, brand awareness relates to the ability of a customer to identify the brand, link the brand to the brand name, logo, or symbol (Keller 2003). Researchers have often assessed brand awareness through the use of recall and recognition scales, which test the ability of consumers to remember advertising or sponsorships from memory. Both recognition and recall are techniques that dredge memory for traces of awareness of an advertisement or brand, but recognition is a direct technique, while recall approaches the memory indirectly. De Chernatony (1998) agrees that brand awareness is in connection to the importance of a brand and makes it easier for consumers to identify the brand in a specific product category. Brand awareness also refers to the strength of a brand's presence in the consumer's mind and is a key and essential element of brand equity which is often overlooked (Aaker 1996), and it is a prevalent selecting factor among customers (Cobb-Walgren et al. 1995). Keller (1993, 1998) further argues that brand awareness could influence customer decision making in buying goods via strong brand association. Brand awareness is the lowest level of brand

recall. It is a measure of the percentage of the target market that is aware of a brand name and is vitally important for all brands but high brand awareness without an understanding of what sets one apart from the competition does one virtually no good (Bovee et al. 1995). Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker 1996).

2.2 Brand Loyalty

Loyalty has been defined by Oliver (1999) as 'a deeply held commitment to rebuy or repatronize a preferred product / service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour.' Dick & Basu (1994) define customer loyalty as 'the strength of the relationship between an individual's relative attitude and repeat patronage'. The American Marketing Association defines brand loyalty as "the situation in which a consumer generally buys the same manufacturer originated product or service repeatedly over time rather than buying from multiple suppliers within the category" or "the degree to which a consumer consistently purchases the same brand within a product class."

Aaker (1991) defines brand loyalty as symbolizes a constructive mind set toward brand that leading to constant purchasing of the brand over time. He also argues that brand loyalty is an essential element when it comes to evaluate a brand in terms of value because loyalty can generate profit.

Assael (1992) states that there are two approaches being used to understand the brand loyalty that have completely outclassed in the marketing literature (Samuelsen & Sanvik 1997). The first approach in marketing literature is behavioural approach to brand loyalty in which the advocators believe that constant purchasing of one brand over time is an indicator of brand loyalty. The second approach in the marketing literature is cognitive approach to brand loyalty in which the advocators argue that behaviour solely does not reflect brand loyalty. Yoo et al (2000) note a hierarchy of effects among brand equity

dimensions. They posit that awareness and associations precede perceived value and, in turn, influence brand loyalty. Moreover, Daryl Travis (2000) considers that brand loyalty represents the meaning of brand equity. Davis (2002) asserts that brand loyalty can only be achieved through a strong brand positioning which means creating and managing a unique, credible, sustainable, and valued place in the customer's minds, revolving around a benefit that helps the brand stand apart from its competition.

In this section, we address the question of why brand awareness may have an impact on the consumer brand loyalty. Grewal et al. (1998) indicate that brand awareness has a positive and significant relationship on perceived quality in a bicycle brand study. Aaker (1996) also concludes that brands with greater awareness and familiarity, consumers tend to ascribe positive quality value. Keller (1993) shows that brand awareness affect a consumer's decision making. According to Campbell and Keller (2003) increasing brand familiarity through accumulated customer experiences not only creates a knowledge structure for the consumer, but also builds up confidence about the brand. Xingyuan et al (2010) indicates that brand awareness and product knowledge are positively related to brand trust and there is a direct effect of brand familiarity on brand trust (Ming et al, 2011) at the same time brand knowledge is positively related to brand trust (Fuller et al. 2008). When consumers have information on product quality or are satisfied with the quality of the

product based on their previous experience, they are likely to trust the product. Finally, brand awareness affects consumer loyalty and decision-making by influencing the formation and strength of brand associations in the brand image created through the different information attached to the brand in memory. Keeping in mind the importance accorded to the concept of "Brand Awareness" by various authors and practitioners, its research implications are well established (Market Research Worldwide 2009). Awareness level measures whether consumers know about and are familiar with a company, organization, product, or service.

In particular, brand awareness related to the likelihood that a brand name will come to mind and the ease with which it does so. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Baker et al. 1986; Nedungadi 1990), which are the handful of brands that receive serious consideration for purchase. A brand with high awareness and with positively distinguishing associations will have a high added value for consumers (Riezebos 2003).

3. Objectives and Summary of Hypotheses

The objective of the study was to investigate the impact of brand awareness, defined by brand recall and brand recognition, on consumer brand loyalty towards the leading milk brands available in Assam. The hypotheses that were formulated in conducting this investigation are summarised in Table 1.

TABLE 1: Summary of hypotheses

Hypothesis	Description
H1:	Brand awareness as defined by brand recall has a positive impact on brand loyalty
H2:	Brand awareness as defined by brand recognition has a positive impact on brand loyalty

4. Research Framework

4.1 Research approach

A quantitative design using the survey method was used in the empirical segment of the study to gain meaningful insights into relationships. A quantitative approach was used as it is suitable to test for relationships using hypotheses, which was the case in this study. The aim of this study is to determine the associations between independent variable (brand awareness) on the other dependent variable (consumer/brand loyalty).

4.2 Respondents and Data collection

The target population comprised consumers who purchased various brands of packaged milk. Since there was no sample frame available for the study, convenience sampling technique was used in order to identify suitable respondents. The four packaged milk brands in Assam considered for the purpose of study were Amul Taaza, Purabi, Mother Dairy, Gomilk. Data were collected through the use of a structured questionnaire. For this purpose, 200 questionnaires were distributed among the consumers of packaged/branded milk in different cities/towns of Assam (Guwahati, Silchar, Nagaon & Dibrugarh). An interval rating five-point Likert scale was designed and used to measure the responses on a scale of one to five to indicate the extent of participants' agreement or disagreement with a given statement, where 5 represents "strongly agree", 4 represents "agree", 3 represents "neither agree nor disagree", 2 represents "disagree", and 1 "strongly disagree". Each of the questionnaires distributed in different cities

consists of two sections; one is the demographic section and the other is the subjective section. 20 items were included to get responses from the respondents. The response rate was 90% as only 180 out of the 200 questionnaires distributed were completely filled and collected back from the respondents.

5. Results and Discussion

The analysis and discussion of the results begin with a brief descriptive examination of the composition of the sample. Further, in order to examine the predictive relationships, regression analysis was undertaken.

5.1 Sample composition

Amongst the respondents, 74% were male and 26% were female. So majority of the respondents were male in the study. A majority of the respondents (74%) were aged between 30 and 50 years. In terms of choice, approximately 69% of respondents used to prefer unbranded milk previously. With regard to the frequency of buying branded milk, approximately 55% of respondents attested to the fact that they buy milk on a daily basis while approximately 27% indicated that under ordinary circumstances, they buy milk once in two days.

5.2 Correlation analysis

As shown in Table 2, positive correlations existed between the dependent variable, namely brand loyalty and the independent variable, namely brand awareness as defined by brand recall and brand recognition.

TABLE 2: Correlation model Summary of brand awareness and brand loyalty

BRAND AWARENESS			
Dependent Variable	Independent Variable	R	R ²
Brand Loyalty	Brand Recall	0.819	0.670
Brand Loyalty	Brand Recognition	0.714	0.509

Source: the authors' research

Table 2 shows that there is a significant relationships exist between consumer brand loyalty and brand recall with correlation coefficient ($r = 0.819$) and a moderate relationships between brand loyalty and brand

recognition with correlation coefficient ($r = 0.714$), which indicates that brand recall has greater impact on consumer brand loyalty.

5.3 Regression analysis-

Regression analysis relates independent and dependent variables in a manner that takes mathematical inter-correlation into account (Malhotra 2001a). It is a statistical technique that can achieve the best linear prediction equation between independent variables and dependent variables (Aldlaigan & Buttle 2002). Since positive correlations existed between dependent

variable and the independent variables in the study, it was necessary to establish the strength of the predictive relationships between the variables. Regression analysis was undertaken in order to examine the correlation more closely and to examine the effects of the independent variables on the dependent variable (Table 3).

TABLE 3: Regression model Summary of brand awareness and brand loyalty

BRAND AWARENESS							
Dependent variables	Independent variable	Adjusted R ²	F	Beta	Std. Error	T-Statistic	P Value
Brand Loyalty	Brand Recall	0.801	13.120	0.671	0.610	17.113	0.000
Brand Loyalty	Brand Recognition	0.834	31.412	0.383	0.293	39.112	0.000

Source: the authors' research

The beta coefficients in Table 3 indicate that all two independent variables, namely brand recall ($\beta = 0.671$) and brand recognition ($\beta = 0.383$), contribute significantly to the prediction of brand loyalty. Overall, the results of the regression analysis provide evidence of positive relationship that was hypothesized between brand loyalty and brand awareness as defined by brand recall and recognition was supported.

6. Conclusion

The purpose of the study was to investigate the impact of brand awareness on consumer brand loyalty. Research endorses the existence of significant positive and predictive associations between brand awareness and brand loyalty towards branded milk in Assam. Though the findings of the research indicate that brand recall is the dominating factor which contributes more towards brand loyalty with correlation ($r = 0.819$), in comparison to brand recognition ($r = 0.714$).

Developing brand awareness and thereby brand loyalty is a need of the hour. Managers all over the world should actively promote and improve the brand awareness and brand loyalty of the customers to enhance their purchase intentions. These efforts are more likely to be fruitful if these practices are accompanied by communication about the

brand to the targeted customers.

With reference to brand awareness, it is important for marketers in Assam to develop innovative methods of awareness campaigns which will appeal to the customer in an exceptional way.

Although the study provides fruitful insights regarding brand awareness and brand loyalty, it is not without limitations. Firstly, the study was conducted on a limited sample and confined to four cities in Assam only. This fact naturally limits the extent to which the results of the study may be generalised to other contexts and environments. Secondly, a non-probability convenience sampling technique was employed in the study which may give rise to sampling error. As the paper mainly focused on branded milk industry, so the findings were limited to milk sector only. Finally, it is important to note that this is an area that is likely to go through some profound changes in Assam over the next few years as several companies eyeing for making its presence felt in this emerging market.

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RULE 6 OF CENVAT CREDIT (SERVICE TAX), 2004: AN ENQUIRY REGARDING ITS COMPLIANCE AND ACCOUNTING TREATMENT

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Abstract

The concept of taxing value addition in Service Tax is achieved by granting credit of input tax or duties to manufacturer / service provider through CENVAT Credit Scheme. Rule 6 of CENVAT Credit Rules 2004 is perhaps one of the most important rules from the point of view of a manufacturer of both dutiable and exempted goods and a service provider who provides both output as well as exempted services. Interestingly, since the notification of CENVAT Credit Rules 2004 with effect from 10.09.04, Rule 6 has never specifically dealt with the issue of a manufacturer of dutiable goods providing exempted services or for that matter providing output services and manufacturing exempted goods. Under the CENVAT Credit Rules 2004, a manufacturer or a service provider is entitled to claim the benefit of CENVAT credits in respect of the excise duties paid on inputs and capital goods and the service tax paid on input services used for the manufacture of dutiable final product or for providing output service.

In this backdrop, the present paper mainly deals with the provisions under Rule 6(3) & 6(3A) of CENVAT credit in respect of the following areas:

1. Explanation of Rule 6 of CENVAT credit when separate accounts are not maintained for input and output services including exempted services.
2. Explanation of Rule 6 of CENVAT credit when separate accounts are maintained for input and output services including exempted services.
3. Explanation of the obligations of manufacturer of dutiable and exempted goods and provider of taxable and exempted services.
4. Explanation of the accounting treatment of rule 6 of CENVAT credit of Service Tax in the books of service provider/manufacturer providing taxable and exempt services/goods.

For a developing country like India, an efficient tax credit mechanism is the key to the success of any value added tax system. It is a usual approach of every tax payers to claim each and every input tax credit whether eligible or not. Central Excise and Service Tax Department take an extra cautious approach while allowing any tax credit. The CENVAT Credit Rules 2004 shows the different mechanism to control over this issue. But the laws relating to this rule is still developing day by day following different practical cases. If the service provider does not comply with the provisions of Sub rule (3A) of Rule 6, then the service provider is liable to pay interest from the due date to the actual date of payment. The awareness of implication and outcomes of Rule 6 of CENVAT credit are still in the nascent stage among the small service provider/manufacturer engaged in providing composite service, thereby leading to revenue loss to the Govt. in respect of indirect tax collection. In this respect, it is also seen that there is a lack of clear accounting conceptions among the accountants.

This paper is simply an attempt to elucidate the provisions of Rule 6 of CENVAT credit. In spite of this limitation, there are other areas of this section which are not covered here.

Key Words: Service Tax, Excise Duty, CENVAT Credit, Rule 6(3) & 6(3A), Exempted Services

The background

Excise Duty and Service Tax are Central Government levy. Both are distinct based on consumption tax, incidence of which is passed on to the ultimate consumers. The concept of taxing value addition is achieved by granting credit of input tax or duties to manufacturer / service provider through CENVAT Credit Scheme. This scheme integrates Central Government indirect taxes viz., Excise Duty and Service Tax. CENVAT Credit Rules, 2004 was introduced from 10.09.2004 vide Notification No.23/2004-Central Excise (N.T.) dated 10.09.2004. This is a unique Rule which is common for Excise and Service Tax legislation. The input tax credit mechanism under both these legislations is governed by this Rule. The basic objectives of CENVAT Credit mechanism are as follows:

- i. To avoid or minimize cascading effect of indirect taxes.
- ii. To minimize tax incidence on ultimate consumer of goods / services
- iii. To ensure levy of tax on value addition by respective assessee
- iv. To eliminate or minimize possibilities of levy of tax on tax.

Rule 6 of CENVAT Credit Rules 2004 is perhaps one of the most important rules from the point of view of a manufacturer of both dutiable and exempted goods and a service provider who provides both output as well as exempted services. Interestingly, since the notification of CENVAT Credit Rules 2004 with effect from 10.09.04, Rule 6 has never specifically dealt with the issue of a manufacturer of dutiable goods providing exempted services or for that matter providing output services and manufacturing exempted goods. Under the CENVAT Credit Rules 2004, a manufacturer or a service provider is entitled to claim the benefit of CENVAT credits in respect of the excise duties paid on inputs and capital goods and the service tax paid on input services used for the manufacture of dutiable final product or for providing output service. Where the usage is for manufacture of exempted goods or for providing exempted service, the credits would not be admissible. Precisely, for this reason the manufacturer or the service provider would be

required to ensure proper usage of the inputs and input services and avail credits on those inputs and input services used for dutiable/output activity. The measures in this regard should include proper physical controls over the inventory of materials to ensure that the goods are used for manufacture of dutiable goods as well as provision of output service apart from segregating the materials at the time of accounting the receipt, consumption and inventory of such materials in the books, from those meant for use in manufacture of exempted goods or for providing exempted services.

Objectives of the study

The principal objective of the study is to elucidate the provisions with respect to obligations of Service Providers-Providing Taxable and Exempt Services under Rule 6(3) & 6(3A) and availing CENVAT credit under the said rule. To attain this principal objective, the following sub-objectives are sought to be achieved:

- i. To examine the provision of Rule 6 of CENVAT credit when separate accounts is not maintained for input and output services including exempted services.
- ii. To examine the provision of Rule 6 of CENVAT credit when separate accounts is maintained for input and output services including exempted services.
- iii. To examine the obligations of manufacturer of dutiable and exempted goods and provider of taxable and exempted services.
- iv. To suggest the accounting treatment of rule 6 of CENVAT credit of Service Tax in the books of service provider/manufacturer providing taxable and exempt services/goods.

Provision of rule 6 of CENVAT credit when separate accounts is not maintained for input and output services including exempted services

In terms of Rule 6(3) , if the manufacturer of goods or the provider of

output services opts not to maintain separate accounts for the same, then they should follow the below mentioned rules as presented in Table 1.

Table 1
Rates of Service Tax when separate Accounts are not maintained

Service Provider	Effective Dates	Rate of Service Tax (Payable by Service Provider on Exempted Services)	Status of CENVAT Credit on Input Services
Manufacturer	Before 1-4-2008	5%	100% CENVAT Credit has been adjusted with output services
	After 1-4-2008 but before 31-03-2011	10%	
	After 1-4-2011	7%	
Other Service Provider	Before 1-4-2008	6%	100% CENVAT Credit has been adjusted with output services
	After 1-4-2008 but before 31-03-2011	8%	
	After 1-4-2011	7%	

Notes: With effect from 1-4-2011, in case of transportation of goods or passengers by rail, the amount required to be paid will be equal to 2% of the value of the exempted services.

The above case [i.e., Rule 6(3) of CENVAT credit of Service Tax] can now be explained with respect to the accounts of a company with some imaginary figures.

In the books of Service Provider Profit and Loss A/C for the month of March, 2016 (Extracts)

Particulars	`	Particulars	`
To, Purchase	1650000	By, Supply of Goods	2265000
To, Subcontractor Cost (100% Service)	855000	By, Service Provided	1580000
To Telephone Service	65000		
To Security Service	80000		

In the above situation, the company did not maintained the separate accounts of CENVAT credit for the exempted services. Here, the exempted services refer to the supply of goods. The common input services associated with the supply of both goods and services provided are telephone services and security services but the company is unable to allocate the

portion of these input services associated with supply of goods (i.e., exempted services). However, 100% CENVAT credit has been taken on these inputs. So, the service tax payable by the company in this context is as follows:

Particulars		
Service tax on Output Service (₹ 1580000 x 14%)		221200
Service tax on Exempted Services as per Rule 6 (₹ 2265000 x 7%)		158550
		379750
Less: CENVAT Credit		
On Subcontractor Cost (₹ 855000 x 14%) (Without considering Reserve Charge Mechanism)	119700	
On Telephone Service (₹ 65000 x 14%) (Without considering Reserve Charge Mechanism)	9100	
On Security Service (₹ 80000 x 14%) (Without considering Reserve Charge Mechanism)	<u>11200</u>	
		140000
Net Service Tax Payable for the Month of September		239750

Provision of rule 6 of CENVAT credit when separate accounts is maintained for input and output services including exempted services - The following two options are available under this category (Sub-Rule 3A).

- i. Pay an amount as determined under sub-rule (mentioned below) i.e., provisional and then final payment of the amounts of CENVAT credit attributable to inputs and input services used in relation to the manufacture of exempted goods and the provision of exempted services.
- ii. Maintain separate accounts for receipt, consumption and inventory of inputs and avail credit only on inputs used in or in relation to the manufacturer of dutiable final products (excluding exempted services) and for the provision of output services (excluding exempted services) and pay an amount as determined under revised sub-rule 3A only in respect of input services.

Determination of input services attributable to the exempted services as per Option-1 is shown below (Sub-Rule 3A):

Input attributable to exempted services:

$$\text{Formula} = (B/C) \times D$$

Where: B = Total value of exempt services provided.

C = Total value of dutiable goods + value of taxable services + value of exempted services provided.

D = CENVAT credit taken on inputs in the month – Inputs on exempted goods.

Value means gross value as defined u/s 67. This could differ from revenue figures as reflected in Profit & Loss Account due to the following adjustments:

- Reimbursement of certain expenses u/s 67.
- P&L figure could be net of discounts, rebates etc.
- P&L revenue figure might be inclusive of service tax, excise, VAT and such other elements.

Obligations of manufacturer of dutiable and exempted goods and provider of taxable and exempted services

The following aspects need to be considered in respect of compliance of CENVAT credit of Service Tax as per Rule 6:

- i. The option for payment of service tax as per Rule 6 is to be exercised every year and it should be in respect of the whole of the exempted goods/services, as the case may be and such option shall not be withdrawn during the remaining part of the financial year.
- ii. Credit shall not be allowed on inputs and input services which is used exclusively for the manufacture of exempted goods or provision of exempted services.
- iii. At the time of exercising this option (Rule 6), the manufacturer of goods or the provider of output services shall intimate in writing to the Superintendent of Central Excise giving the following particulars, namely:
 - name, address and registration No. of the manufacturer of goods or provider of output services;
 - date from which the option under this clause is exercised or proposed to be exercised;
 - description of dutiable goods or taxable services;
 - description of exempted goods or exempted services; and
 - CENVAT credit of inputs and input services lying in balance as on the date of exercising the option under this condition.
- i. At the end of the year, the manufacturer of goods or the provider of output services shall, determine finally the amount of CENVAT credit attributable to exempted goods and exempted services for the whole year as per prescribed manner.
- ii. Any difference between the amounts computed provisionally and on actual basis can be paid up to 30th June of the succeeding financial year without any interest. Beyond 30th June, interest @ 24% p.a. shall be charged. Any excess amount paid provisionally

can be adjusted against service tax liability of next period(s) by taking credit of such excess amount.

- iii. The manufacturer of goods or the provider of output services shall intimate to the jurisdictional Superintendent of Central Excise, within a period of fifteen days from the date of payment or adjustment, as mentioned in point 5 above (at the end of the financial year), the following particulars to be submitted to the Central Excise and Service Tax department:
 - Month-wise details of CENVAT credit attributable to exempted goods and exempted services for the whole financial year (determined provisionally).
 - CENVAT credit attributable to exempted goods and exempted services for the whole financial year, as mentioned in point 5 above.
 - Short amount paid determined (if any) as mentioned in point 5 above along with the date of payment of the short paid amount.
 - Interest payable and paid, if any, on the short paid amount.
 - Credit taken on account of excess payment, if any, as mentioned in point 5 above.

Accounting treatment of Rule 6 of CENVAT credit of service tax in the books service provider/manufacturer providing taxable and exempted services/goods-The accounting treatments of service tax under Rule 6 are not usual in nature in the books of Service Provider/Manufacturer (SP/M). It is dependent upon the adoption of methods/options for availing CENVAT credit under Rule 6. Table 2 shows the journal entries to be followed by the SP/M.

Table 2

Nature of Transaction	Journal entries in the books of Service Provider/Manufacturer (SP/M)
Service Tax Payable in terms of Rule 6(3) by the Manufacturer / Service Provider	At the time of booking of service: Service Tax (on Exempted Service vide rule 6).....Dr (Under the group of duties and taxed paid to Govt. in the P/L a/c) To Service Tax Liability a/c Payment entries are to be made in the usual manner. (Entries for availing CENVAT credit of service tax should be made for full value of input services)
Service Tax Payable in terms of Rule 6(3A) by the Manufacturer / Service Provider	At the time availing of CENVAT Credit (Full value) : Specific Input Service a/c.....Dr CENVAT Receivable (100% on Input) a/c.....Dr To Party a/c For reversal of proportionate CENVAT credit for exempted service: Service Tax (Disallowed portion of CENVAT Credit).....Dr (Under the group of duties and taxed paid to Govt. in the P/L a/c) CENVAT Receivable (Allowable Portion on Input) a/c.....Dr To CENVAT Receivable (100% on Input) a/c (Other entries for payment of service tax are usual in nature)

Concluding remarks

For a developing country like India, an efficient tax credit mechanism is the key to the success of any value added tax system. It is a usual approach of every tax payers to claim each and every input tax credit whether eligible or not. Central Excise and Service Tax Department take an extra cautious approach while allowing any tax credit. The CENVAT Credit Rules 2004 shows the different mechanism to control over this issue. But the laws relating to this rule is still developing day by day following different practical cases. If the service provider does not comply with the provisions of Sub rule (3A) of Rule 6, then the service provider is liable to pay interest @ 24% p.a. from the due date to the actual date of payment. The awareness of implication and outcomes of Rule 6 of CENVAT credit are still in the nascent stage among the small service provider/manufacturer engaged in providing composite service, thereby leading to revenue loss to the Govt. in respect of

indirect tax collection. In this respect, it is also seen that there is a lack of clear accounting conceptions among the accountants.

Limitation of the study

This paper is simply an attempt to elucidate the provisions of Rule 6 of CENVAT credit. In spite of this limitation, there are other areas of this section which are not covered here.

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A STUDY ON AWARENESS AND FACTORS INFLUENCING THE SELECTION OF MUTUAL FUNDS

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Abstract

The objective of this paper is to analyze perceptions of individual investors on general terms, statements related to mutual fund and reasons for withdrawal of investors. This chapter analysed the general awareness of individual investors on terms related mutual fund investment such as New Fund Offer (NFO), Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), Asset Management Company (AMC) and Association of Mutual funds in India (AMFI) etc and its association with individual investment decision making. This chapter also covered perceptions of respondents on the statements such as Mutual Funds are useful for small investors, Mutual Funds give higher return than other investments, Mutual Funds are healthy for Indian financial environment, Private sector mutual funds are not good, ELSS schemes are good for tax saving, Mutual funds with large corpus perform better and Mutual funds having diversified portfolio gives better returns etc related to mutual fund investment and studied their perceptions towards mutual fund investment. The primary data also collected from the respondents relating to the withdrawal Behaviour of individual investors from mutual fund investment by taking the factors such as Lack of Performance, Lack of Involvement of companies, Lack of Capital appreciation, Low Dividend Payment ratio and Low NAV etc.

Key words: Systematic Investment Plan, Perception, NAV, ELSS etc

Introduction

A mutual fund collects the savings from small investors, invest them in Government and other corporate securities and earn income through interest and dividends, besides capital gains. It works on the principle of a 'small drop of water can make a mighty ocean'. Hence, a mutual fund is nothing but a form of collective investment. It is a group of various investors coming together who transfer their surplus funds to a professionally qualified organization to manage it. To get the surplus funds from the investors, the fund adopts a simple technique. Each fund is divided into a small fraction called 'units' of equal value. Each investor is allocated units in the proportion to the size of his investment. Thus, every investor, whether big or small, will have a stake in the fund and can enjoy the wide portfolio of the investment held by the fund. Hence, mutual funds enable millions of small and large investors to participate in and derive

the benefit of the capital market growth. It has emerged as a popular vehicle of creation of wealth due to high return, lower cost and diversified risk.

Objectives of the study

1. To know relationship between the awareness level and investors preference towards Mutual funds
2. To analyze the perception of individual investors on statements related to Mutual funds

Hypothesis

Ho: There is no relationship between awareness level of investors on terms related to mutual funds and preferences towards mutual funds

Table 1

Analysis of Level of Awareness on the terms in Mutual Fund

S.No.	The terms in mutual fund market	N	Mean Score	Ranking	Standard deviation	Kolmogorov-Smirnov-Z test	Asymp. Sig. (2-tailed)
1	New Fund Offer(NFO)	400	2.20	3	.757	.260	.000**
2	Systematic Investment Plan (SIP)	400	2.99	1	.491	.391	.000**
3	Systematic Withdrawal Plan (SWP)	400	2.25	2	.748	.303	.000**
4	Asset Management Company	400	1.79	7	.851	.260	.000**
5	AMFI	400	1.41	9	.876	.269	.000**
6	Exchange Traded Fund	400	1.60	8	.854	.256	.000**
7	Key Documents	400	1.18	10	.896	.261	.000**
8	Systematic Transfer Plan (STP)	400	1.89	5	.796	.269	.000**
9	SEBI	400	1.99	4	.794	.259	.000**
10	ELSS	400	1.80	6	.848	.256	.000**

Source: Primary Data, Note: Significant at five percent level.

From the analysis of data presented in the above table it is observed that the investors are much aware of Systematic Investment Plan (SIP), Systematic withdrawal plan (SWP) and new fund offer since its means scores were 2.99, 2.25 and 2.20 respectively.

Regarding the level of awareness, the significance difference among the individual investors have been identified by using Kolmogorov-Smirnov- test in the case of New fund offer (NFO), Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), Asset Management Company, AMFI, Exchange Traded Fund, Key Documents, Systematic Transfer Plan (STP), SEBI, and ELSS since the calculated value P- Value is less than value (0.05) at five per cent

significance level. It can be concluded that there is close relationship between awareness level on mutual fund terms and investor preference towards mutual funds.

Factor analysis -level of awareness on terms in mutual funds-

Bartlett's test of sphericity and Kaiser-Meyer Olkin (KMO) measure of sampling adequacy were used to examine the appropriateness of factor analysis. The approximate chi-square statistic is 870.819 with 21 degrees of freedom which is significant at 0.05 levels. The KMO statistic (.812) is also large (>0.5). Hence factor analysis is considered as an appropriate technique for further analysis of data.

Table 2
Analysis of Total Variance Explained

Comp onents	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.111	41.106	41.106	4.111	41.106	41.106	4.100	41.001	41.001
2	2.797	27.966	69.072	2.797	27.966	69.072	2.782	27.820	68.821
3	2.108	21.078	90.151	2.108	21.078	90.151	2.133	21.330	90.151
4	.985	9.849	100.000						
5	7.235E-15	7.235E-14	100.000						
6	1.558E-15	1.558E-14	100.000						
7	-1.793E-17	-1.793E-16	100.000						
8	-2.441E-16	-2.441E-15	100.000						
9	-8.587E-16	-8.587E-15	100.000						
10	-5.063E-15	-5.063E-14	100.000						

Source: Primary Data

From the analysis of data presented in the above table, it is observed that cumulative the variance of total considered 10 variables with the tested factors, which constitutes 0.90. It revealed that 90 % of the variables supporting for the study remaining 10% of external factors influences the considered variable. However, greater than 60 % of variance is considered as statistically

significant. The above table also shows extracted 3 variables with more than 1 Eigen value, which are considered as extracted variables from all the tested 10 factors. It can be concluded that Majority of investors have more awareness on four factors such as systematic investment plan, systematic withdrawal plan and followed by new fund offer.

Table 3
Analysis of Rotated Component Matrix for Awareness on terms in Mutual Funds

Components	Factor loadings		
	F1	F2	F3
New Fund Offer(NFO)	.017	.878	-.084
Systematic Investment Plan (SIP)	.098	-.343	.916
Systematic Withdrawal Plan (SWP)	.953	.292	.074
Asset Management Company	-.977	.087	.161
AMFI	.432	-.228	-.864
Exchange Traded Fund	.639	.455	.524
Key Documents	.784	-.489	.132
Systematic Transfer Plan (STP)	-.977	.087	.161
SEBI	.133	.935	.314
ELSS	.215	-.649	.306

From the above analysis of rotated component matrix, it can be revealed that three extremely aware factors are extracted out of 10 factors on

level of awareness in mutual funds. Majority of the investors opined that extremely aware on Systematic Withdrawal Plan, Systematic

Investment Plan and followed by New Fund Offer where, ultimately the investor thinking more on how to withdraw money whenever they required followed by ready in investing new offer.

Perceptions on Statements Related to Mutual Funds- It means the investors perception about different aspects of mutual funds. The perception may differ from investor to investor. Seventeen variables are selected from different areas to analyze the perception

of investors. Investors are asked to rate the above said funds at five point scale according to their perception. These statements were framed considering the developments in Mutual fund industry over time. This study analyses perceptions of investors with the help of mean score, standard deviation and 'z' test results.

Ho: There is no relationship between statements of mutual funds and investors' perceptions towards mutual funds

Table 4

S. No.	Variables related to mutual funds	N	Mean Score	Ranking	Standard deviation	KS – test	Asymp. Sig.(2-tailed)
1	Mutual Funds are useful for small investors	400	3.92	1	.491	.491	.000**
2	Mutual Funds give higher return than other investments	400	2.38	10	.792	.394	.000**
3	Mutual Funds are healthy for Indian financial environment	400	2.13	11	.806	.491	.000**
4	Private sector mutual funds are not good	400	1.07	17	.894	.394	.000**
5	ELSS schemes are good for tax saving	400	3.84	2	.495	.391	.000**
6	Mutual funds with large corpus perform better	400	2.99	7	.763	.393	.000**
7	Mutual funds having diversified portfolio gives better returns	400	3.51	4	.749	.395	.000**
8	Close ended mutual funds are not good	400	1.04	16	.891	.256	.000**
9	Mutual Funds with high NAV is good for investment	400	3.57	3	.747	.260	.000**
10	Public sector mutual funds are safe	400	2.68	8	.772	.391	.000**
11	Mutual Fund investment is an asset for future	400	3.46	5	.751	.493	.000**
12	Mutual fund investments are the substitutes for share investment	400	2.41	6	.757	.391	.000**
13	New Fund offers are good than existing fund	400	1.27	15	.873	.256	.000**
14	Growth option is good for long term	400	2.42	9	.781	.299	.000**
15	Dividend payout option is good in tax saving schemes	400	1.35	14	.864	.391	.000**
16	Bearish market is good					.256	.000**

	for investment	400	1.72	13	.856		
17	Bulky investment is not advisable in bullish market	400	1.91	12	.845	.395	.000**

Analysis of Perceptions on Variables Related to Mutual Funds

Source: Primary Data

Note: Significant at five percent level.

From the analysis of data presented in the above table, it could be observed that majority of the respondents accepted the perception, Mutual Funds are useful for small investors, ELSS schemes are good for tax saving and followed by Mutual Funds with high NAV is good for investment since their respective mean score were 3.92, 3.84 and 3.57. Regarding the opinion on statements related to mutual fund variables, the significant difference among the individual investors have been identified by using Z-test in the case of i.e. Mutual Funds give higher return than other investments, Mutual Funds are healthy for Indian financial environment, ELSS schemes are good for tax saving, Mutual funds with large corpus perform better, Mutual funds having diversified portfolio gives better returns, Mutual Funds with high NAV is good for investment, Public sector mutual funds are safe, Mutual fund investments are the substitutes for share investment, Growth option is good for long term, Dividend payout option is good in tax saving schemes, Bearish market is good for investment and Bulky investment is not advisable in bullish market since the calculated value P-value is less than value (0.05) at five per cent significance level.

It can be observed that sample investors opined positive opinion all above statements related to mutual funds and investment decision making except on the Private sector mutual funds are not good, Close ended mutual funds are not good and New Fund offers are good than existing fund.

Factor Analysis

To study the investors' perception about important aspects in mutual fund, factor analysis is used. The score of the investors' opinion about mutual fund have been included for the factor analysis. The rotated component matrix for the various statements related to mutual funds is given in Table. Factor analysis on Perception of investors on Variables to Related mutual funds (Kaiser Normalization) Bartlett's test of sphericity and Kaiser-Meyer Olkin (KMO) measure of sampling adequacy were used to examine the appropriateness of factor analysis. The approximate chi-square statistic is 2106.316 with 136 degrees of freedom which is significant at 0.05 levels. The KMO statistic (.608) is also large (>0.5). Hence factor analysis is considered as an appropriate technique for further analysis of data.

Table 5

Analysis of Total Variance Explained

Components	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.225	18.973	18.973	3.225	18.973	18.973
2	2.649	15.582	34.555	2.649	15.582	34.555
3	1.704	10.023	44.578	1.704	10.023	44.578
4	1.439	8.466	53.044	1.439	8.466	53.044
5	1.325	7.796	60.840	1.325	7.796	60.840
6	1.006	5.920	66.760	1.006	5.920	66.760
7	.898	5.280	72.040	-	-	-

8	.848	4.990	77.030	-	-	-
9	.818	4.811	81.841	-	-	-
10	.625	3.676	85.517	-	-	-
11	.536	3.151	88.667	-	-	-
12	.446	2.622	91.289	-	-	-
13	.433	2.550	93.839	-	-	-
14	.337	1.980	95.819	-	-	-
15	.304	1.790	97.609	-	-	-
16	.231	1.360	98.969	-	-	-
17	.175	1.031	100.000	-	-	-

Source: Primary Data

From the analysis of the data presented in the above table, it is observed that the variance of total considered 17 variables with the tested factors, which indicate that 0.66, revealed that 66 % of the variables supporting for the study remaining 34 % of external factors influencing with the considered variable. However, greater

than 60 % of variance considered as statistically significant. The above table also extracted 6 variables with more than 1 Eigen value, which are considered as extracted variables from all tested 17 factors. It is clear from the table that all the 17 variables have been extracted into 6 factors.

Table 6
Analysis of Principal Component Analysis

S.No.	Components	Factor loadings					
		F1	F2	F3	F4	F5	F6
1	Mutual Funds are useful for small investors	.234	-.421	-.140	-.211	.365	.241
2	Mutual Funds give higher return than other investments	.251	.151	-.430	.022	-.236	-.664
3	Mutual Funds are healthy for Indian financial environment	.618	-.432	-.007	-.238	.226	-.085
4	Private sector mutual funds are not good	.003	.591	.180	.594	.183	.229
5	ELSS schemes are good for tax saving	.677	-.119	.300	-.048	.093	.024
6	Mutual funds with large corpus perform better	.522	.099	.109	.075	-.160	.600
7	Mutual funds having diversified portfolio gives better returns	.099	.143	-.112	-.280	.760	.098

8	Close ended mutual funds are not good	.125	.882	.203	.166	.005	-.038
9	Mutual Funds with high NAV is good for investment	.082	-.119	-.032	.183	.634	.447
10	Public sector mutual funds are safe	.041	.055	-.131	.797	-.270	.042
11	Mutual Fund investment is an asset for future	.813	.096	-.027	-.048	.150	.074
12	Mutual fund investments are the substitutes for share investment	-.346	.638	-.259	-.301	.109	.013
13	New Fund offers are good than existing fund	-.394	.064	.013	.624	.110	-.076
14	Growth option is good for long term	.062	.037	.013	-.010	.147	.754
15	Dividend payout option is good in tax saving schemes	.102	.146	.730	.132	-.042	.133
16	Bearish market is good for investment	.192	.012	.510	.094	.578	-.074
17	Bulky investment is not advisable in bullish market	.057	.022	.718	-.186	-.051	.060

Source: Primary Data

The above rotated component matrix revealed that out of total 17 variables 6 variables are extracted are most influence factors for investor perception, the first influence factor is Mutual Fund investment is an asset for future followed by the investors are thinking that Close ended mutual funds are not good for investment and the third influence factors is Dividend payout option is good in tax saving schemes and the final three factors are, in the investors mind they are thinking that Public sector mutual funds are safe , Mutual funds having diversified portfolio gives better returns and the final factor is Growth option is good for long term.

Perceptions on Withdrawal Behaviour among the Investors

The investors may switch from one mutual fund to another in same family funds or withdraw or redeem the units. It depends on their mindset, current market condition,

performance of the fund, service of mutual funds, mismanagement etc. The withdrawal behaviour among the investors is usually seen in the market since the investors are frequently selling their mutual funds and invest in other funds. Peles (1997) established that there is evidence of investor psychology affecting fund selection and switching⁴. The reasons for switching/withdrawal are drawn from various reviews (Singh and Chander, 2004⁵; Agarwal, 1992⁶, Subash and Mukesh, 1992⁷; Bal and Mishra, 1990⁸; and Baruna and Srinivasan, 1982⁹). In the present study, the included reasons for withdrawal of investors from mutual fund investment are ten factors studied. The investors are asked to rate these ten reasons at five point scale. The assigned marks on these scales range from 1 to 5 respectively.

Ho-There is no association between reasons for withdrawal of investors and investors' perceptions towards mutual funds

Table 7

Analysis of Withdrawal Behaviour among the Investors

S. No.	Reasons for withdrawal of mutual funds	N	Mean Score	Ranking	Standard Deviation	KS-test	Asymp. Sig. (2-tailed)
1	Lack of Performance	400	3.19	1	.489	.395	.000**
2	Lack of involvement of companies	400	1.10	9	1.418	.160	.000**
3	Lack of Capital appreciation	400	2.20	5	.397	.493	.000**
4	Low Dividend Payment ratio	400	2.41	4	1.364	.415	.000**
5	Low NAV	400	3.10	2	.491	.391	.000**
6	Fund managers inefficiency	400	1.40	7	.401	.491	.000**
7	Inefficient portfolio	400	1.30	8	.491	.393	.000**
8	Lack of adequate unit holders information	400	1.20	10	1.101	.299	.000**
9	As per the advice of Broker	400	2.10	6	.635	.299	.000**
10	Lack of speedy Redressal mechanism	400	3.00	3	.401	.491	.000**

Source: Primary Data

Note: Significant at five percent level.

From the analysis of above table, it can be observed that the important reasons for withdrawal of the investors are the lack of performance, low NAV and Lack of investors' speedy Redressal mechanism since their respective mean score of 3.19, 3.10 and 3.00. Regarding the perceptions on the reasons for withdrawal of investors, the study found that the significant difference among the investors have been identified in the case of lack of performance, lack of involvement of companies, portfolio, inefficient fund managers, low NAV, low dividend payment ratio, lack of capital appreciation, , lack of adequate unit holders information, as per the advice of broker and lack of speedy redressal mechanism since the calculated P-values are less than(0.05) value at five per cent significance level.

FINDINGS

Mutual funds investment is one of the best avenues for investment. The role of mutual fund investors is very important. The

investors' knowledge level, awareness, opinion regarding mutual fund investment plays vital role in the industry.

The study found that individual Investors are highly aware terms were Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), new fund offer since mean scores were 2.99, 2.25 and 2.20 respectively.

From the analysis of rotated component matrix table, the study revealed that three extremely aware factors were extracted out of 10 factors on level of awareness in mutual funds. Majority of the investors opined that they were extremely aware on Systematic Withdrawal Plan, Systematic Investment Plan and followed by New Fund Offer where, ultimately the investor thinking more on how to with draw money whenever they required and followed by ready money in investing new offer. From the analysis of the Perception on Variables related to mutual funds , the study found that majority of the respondents accepted the perception,

Mutual Funds are useful for small investors, ELSS schemes are good for tax saving and followed by Mutual Funds with high NAV is good for investment since their respective means were score 3.92, 3.84 and 3.57.

From the analysis of results, the study found that the reasons for withdrawal of investors were the lack of performance, low NAV and Lack of investors' speedy Redressal mechanism since their respective mean score of 3.19, 3.10 and 3.00

CONCLUSIONS

It can be concluded that there is relationship between awareness level on mutual fund terms and investment decision making. It is also concluded that investors opined positive opinion on all statements related to mutual funds and investment decision making except on the Private sector mutual funds are not good, Close ended mutual funds are not good and New Fund offers are good than existing fund. It is concluded that the important reasons for withdrawal of the investors are poor performance, low NAV and lack of investors' grievance mechanism since their respective mean score of 3.19, 3.10 and 3.00. Therefore the asset management companies should concentrate on the performance, return and NAV of schemes.

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SUGGESTIONS

Based on the investigation through the survey, the following suggestions are made for mutual fund asset management companies.

The study found that awareness on mutual funds is playing significant role in mutual fund investment. So it is suggested that asset management companies should focus campaigning programmes to create wide publicity among investors. The study found that majority of the respondents accepted the perceptions on statements i.e. Mutual Funds are useful for small investors, ELSS schemes are good for tax saving and followed by Mutual Funds with high NAV is good for investment have significant impact on investment decisions. So it is suggested to asset management companies and policy makers to take into consideration above statements while designing mutual fund products and tax policy respectively. The study also found that the reasons for withdrawal of investors were poor performance, low net asset value and investor grievances. So it suggested that the Asset management companies have to improve performance, as well as providing speedy mechanism to solve their grievances to retain existing investors and attracting the new investors.

DIGITAL TESTING: A SUCCESSFUL STORY OF CONTINUOUS EVALUATION

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Abstract

Digital testing enhances the quality of learning and testing in education. Moreover digital testing has a seemingly positive effect on learning achievements. This paper explores the role of digital testing in making school practices effective. The major purpose of the study was to ascertain the effectiveness of digital testing as a Continuous evaluation tool for evaluation. Investigator prepared a series of digital tests on different topics of teacher education curriculum and administered on a sample of 280 B.Ed students. Further, the feedback is collected from students on the effectiveness of the digital testing. The study reveals that most of the students show a positive opinion on the effectiveness of the testing in their academic improvement. Study concludes that digital testing can act as a major criterion for comparing effective and non-effective academic systems.

Key words: Digital testing, Academic Improvement

Introduction

The success of any educational system attached on proper planning, efficient administration, adequate financing and effective evaluation. Educational evaluation is an integral part of educational policy making, planning and implementation. Educational evaluation provides adequate and effective feedback on students' achievement not only in the cognitive area, but also the areas of interest and manipulative skill. It provides feed-back from students to the teacher about the effect of the teacher's teaching method. It also provides feedback from the teachers to the parents about their ward's performance. It provides feed-back from school administrators to the policy makers to determine the success of the programme. Continuous educational evaluation provides valuable information about the pupils' progress and comparison with other pupils in the class. Obanya (1985) suggested that one of the purposes of educational evaluation is to identify some of the problems that the students may need to overcome in order to progress in learning. This study suggests that carefully designed **assessments** can be used to increase student engagement and learning, and, as a result, contribute to improving the quality of the overall student experience. **Holmes, Naomi (2015)** conducted a study on the use of a low-stakes continuous weekly summative **e-assessment** had a positive influence on student

engagement in an undergraduate geography module. Students considered their increased engagement was a direct consequence of this **assessment** method. It was also found that students thought they improved their learning, particularly their understanding, as a result of the continuous **assessment**.

Educational evaluation facilitates the identification of what is left to be learned. It produces feedback on students' achievement and encourages them to learn more and progress faster in the instructional programmes. It enables him to see how he can make his contribution to the accomplishment of the total goals or aims of the school system. It helps the teacher to coordinate his efforts with the efforts of others who contribute to the general educational goals. Evaluation is also the process of determining the extent to which the aims and objectives are being attained. Along with the development in educational technology and changes in the teaching learning process evaluation system also undergone changes in the digital era. One such change is online testing and digital/ electronic based offline tests.

Sorensen,Eva (2013)conducted a study on the student perceptions of this mode of **assessment**.Three quizzes were implemented in Moodle, the first two as formative **assessment** and the final quiz as summative **assessment**. The results were very

encouraging and practically all students engaged with the process. An online survey was delivered to all students after the module, which showed that the students felt that **e-assessment** added value to their learning and they would like to see it implemented in other modules. Researches show that use of technology in evaluation is highly effective in terms of students' achievements as well as ease of administering tests. Very few studies have been conducted in Indian scenario on the usefulness of digital testing. Hence, it could be highly relevant to investigate the story of success in using digital test in higher education system.

Objective of the study

The major purpose of the present study is to ascertain the effectiveness of digital testing as a Continuous evaluation tool for evaluation at higher education level.

Method: The present study was conducted using the survey methodology. The details of the methodology are given in the following section.

Participants: The present study was conducted on a sample of 280 B.Ed students as the representatives of higher education level. The sample selection was done using random sampling method from the B.Ed students of Calicut University.

Instruments:

The investigator developed three digital tests on three core papers of B.Ed programme namely Perspectives on Education, Psychology of the learner and Technology and Informatics in Education. The investigator also developed a feedback performa for the students to collect the feedback about the digital testing.

Procedure: The prepared digital tests were administered to the students and the feedback was collected by the feedback performa prepared by the investigator. The collected feedback were analysed using the percentage analysis.

Results: The results of the present study are explained in the following Tables.

Table 1- Students' Feedback on Ease at Administering Digital Test

Sl.no	Response Category	N	%
1	Highly effective	150	53.57
2	Effective	97	34.64
3	Less effective	28	10
4	Not at all effective	5	1.79
	Total	280	100

Discussion

The table shows that students' feedback on ease at administering the digital test, 53.57 % (150/280) of students were responded as highly effective, 34.64% (97/280) of students were responded as effective. The table also shows that 10%

(28/280) of the students were responded less effective and 1.79% (5/280) of the students were responded that not at all effective. It can be concluded that more than 88% of the students were responded that digital test is very easy to administer rather than the traditional test and nearly 12% of the students were responded that the administration of the digital test is not easy.

Table 2- Students' Feedback on Retention of the Content

Sl.no	Response Category	N	%
1	Highly effective	174	62.14
2	Effective	85	30.36
3	Less effective	17	6.07
4	Not at all effective	4	1.43
	Total	280	100

Discussion: The table 2 shows that students' feedback on retention of the content 62.14 % (174/280) of students were responded as highly effective, 30.36% (85/280) of students were responded as effective. The table also shows that 6.07% (17/280) of the students were responded less effective and 1.43% (4/280) of the students were responded that not

at all effective. It can be concluded that more than 92% of the students were responded that digital test is very effective to retain the content rather than the traditional test and nearly 8% of the students were responded that the digital test is not helpful for retention of the content.

Table 3-Students' Feedback on Instant Feedback to the students

Sl.no	Response Categor	N	%
1	Highly effective	163	58.21
2	Effective	110	39.29
3	Less effective	7	2.5
4	Not at all effective	0	0
	Total	280	100

Discussion: The table 3 shows that students' feedback on instant feedback to the students, 58.21 % (163/280) of students were responded as highly effective, and 39.29% (110/280) of students were responded as effective. The table also shows that 2.5% (7/280) of the students were responded less effective. It can be concluded that more than 97% of the

students were responded that digital test is very effective in providing instant feedback to the students about their achievement rather than the traditional test and nearly 3% of the students were responded that the digital test is not effective in providing instant feedback to the students about their achievement.

Table 4- Students' Feedback on Objectivity

Sl.no	Response Category	N	%
1	Highly effective	186	66.43
2	Effective	83	29.64
3	Less effective	11	3.93
4	Not at all effective	0	0
	Total	280	100

Discussion: The table 4 shows that students' feedback on objectivity of the digital test, 66.43% (186/280) of students were responded as highly effective, and 29.64% (83/280) of students were responded as effective. The table also shows that 3.93% (11/280) of the students were responded less effective. It can

be concluded that more than 96% of the students were responded that digital test bring objectivity in the evaluation process rather than the traditional test and nearly 4% of the students were responded that the digital test is not bring objectivity in the evaluation process.

Table 5-Students' Feedback on Improved Reliability

Sl.no	Response Category	N	%
1	Highly effective	179	63.93
2	Effective	81	28.93
3	Less effective	17	6.07
4	Not at all effective	3	1.07
	Total	280	100

Discussion

The table 5 shows that students' feedback on improved reliability of the digital test, 63.93 % (179/280) of students were responded as highly effective, and 28.93% (81/280) of students were responded as effective. The table also shows that 6.07% (17/280) of the students were responded less effective and 1.07% (3/280) of the students were responded that not at all effective. It can be concluded that more than 92% of the students were responded that the digital test has improved reliability than the traditional test and nearly 8% of the students were responded that the digital test is not having the improved reliability.

Conclusion

The study highlighted the effectiveness of digital testing as a mode of evaluation. Digital testing will be most useful in the Indian crowded classrooms. It can cater the assessment needs of a large number of students with minimum effort and time. The study shows this aspect through a favourable response towards ease of administering the test. The digital testing can provide more objectivity because of its non-interference of human being in administering and scoring items. Because of the similarity and consistency of testing situation, the respondent

reveals a high reliability for the test. Digital testing can provide more visual experience which can improve students' retention of learning. This is also reflected in the study. A digital test can provide feedback to the students immediately after the closure of the test. It is helpful to the learner for furthering his learning avenues with an enhanced motivational level. The study concludes that digital testing is an alternate for continuous assessment of learners at higher education level. The study delimited to the analysis of the quality of the test based on five areas only. Further researches should focus on to the other focal areas of e assessment.

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IMPACT OF GLOBLISATION ON AGRO INDUSTRIES

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Abstract

The 19th century witnessed the advent of globalization approaching its modern form. Industrialization allowed cheap production of household items using economies of scale, while rapid population growth created sustained demand for commodities. Globalization in this period was decisively shaped by nineteenth-century imperialism. After the Opium Wars and the completion of British conquest of India, vast populations of these regions became ready consumers of European exports. It was in this period that areas of sub-Saharan Africa and the Pacific islands were incorporated into the world system. Meanwhile, the conquest of new parts of the globe, notably sub-Saharan Africa, by Europeans yielded valuable natural resources such as rubber, diamonds and coal and helped fuel trade and investment between the European imperial powers, their colonies, and the United States.

Introduction:

India is an agricultural country. Agriculture and its allied activities act as main source of livelihood for more than 80% population of rural India. It provides employment to approximately 52% of labour. Its contribution to Gross Domestic product (GDP) is between 14 to 15%. India achieved spectacular agricultural growth since 1966. The increase in food grain production from a meager 51 million tonnes in 1950 to about 245 million tonnes in 2011-12 is a remarkable achievement unparalleled in the history of world agriculture. Similar enhancement in production of milk, fish, oilseeds and fruit & vegetables has also been observed. Green, blue, yellow and white revolutions have been responsible for bringing in prosperity to the farming community. The cradle of the success, besides government policies and high receptivity of the farming community, has been the establishment of institutions of higher agricultural education. The new breed of skilled human resources were instrumental in generating new technologies, and in its assessment, refinement and finally its dissemination to the farming community through extension methods.

Human Resource development is critical for sustaining, diversifying and realizing the potentials of agriculture. Agricultural universities impart education in the various disciplines of agriculture viz

Agriculture, Agricultural Engineering, Forestry, Horticulture, Veterinary and Animal Husbandry, Dairy Science, Food Technology, Fisheries Science, Agriculture Information Technology, Agri Business Management etc. They impart education at the level of diploma, degree, masters and doctoral level. Agricultural human resource development is a continuous process being undertaken through partnership and efforts of the components of the Indian Council of Agricultural Research (ICAR) - Agricultural Universities (AUs) System comprising 53 State Agricultural Universities (SAUs), five Deemed to be universities (DUs), one Central Agricultural University (CAU) and four Central Universities (CUs) with Agriculture Faculty.

The first phase of "modern globalization" began to break down at the beginning of the 20th century, with the first world war. The novelist VM Yeates criticised the financial forces of globalization as a factor in creating World War I. The final death knell for this phase came during the gold standard crisis and Great Depression in the late 1920s and early 1930s.

In the middle decades of the twentieth century globalization was largely driven by the global expansion of multinational corporations based in the United States and Europe, and worldwide exchange of new developments in science, technology and products, with most significant inventions of this time having their

origins in the Western world according to Encyclopedia Britannica. Worldwide export of western culture went through the new mass media: film, radio and television and recorded music. Development and growth of international transport and telecommunication played a decisive role in modern globalization. In late 2000s, much of the industrialized world entered into a deep recession. Some analysts say the world is going through a period of deglobalization after years of increasing economic integration. Up to 45% of global wealth had been destroyed by the global financial crisis in little less than a year and a half. China has recently become the world's largest exporter surpassing Germany. Human societies across the globe have established progressively closer contacts over many centuries, but recently the pace has dramatically increased. Jet airplanes, cheap telephone service, email, computers, huge oceangoing vessels, instant capital flows, all these have made the world more interdependent than ever. Multinational corporations manufacture products in many countries and sell to consumers around the world. Money, technology and raw materials move ever more swiftly across national borders. Along with products and finances, ideas and cultures circulate more freely. As a result, laws, economies, and social movements are forming at the international level. Many politicians, academics, and journalists treat these trends as both inevitable and (on the whole) welcome. But for billions of the world's people, business-driven globalization means uprooting old ways of life and threatening livelihoods and cultures. The global social justice movement, itself a product of globalization, proposes an alternative path, more responsive to public needs. Intense political disputes will continue over globalization's meaning and its future direction.

An early description of globalization was penned by the American entrepreneur-turned-minister Charles Taze Russell who coined the term 'corporate giants' in 1897. However, it was not until the 1960s that the term began to be widely used by economists and other social scientists. It had achieved widespread use in the mainstream press by the later half of the 1980s. Since its

inception, the concept of globalization has inspired numerous competing definitions and interpretations.

Since the 1980s proposals to privatize Amtrak, the U.S. Postal Service, the prison system, health care, housing, welfare, Social Security, and education (among other programs), have been put forth, debated, and implemented in various forms. Allowing citizens to invest some of their social security funds in the stock market was hotly debated during the bull market of the 1990s, yet was generally unpopular with voters, while welfare-to-work programs tended to be supported by public opinion. By the turn of the twenty-first century, state and local governments were contracting services ranging from operation of public utilities to maintenance of public parks.

Critics of privatization point out that the essential mandate of government is to work in the public interest, while that of private enterprise is to maximize profits; thus ideologically, public services are best handled by government. Others argue privatization disproportionately hurts minority populations because they tend to rely more heavily on employment in the public sector. When such jobs move to the private sector, workers of ten receive lower wages and fewer benefits.

Rural Economy:-

The Rural Economy in India is wholly agriculture based and it is of tremendous importance because it has vital supply and demand links with the other Indian industries. Agriculture is the main stay of the Indian economy, as it constitutes the backbone of rural India which inhabitants more than 70% of total Indian population. The fertility of the soil has augmented the success of agriculture in India. Further, Rural Economy in India has been playing an important role towards the overall economic growth and social growth of India. India has been predominantly an agriculture-based country and it was the only source of livelihood in ancient time. During prehistoric time when there was no currency system the India economy system followed barter system for trading i.e. the excess of agricultural produce were exchanged against other items. The agriculture produce and system in India are varied and thus offers a

wide agricultural product portfolio.

Today, the rural economy in India and its subsequent productivity growth is predicated to a large extent upon the development of its 700-million strong rural population. The agricultural economy of India is drafted according to the needs of rural India since majority of the population lives in about 600,000 small villages. In India, agriculture accounts for almost 19% of Indian gross domestic products (GDP). The rural section of Indian population is primarily engaged with agriculture, directly or indirectly. The Ministry of Agriculture, the Ministry of Rural Infrastructure, and the Planning Commission of India are the main governing bodies that formulate and implements the policy related to rural economy in India and its subsequent development for the overall growth of the Indian economy. The main agricultural products that controls the fate of the Rural Economy in India are as follows -

- Food Grains - Rice, Wheat, Pulses, Cereals, Corn, Maize, Rice Bran Extractions, Sorghum, Soy meal, Suji, Parmal, Lentils, Jowar, Bajra, Chick pea
- Fruits and Nuts - Cashew Kernels, Cashew Nut, Cashews, Almonds, Roasted Dry Fruits, Peanuts, Groundnut, Walnut Kernels, Walnuts, Indian Peanuts, HPS Groundnuts
- Fruits - Bananas, Beans, Cherry, Cucumbers, Dried Fruits, Dried Truffles, Carrots, Lemon, Mandarins, Mango steens, Meslin, Shallots, Apples, Asparagus, Grapes, Oranges, Gherkins, Turnips, Oranges, Papaya, Pineapple
- Vegetables – Potatoes, Bitter gourd, Stripe Gourd, Pumpkin, cauliflower, Cabbage, Tomato, Onion, Green Pepper, Drum Sticks, Lady's finger, Banana, Papaya, Spinach, Cucumber, Mushroom, Mushroom Spawn, Radiata
- Seeds, Buds, Plantation and Related Products - Basil Seed, Cumin seeds, Dill Seed, Buds, Celery Seed, Hybrid Seeds, Sesame Seeds, Sesbania Seed, Sunflower Seeds, Mustard Seeds, Oil

Seeds, Plant Products, Plantation, Plants, Psyllium Seed, Fennel Seed, Fenugreek Seed, Herb Seeds, Tamarind Seed, Vegetable Seeds

- Spices - Black Pepper, Chilli Powder, Chillies, Cinnamon, Cloves, Coriander Powder, Cumin, Curry Powders, Dry Ginger, Dry Red Chilly, Cardamom, Anise, Salt, Onion Powder, Pepper, Fenugreek, Clove, Ginger, Turmeric, Turmeric Powder
- Tea and Coffee - Black Tea, Coffee, Coffee Beans, Darjeeling Teas, Assam Teas, Instant Coffee, Leaf Coffee, Leaf Tea, Packaged Tea, Green Tea, CTC Teas
- Tobacco and Tobacco Products - Beedi, Betel nut Leaves, Betel nut, Bidi Leaves, Chewing Tobacco, Cigarettes, Arecanut, Jarda, Scented Tobacco, Smoking Tobaccos, Snuff, Opium, Pan, Chatni, Pan Masala, Gutkazarda, Zafrani Zarda
- Cotton, Rubber, Jute etc.

Impact of Globalization on Agro Products:

Since liberalization, the value of India's international trade has become more broad-based and has risen to Rs. 63,080,109 crores in 2003–04 from Rs.1,250 crores in 1950–51. India's major trading partners are China, the US, the UAE, the UK, Japan and the EU. The exports during April 2007 were \$12.31 billion up by 16% and import were \$17.68 billion with an increase of 18.06% over the previous year. In 2006-07, major export commodities included engineering goods, petroleum products, chemicals and pharmaceuticals, gems and jewellery, textiles and garments, agricultural products, iron ore and other minerals. Major import commodities included crude oil and related products, machinery, electronic goods, gold and silver. India is a founding-member of General Agreement on Tariffs and Trade (GATT) since 1947 and its successor, the WTO. While participating actively in its general council meetings, India has been crucial in voicing the concerns of the developing world. For instance, India has continued its opposition to the inclusion of such matters as labour and environment issues and other *non-tariff barriers* into the WTO policies. The

implications of globalization for a national economy are many. Globalization has intensified interdependence and competition between economies in the world market. These economic reforms have yielded the significant benefits. During 1991-92 the first year of Rao's reforms program, The Indian economy grew by 0.9% only. However the Gross Domestic Product (GDP) growth accelerated to 5.3 % in 1992-93, and 6.2% 1993- 94. A growth rate of above 8% was an achievement by the Indian economy during the year 2003-04.

Conclusions

India's economy is mostly dependent on its large internal market with external trade accounting for just 20% of the country's GDP. In 2008, India accounted for 1.45% of global merchandise trade and 2.8% of global commercial services export. Until the liberalization of 1991, India was largely and intentionally isolated from the world markets, to protect its economy and to achieve self-reliance. Foreign trade was subject to import tariffs, export taxes and quantitative restrictions, while foreign direct investment (FDI) was restricted by upper-limit equity participation, restrictions on technology transfer, export obligations and government approvals; these approvals were needed for nearly 60% of new FDI in the industrial sector. The restrictions ensured that FDI averaged only around US\$200 million annually between 1985 and 1991; a large percentage of the capital flows consisted of foreign aid, commercial borrowing and deposits of non-resident Indians. India's exports were stagnant for the first 15 years after independence, due to the predominance of tea, jute and cotton manufactures, demand for which was generally inelastic. Imports in the same period consisted predominantly of machinery, equipment and raw materials, due to nascent industrialization.

Globalization in India had a favorable impact on the overall growth rate of the economy. This is major improvement given that India's growth rate in the 1970's was very low at 3% and GDP growth in countries like Brazil, Indonesia, Korea, and Mexico was more than twice that of India. Though India's average annual growth rate almost doubled in the eighties to 5.9%, it was still lower than the

growth rate in China, Korea and Indonesia. The acceleration in GDP growth has helped improve India's global position. Consequently India's position in the global economy has improved from the 8th position in 1991 to 4th place in 2001; when GDP is calculated on a purchasing power parity basis.

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PERFORMANCE APPRAISAL SYSTEM IN TATA STEEL

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Abstract

Established in 1907 as Asia's first integrated private sector steel company, Tata Steel Group is among the top-ten global steel companies with an annual crude steel capacity of over 29 million tonnes per annum. Human Resource management system of Tata Steel is considered excellent. Tata steel believes that employees most important assets. Tata steel has a reputation of managing its employees very effectively. Since 1928, the company never faced any serious worker strike. Even during the global economic crisis of 2008 the talent pool of Tata Steel remained intact. Records show Employee engagement level is very high in Tata Steel. The paper presented here describes the performance appraisal system of Tata Steel in the light of its Performance Management policy. For the purpose of data collection many existing and retired HR managers of Tata Steel have been interviewed. Published Interviews of HR heads have also been used for the purpose of research work. Secondary data has been gathered from the website of Tata Steel and other reliable websites.

Key words: Tata Steel, Performance Management, Performance appraisal, iron and steel industry,

Introduction

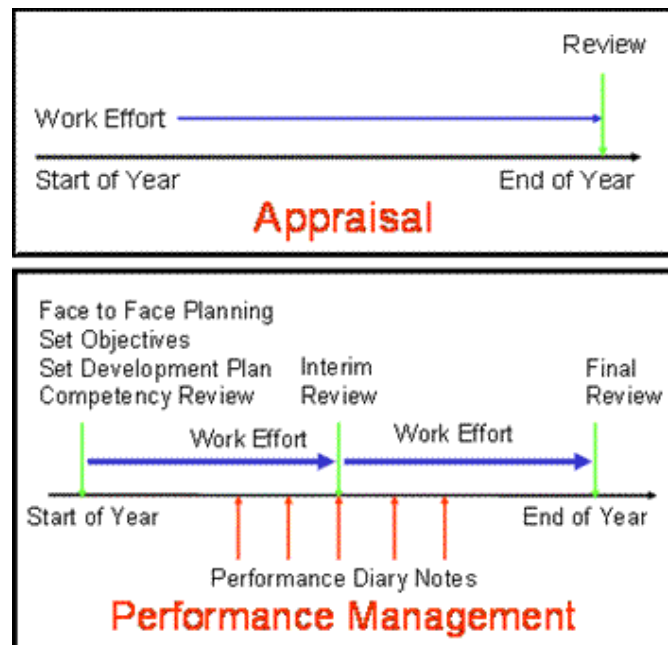
A performance appraisal (PA), also referred to as a performance review, performance evaluation.¹ Performance appraisals are a part of career development and consist of regular reviews of employee performance within organization. According to Manasa, K. & Reddy, N. (2009), a performance appraisal is a systematic and periodic process that assesses an individual employee's job performance and productivity in relation to certain pre-established criteria and organizational objectives.² According to Muchinsky, P. M. (2012) to collect PA data, there are three main methods: objective production, personnel, and judgmental evaluation. Judgmental evaluations are the most commonly used with a large variety of evaluation methods.³ Performance appraisal is an integral part of performance Management System. Performance management (PM) includes activities which ensure that goals are consistently being met in an effective and efficient manner. Performance management can focus on the performance of an organization, a department, employee, or even the processes to

build a product or service, as well as many other areas. PM is also known as a process by which organizations align their resources, systems and employees to strategic objectives and priorities. In this paper I have chosen one area of PM i.e performance appraisal system for the discussion. The HR management approach of PM is mainly focused on motivated workforce:

- Optimizes incentive plans to specific goals for over achievement, not just business as usual
- Improves employee engagement because everyone understands how they are directly contributing to the organizations high level goals
- Create transparency in achievement of goals
- High confidence in bonus payment process
- Professional development programs are better aligned directly to achieving business level goals.

Performance Management is used to ensure that employees' activities and outcomes are congruent with the organization's objectives and entails specifying those activities and outcomes that will result in the firm successfully implementing the strategy (Noe et al. 2000, p.55). Performance

appraisal properly describes a process of judging past performance and not measuring that performance against clear and agreed objectives. Performance Management shifts the focus away from just an annual event to an on-going process.



While the impact of the global economic crisis has been felt in varied degrees across all the geographies in which the Tata Steel Jamshedpur operates, keeping the employees cheerful and motivated in this tough time has remained the focus of the Human Resources department. Tata steel realizes that its employees are the most valuable human capital and that they play a major role in building the competitive advantage of the Company's business across the globe the highest moral approach in its management of redundancies and their impact on the communities in which they occur.

PERFORMANCE APPRAISAL SYSTEM OF TATA STEEL

Performance appraisal system of Tata Steel is comprised of five performance factors, seven behavioral traits, and five supervisory factors that are important in the performance of the employee's job. Performance factors and behavioral traits must be utilized for all

employees by the evaluator. The supervisor factors are utilized only for employees with supervisory responsibilities. The "overall performance" evaluation reflects the employee's total performance, including the performance factors as related to the employee's responsibilities and duties as set forth in the job description, behavioral traits and supervisory factors. Generally three copies of the performance appraisal form is prepared. There is no separate form for supervisors and non-supervisors. Original copy of the performance appraisal form is returned to the office supervisor. One copy is retained for the departmental records and one copy is given to the employee. The supervisor indicates the employee's performance by using check box next to the appropriate level of performance. The following rating scale guide is provided to assist the evaluator in assigning the most appropriate measurement of the employees' performance factors, behavioral traits and supervisory factors.

Table 1: Evaluation scale for performance appraisal (Tata Group)

Scale	Comments	Discretion
1	UNACCEPTABLE	Consistently fails to meet job requirements; performance clearly below minimum requirements. Immediate improvement required to maintain employment.
2	NEEDS IMPROVEMENT	Occasionally fails to meet job requirements; performance must improve to meet expectations of position
3	MEETS EXPECTATIONS	Able to perform 100% of job duties satisfactorily. Normal guidance and supervision are required.
4	EXCEEDS EXPECTATIONS	Frequently exceeds job requirements; all planned objectives were achieved above the established standards and accomplishments were made in unexpected areas as well
5	SUPERIOR	Consistently exceeds job requirements.

* Scale level 5- superior is the highest level of performance that can be attained.

PERFORMANCE FACTORS

Knowledge, Skills, Abilities – Consider the degree to which the employee exhibits the required level of job knowledge and/or skills to perform the job and this employee's use of established techniques, materials and equipment as they relate to performance.

Unacceptable Quality of Work – Does the employee complete assignments meeting quality standards? Consider accuracy, neatness, thoroughness and adherence to standards and safety rules.

Unacceptable Quantity of Work – Consider the results of this employee's efforts. Does the employee demonstrate the ability to manage several responsibilities simultaneously; perform work in a productive and timely manner; meet work schedules?

- I. Work Habits – To what extent does the employee display a positive, cooperative attitude toward work assignments and requirements? Consider compliance with established work rules and organizational policies.
- II. Communication – Considers job related effectiveness in dealing with

others. Does the employee express ideas clearly both orally and in writing, listen well and respond appropriately? Unacceptable

BEHAVIORAL TRAITS

- I. Dependability – Considers the amount of time spent directing this employee. Does the employee monitor projects and exercise follow-through; adhere to time frames; is on time for meetings and appointments; and responds appropriately to instructions and procedures?
- II. Cooperation – How well does the employee work with co-workers and supervisors as a contributing team member? Does the employee demonstrate consideration of others; maintain rapport with others; help others willingly?
- III. Initiative – Considers how well the employee seeks and assumes greater responsibility, monitors projects independently, and follows through appropriately.

- IV. Adaptability – Considers the ease with which the employee adjusts to any change in duties, procedures, supervisors or work environment. How well does the employee accept new ideas and approaches to work, respond appropriately to constructive criticism and to suggestions for work improvement?
- V. Judgment – Considers how well the employee effectively analyzes problems, determines appropriate action for solutions, and exhibits timely and decisive action; thinks logically.

Attendance

Consider number of absences, use of annual and sick leave in accordance with Tata Steel Rules. Unacceptable Acceptable

- I. Punctuality – Considers work arrival and departure in accordance with departmental and Tata Steel Rules.

SUPERVISORY FACTORS (IF APPLICABLE)

- a. Leadership– Considers how well the employee demonstrates effective supervisory abilities; gains respect and cooperation; inspires and motivates subordinates; directs work group toward common goal.
- b. Delegation–How well does the employee demonstrate the ability to direct others in accomplishing work; effectively select and motivate staff; define assignments; oversee the work of subordinates?
- c. Planning and Organizing – Considers how well the employee plans and organizes work; coordinates with others, and establishes appropriate priorities; anticipates future needs; carries out assignments effectively.
- d. Administration – How well does the employee perform day-to-day administrative tasks; manage time; administer policies and implement procedures; maintain appropriate contact with supervisor and utilize funds, staff or equipment?

- e. Personnel Management – Considers how well the employee serves as a role model; provides guidance and opportunities to their staff for their development and advancement; resolves work-related employee problems; assists subordinates in accomplishing their work-related objectives. Does the employee communicate well with subordinates in a clear, concise, accurate, and timely manner and make useful suggestions?

REVIEW OF GOALS/OBJECTIVES/SPECIAL ASSIGNMENTS FOR THE PAST YEAR (IF APPLICABLE)

- Where goals, objectives, projects, special assignments, etc. have been clearly established, progress of these tasks are evaluated. Evaluators are instructed to list and evaluate progress made on major pre-determined goals, objectives, projects, and special assignments by marking the appropriate box. The “Comments” space may be used for satisfactory progress but must be used for unsatisfactory progress.

OVERALL PERFORMANCE

- The overall rating is reflection of the performance factors, behavioral traits and supervisory factors
- At the end of the survey employees declares that he has been advised of his performance ratings. He has discussed the contents of this review with supervisor. His signature does not necessarily imply agreement. The employee may write his comments on the entire process.

Conclusion: Main focus performance appraisal system of Tata Steel is on people development and growth, and employee relations, which is imbibed in the culture of caring for its people. Tata Steel has always held the view that people are its greatest asset. It has adopted the best standards for employee well-being and quality of life, strongly promoting workforce rights. I found that One

of the primary challenges of Tata steel today is to retaining and rewarding its best employees. Tata Steel's employee engagement practices, facilities and benefits are aligned towards ensuring retention of employees. Employee performance survey and engagement results are constantly acted upon to maintain competitive compensation, productive work environment, employee involvement in improvement initiatives, opportunities for learning and growth, performance-based rewards and recognition, high standards of amenities and facilities. Leadership development is also a big challenge. Tata steel's new performance appraisal system attempts to identify existing and potential leaders. Tata Steel prepares leaders (current and future) to face and overcome adversities. In 2016 Business growth has posed a challenge, of a kind never experienced by the company in the past, resulting significant fall in its products' demand in global and domestic market.

Well-developed performance management policy owns the development and succession plans for the top positions and reviews availability of talent across all functions during talent reviews and succession planning meetings. At Tata Steel, there has been specific emphasis on teamwork. Tata Steel's work systems are designed to deliver day-to-day output by people working as teams or clusters; this has matured to the state of being self-managed. Incentive schemes and rewards encourage working and delivering as a team. The total quality management way of

working encourages continuous improvement in systems and processes through daily management, small group activities and suggestion management.

Tata Steel has created a culture of collaboration through its proactive approach to stakeholder engagement, joint consultative processes and mechanisms for conflict resolution. This has been rewarded with over nine decades of industrial harmony and the licence to operate in the communities in which the company began operations more than a century ago. Tata Steel takes pride that there are several instances where it has been the employer of choice for a family for three and even four generations. Tata Steel respects its employees' right to exercise freedom of association and collective bargaining. It has ensured that every employee is able to exercise this right without fear. That's why we have enjoyed 85 years of industrial harmony to date, with no strikes since 1928.

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WOMEN TRAFFICKING IN JHARKHAND- A BRIEF STUDY

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Abstract:

In the tribal areas of Jharkhand large number of young women and minors are missing. It is believed that most of them have been sold by women traffickers in the various parts of the country. Recently police have captured some women traffickers and disclosed that many of these missing girls are now living their lives as slaves. They work as sex workers, housemaid, and factory labourers. Many girls have been sold to gulf countries where they are sexually exploited. Similarly large numbers of local girls are sold out in Haryana for marriage purpose. The present research work is an attempt to study the whole issue and develop a plan for minimizing this brutal and inhuman act. The paper presented here aims at identifying key reasons behind women trafficking in Jharkhand, delineating how tribal women are hooked by the traffickers and also take a brief note of the role of government in controlling this inhuman activity. Required information for the study has been collected through detailed study of the reports published in newspaper review of research articles, and reports available on internet. A substantial extent of information has been collected through Face-to face interview with NGO officials, police officials, social activists, victims, parents of the victims etc.

Key Words- Jharkhand, Women trafficking, tribes, Metro cities.

Women trafficking is illegal under Indian . People are frequently illegally trafficked through India for the purposes of commercial sexual exploitation and forced/bonded labour. Although no reliable study of forced and bonded labour has been completed, NGOs estimate this problem affects 20 to 65 million Indians. Women and girls are trafficked within the country for the purposes of commercial sexual exploitation and forced marriage especially in those areas where the sex ratio is highly skewed in favour of men. A significant portion of children are subjected to forced labour as factory workers, domestic servants, beggars, and agriculture workers, and have been used as armed combatants by some terrorist and insurgent groups. India is also a destination for women and girls from Nepal and Bangladesh trafficked for the purpose of commercial sexual exploitation. Nepali children are also trafficked to India for forced labour in circus shows. Indian women are trafficked to the Middle East for commercial sexual exploitation. Indian migrants who migrate willingly every year to the Middle East and Europe for work as domestic servants and low-skilled labourers may also end up part of

the human-trafficking industry. In such cases, workers may have been 'recruited' by way of fraudulent recruitment practices that lead them directly into situations of forced labour, including debt bondage; in other cases, high debts incurred to pay recruitment fees leave them vulnerable to exploitation by unscrupulous employers in the destination countries, where some are subjected to conditions of involuntary servitude, including non-payment of wages, restrictions on movement, unlawful withholding of passports, and physical or sexual abuse. Women trafficking in India results in women suffering, both mental as well as physical illness. Mental issues include disorders such as PTSD, depression and anxiety. The lack of control women have in trafficking increases the risk of a victims likeness to suffer from mental disorders. Women who are forced into trafficking are at a higher risk for HIV, TB, and other STD's. Condoms are rarely used and therefore there is a higher risk for victims to suffer from an STD. Filmmaker Manish Harishankar has taken the subject of Child trafficking in India in his film Chaarfutiya Chhokare intensively and shown this problem, nexus, modus operandi and repercussions.

Vineet Srinivasan also made a movie "Thira" having Shobhana as the protagonist and strongly portraying incidents describing Human Trafficking.

Prosecution

The Government of India penalises trafficking for commercial sexual exploitation through the Immoral Trafficking Prevention Act (ITPA). Prescribed penalty under the ITPA – ranging from seven years' to life imprisonment – are sufficiently stringent and commensurate with those for other grave crimes. India also prohibits bonded and forced labour through the Bonded Labor Abolition Act, the Child Labor Act, and the Juvenile Justice Act.

Indian authorities also use Sections 366(A) and 372 of the Indian Penal Code, prohibiting kidnapping and selling minors into prostitution respectively, to arrest traffickers. Penalties under these provisions are a maximum of ten years' imprisonment and a fine. Bonded labour and the movement of sex trafficking victims, may occasionally be facilitated by corrupt officials. They protect brothels that exploit victims, and protect traffickers and brothel keepers from arrest and other threats of enforcement. Bulk of bonded labour heads for Middle East to emerging economies and there are several media reports which report on the illegal and inhumane trafficking of Indian workers.

The government does not break down these statistics by sections of the law, meaning that law enforcement data regarding trafficking offenses may be conflated with data regarding arrests of women in prostitution pursuant to Section 8 of the ITPA.

Protection

India's efforts to protect victims of trafficking varies from state to state remains inadequate in many places. Victims of bonded labor are entitled to 10,000 (\$185) from the central government for rehabilitation, but this programme is unevenly executed across the country. Government authorities do not proactively identify and rescue bonded labourers, so few victims receive this assistance. Although children trafficked for forced labour may be housed in government shelters and are entitled to 20,000 (\$370), the quality of many of these homes remains poor and the disbursement of rehabilitation funds is

sporadic. Some states provide services to victims of bonded labour, but Non-Governmental Organisations provide the majority of protection services to these victims. The central government does not provide protection services to Indian victims trafficked abroad for forced labor or commercial sexual exploitation. Section 8 of the ITPA permits the arrest of women in prostitution. Although statistics on arrests under Section 8 are not kept, the government and some NGOs report that, through sensitisation and training, police officers no longer use this provision of the law; it is unclear whether arrests of women in prostitution under Section 8 have actually decreased. Because most law enforcement authorities lack formal procedures to identify trafficking victims among women arrested for prostitution; some victims may be arrested and punished for acts committed as a result of being trafficked.

Some foreign victims trafficked to India are not subject to removal. Those who are subject to removal are not offered legal alternatives to removal to countries in which they may face hardship or retribution. NGOs report that some Bengali victims of commercial sexual exploitation are pushed back across the border without protection services. The government also does not repatriate Nepali victims; NGOs primarily perform this function. Many victims decline to testify against their traffickers due to the length of proceedings and fear of retribution by traffickers.

Ministry of Labour and Employment displays full-page advertisements against child labour in national newspapers at periodic intervals. The government has also instituted pre-departure information sessions for domestic workers migrating abroad on the risks of exploitation. These measures include distinguishing between 'Emigration Check Required' (ECR) and 'Emigration Check Not Required' (ECNR) passports. ECR passport holders must prove to government authorities that they shall not be exploited when travelling abroad, if they wish to do so. Most of the Indian workers' pay large sums of money to agents who facilitate their emigration outside the official channels and willingly emigrate despite being aware of the conditions

prevailing in those destinations. This is because of the fact that most of the destinations abroad pay better sums of money. Therefore, a dream of better future ahead often lures the people abroad and hence trafficking cannot entirely be prevented. India ratified

the 2000 UN TIP Protocol 2011. The Government of India launched an anti human trafficking web portal in February 2014 that they hope will be an effective way for interested parties to share information about this topic.

WOMEN TRAFFICKING IN JHARKHAND

Number of Human trafficking cases registered in Jharkhand

Table -1

2010	-	25
2011	-	44
2012	-	83
2013	-	96
2014	-	147

In 2013 a report by UN office on Drugs and crime identified Jharkhand as one of the states most vulnerable for the trafficking of women and children. Much of the trafficking is done by the placement agencies that are the actually organized crime syndicate. According to Shaktivahini a known NGO group who works in Controlling Human trafficking in Jharkhand: (<http://shaktivahini.org/press/situational-report-on-human-trafficking-in-jharkhand/>)

- 5 Lakh women and children trafficked every year in India
- Over 20,0000 children are trafficked every year from Jharkhand, West Bengal, West Bengal, Odisha, Bihar Chhattisgarh
- Thousands of girls have gone missing from the tribal areas of Jharkhand, state has no record.
- About 4,000 children have gone missing in Jharkhand over the past 10 years. Of these, 1,000 are yet to be traced, according to the CID. Approximately 42,000 girls have been trafficked from Jharkhand to metropolitan cities, as per the NGO coalition Action against Trafficking and Sexual Exploitation of Children (ATSEC), making it a major hub of human trafficking in India.(UN report 2013)
- Tribal areas of Jharkhand, Chhattisgarh, Jharkhand, Odisha and

Bengal are most vulnerable to trafficking

- Jharkhand girls are also trafficked to Gulf countries.

There are five districts in Jharkhand who supplies domestic help to thousands of homes in Delhi and satellite towns such as Noida, Gurgaon and Faridabad.

- Khunti
- Gumla,
- Simdega,
- Lohardaga
- Latehar.

There are more than 20 placement agencies are still operating in these districts that attract young girls to provide good jobs in metro cities and take them to Delhi, Noida, Faridabad and other cities.

- Young tribal girls are sold as sex worker, house maids
- House maids are often brutally beaten by the owners
- Housemaids are sexually exploited the owners
- Housemaids live in very inhuman conditions. They are not paid salary or any other remuneration
- These pockets are also the Maoist war zones of Jharkhand.
- They are mostly treated as slaves.

- In the neighbouring states Haryana they are sold as brides.(in Haryana, number of unmarried men is increasing due to reducing proportion of Female in Female : Male ratio)

REASONS

Poverty:

- 35% tribal population lives below poverty line.

Joblessness

- Male members of tribal community are mainly jobless. They spend their time wandering idle, drinking Hadia or rice beer. Now government provide them rice on subsidized rate. They use the rice for preparing rice beer.

Crime

- Many young tribal and non -tribal locals are indulged in women trafficking. They are used by placement agencies to woo young tribal girls.
- Panna Lal Mahto, allegedly one of India's biggest human traffickers belonged to Khunti District. Panna Lal Mahto, had amassed assets worth over Rs 65 crore in Delhi and Jharkhand, having allegedly trafficked about 3,000 girls and women by the time of his arrest last October 2013, the result of a joint operation by the Delhi police Crime Branch and the Jharkhand Anti-Human Trafficking Unit (AHTU).

About 50 km south of Ranchi, in Khunti district, a narrow dirt road leads to Ganloya village. Makeshift shops selling tobacco and mobile recharge cards are interspersed with thatched huts and tamarind trees in the hamlet of . Despite the scorching heat, girls play barefoot in a clearing by a rice field. Nearby, a group of men sitting on a charpoy drink hadiya or rice beer. Of late, the village has been nicknamed Chora Ganloya — village of thieves — because of the growing number of young men turning to crime, primarily the trafficking of girls to 'placement agencies' in Delhi and the National Capital Region. Khunti

is one of five districts that form the Jharkhand belt — the others are Gumla, Simdega, Lohardaga and Latehar. The Jharkhand belt supplies domestic help to thousands of homes in Delhi and satellite towns such as Noida, Gurgaon and Faridabad. Unlike the state's industrially developed districts, think Ranchi, Dhanbad or Bokaro, endemic poverty marks these districts, with more than 35% of the tribal population living below the poverty line. These pockets are also the Maoist war zones of Jharkhand. These factors make it prime hunting ground for traffickers such as 42-year-old Mahto, who had amassed assets worth over Rs 65 crore in Delhi and Jharkhand, having allegedly trafficked about 3,000 girls and women by the time of his arrest in October 2013 the result of a joint operation by the Delhi police Crime Branch and the Jharkhand Anti-Human Trafficking Unit (AHTU).

Case study of Anubhuti Nag

Anubhuti Nag a 17 year old tribal girl was among the first few girls in Patsera, a Naxal-affected village of about 100 families in Gumla district, to make the trip to Delhi. Within two weeks of her arriving in the city, a man named Mukesh Kumar, a Jharkhand native in his late 40s running a placement agency, hired her for Rs 5,000 per month. Anubhuti's job was to receive potential recruits at the railway station, bring them to the office of the agency, keep a check on about 50 girls placed across the city by the agency, and accompany the new recruits on their maiden visits to the homes of their employers. Gradually, Mukesh spotted a potential trafficker in Anubhuti and offered her Rs 10,000 for each girl she could get from her village to Delhi. One afternoon, Anubhuti discovered that the bag containing all her ID documents was missing. She confronted Mukesh. "Don't pay me, but please return my documents. I want to go home," she reportedly said. When he wouldn't listen, she became angry and slapped him. Enraged, Mukesh and two aides raped her, she says. The following week, Anubhuti was rescued in a joint operation by the Jharkhand and Delhi police, but the rape was not recorded or investigated, on her request. Back in their villages, girls like Anubhuti find themselves out of place as the government does not run any programmes for

their rehabilitation. Wearing branded jeans and a T-shirt, with a smartphone in her hand, she looks starkly different from the rest of Patsera's inhabitants. She is more confident, speaks fluent Hindi with a smattering of English words such as 'park', 'society', 'hello' and 'bye'. The villagers call them 'Dilli return' girls. There are few prospects for them here. Anubhuti supports her family of five on her savings of Rs 25,000. She hasn't thought about what she, or they, will do once that is exhausted.

But the biggest questions are?

- 1) Will she continue to live in the village?
- 2) Will she get financial security in the village?
- 3) After returning from Delhi will she be able to adjust in village condition?
- 4) Anubhuti and others like her find it difficult to readjust to village life. This makes them vulnerable to re-trafficking.

Child care institutions:

Numerous child care institutions have **mushroomed across the state now. Many families do not come to claim** daughters that have been rescued. Many rescued tribal girls have lost hope of ever being reunited with their parents. Parents even after getting information stay away. In many child care centers there dozens of survivors are waiting for their parents to come and take them back home. Many parents donot have resources to support them. It is more a matter of poverty. Some parents are not willing to take them back. There are some social factors behind such mindset.

How does the syndicate work?

Every day thousands of young boys and girls from neighboring tribal villages of Ranchi, come to the city in search of work. Weekly markets and village fairs, local buses, and crossroads in Ranchi city where villagers gather in search of work are points of contact for traffickers and potential victims. These chowks are also now becoming recruitment centres for agents who lure women and girls to Delhi for work. While some leave without

telling their families, there are parents who send their children off with 'agents' in the hope that they will find employment in a big city. Even those that are placed in jobs as promised end up isolated and dependent, forced to work as domestic help in slave-like conditions. Most are never paid. I found that a very small percentage of women leave the Jharkhand belt with agents remain in contact with their families. Usually, parents stop hearing from their children and the agents stop taking their calls.

Role of police

Approaching police is a taboo in Naxalaffected villages of Jharkhand, so many cases remain unreported. The women just disappear, and there is no one equipped to look for them. Now in many villages police has requested NGO activists to write slogans in the walls for warning people about human. I found some wall writings such as

“सावधान, कहीं आपके बच्चे मानव व्यापार के
शिकार तो नहीं बन रहे हैं”

Now police has taken some stringent actions to mitigate the human trafficking agencies. Many agents have been arrested by the police also. But still this process is continued. when one group leader is booked, other takes his position. Although the state government has taken some initiative to combat trafficking, establishing district child protection forces and special juvenile police units, implementation and enforcement are poor. The result is that the trade continues unabated, even as Panna Lal Mahto and 75 others are lodged in Khunti prison, facing charges of trafficking. “It's like a flood. You stop the flow from one side, and it finds another way,” said Aradhna Singh, sub-inspector with the AHTU in Khunti, one of 225 such units set up across the country by the union home ministry in 2011-12. “According to our information, Mahto's aides remain very active.” None of the arrests seems to have deterred the rest of the trafficking network. The crackdown has just prompted them to modify their operations. Recruiting minor traffickers is a new trend. It is difficult to prove their riminality in such cases. Even if it is proved, they will be tried under the

Juvenile Justice Act and not the Indian Penal Code. Many traffickers now opt for Ranchi-Delhi Rajdhani train to evade the task forces that now watch the Jharkhand Sampark Kranti Express, dubbed the Slavery Express.

Conclusion & suggestions

Women trafficking is a global problem. Women all over the world especially in poverty driven African countries and south Asian countries are the prime target. In India, Bangladesh and Nepal this problem is very acute. Eastern state of India, Jharkhand is extremely prone to women trafficking. Rural areas of Jharkhand are most affected. I have identified five districts where large number of women traffickers are active. They run placement agencies and promise young tribal girls help them out poverty by providing good job in metro cities. Poor and illiterate girls easily trapped by them. Ranchi, Khunti, Lokardaga, Latehar are the prime locations where human traffickers are most active. Young girls are sold in the brothels of Kolkata, Delhi, and Mumbai. Some of them are sent to gulf countries. But most of them are used as domestic workers. They get very small salary and work in a very miserable condition

In recent past police has captured many agents and destroyed some networks but many networks are still active. In fact poverty and illiteracy are the key reasons behind it. Unless these problems are solved – women trafficking is difficult to be controlled. Government agencies and NGOs have rescued many girls from the hands of traffickers. But their rehabilitation is a very big problem. Risk of their being re-trapped is always there. It fact it is not a matter of law and order only but social and economic backwardness is in the center. So it needs effort from all sides

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MICRO FINANCE: SOME MAJOR PITFALLS

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Abstract

Government of India has taken various steps for alleviating poverty since Independence. However, in spite of the various efforts, almost 27 percent of total population in India still continues to be below the poverty line. It is identified that most of the poor are in the rural areas. Further, along with this poverty scenario, no adequate employment has been generated in the labour market in India. This may be one of the reasons for the persistence of poverty. In recent time, micro finance has been proposed as a strategy for self –employment through the promotion of micro enterprises. Micro finance has gained considerable importance in the last two decades as a tool of poverty reduction. It is also emerged as a powerful tool for a rural development. Micro finance is generally seems as small loans to poor people in general to rural poor in particular for self-employment that generates income allowing them to care for themselves. “Microfinance is the provision of financial services to low-income clients or solidarity lending groups including consumers and the self-employed, who traditionally lack access to banking and related services.” Microfinance is considered to be revolutionary because it aims at servicing the poorest of the poor, who were up till now considered unfit for financing of any kind except charity. It acts as a catalyst to organize the unorganized for social change. But the outreach is too small as compared to the requirement and potential. Currently India is considered to be the largest emerging market for microfinance. It has been growing in India at a steady pace over the past decade. Apart from this growth there are some issues and challenges concerned with it.

This paper tries to present some major pitfalls in microfinance in India.

Key Words:- *Microfinance , Poverty reduction , Pitfalls.*

Introduction

India inherited a problem of mass poverty in rural area along with its independence. Poverty in rural area has declined substantially. In recent time, micro finance has been proposed as a strategy for self –employment through the promotion of micro enterprises. Micro finance has gained considerable importance in the last two decades as a tool of poverty reduction. It is also emerged as a powerful tool for a rural development.

Micro finance is generally seems as small loans to poor people in general to rural poor in particular for self-employment that generates income allowing them to care for themselves . Micro finance is providing of small loans that are repaid in short period and are essentially used by the low income households. Sometimes, little assistance from outside will speed up the process. The micro finance through SHGs has undoubtedly begins to make significant contribution in poverty alleviation and empowerment of the women. micro financings through SGHs has transfer

the real economic power in the hand of women and consider ability reduces their dependence on men . it is not only a financial system but also a tool for social change. Micro finance provides the economic elements to development. Rural people can earn income and build assets, families eat better, they can afford health care and children and more likely to attend school. Micro finance, the development buzzword of the nineties was meant to cure the illness of rural poverty. Micro finance was launched to bridge the gap between demand and supply of fund in the rural area. This initiative was taken to develop a credit delivery mechanism basically in the rural areas. In the recent time, most of the countries are to promote micro finance institutions not only as a rural development panacea.

Although the basic philosophy behind the micro credit movement is to eradicate poverty as it stimulates the growth of micro enterprises by developing new markets and by promoting

a cultures of entrepreneurship among the rural people.

Concept of Micro Finance: Micro finance has now been widely accepted as an effective intervention Strategy for poverty alleviation , which is easily accessible to the poor , reduces transaction cost and where repayment are where repayments are designed to fit cash flow for the borrowers . It includes thrift, credit and other financial services and produced of very small amount (saran 2007). There may be various medium of micro finance; however, the most prominent among them has been the medium of self – help group. Among micro – finance services, micro – credit has predominates, on the assumptions that it will deliver higher income and increased assets to the poor through Microsoft enterprise. Micro credit is the extensions of small loans to individuals who are too poor to qualify for traditional bank loans, as they have no assets to be afforded as guarantee. The RBI in its reports – (1999-2000) has defined micro credit ‘as provision of thrift, credit and other financial services and products of very small amount of poor in rural , semi urban and urban areas for enabling them to raised their income levels and improving living stranded. The micro credit loans are enough for hardworking micro – entrepreneurs to start or expand small business, manufactures and others service activities. Micro credits system works as an integral part of the SHG mechanisms. The micro credits fund which is created out of micro savings is kept in a bank and is recycling by lending to group members. Members are engaged in micro enterprises to supplement the family income. Linkages are stabilities with local banks and others financials agencies to facilitate credits. Micro credits to SHGs. It has been paving the way for opening up a large number of mini ventures (productions and marketing) in rural areas and not only generated gainful occupations but also provided scopes for transformation of rural society .

Concept of SHGs: Self Help Group are mostly informal groups where members pool savings and re- lend in the groups on a rational basic. An SHG in general, consists of persons

from a homogeneous class so that they can think together as to how basic problems can be solved. As the name itself indicates the numbers of an SHG are required to contributes small amount of savings to form a fund out of which members can take loans with a very low interest rate. Such activities by this members help them to have first-hand experiences of small scales financial management including the knowledge of priority in offerings financials assistance. In the process the members also realized the necessities of financial discipline and repayment of credits taken by members of such groups from their pooled resources. Taking into consideration the financials activities of such SHGs various financial institutions come forward and provides credit to such groups which are much more than their accumulated pooled fund. The bank loan are given without any collateral and at existing rates of interest. the concern members having experienced the benefits of financial discipline by being able to save and borrow money as when required , the members of the group can decides the term of loans to their own members without facing any delay in the execution. Thus, NABARD has started providing adequate credit to various SHGs from the year 1992 under the banner SHGs Bank Linkage Programme in the world in the world for poverty alleviation.

Major pitfalls of micro finance:

Diversion of fund: Diversion of fund from economic activities towards consumptions needs is a major challenge for the SHGs. Most of the members who are more interested for the subsidies, the amount is distributed among the members who mostly spend the amount for personal and consumptions needs. This affected the very missions of micro credit and the repayment ability of the members as well.

Problems of marketing: One of the greatest problems that the MFIs are facing is lack of marketing for their products and services. Members of the MFIs lack minimum skill and knowledge of marketing functions. Also there is no institution support for it. Many of the members of the MFIS have expressed their concerns for poor marketing’s of their products. Few of the SHGs of Jaipur block are

engaged in makings poly bags, cane, products, processed food products etc. however, they find no scopes for their products. The local meal (fairs) and festival occasions are the only scope for the same. There is need for regular and all seasons market for the products of the SHGs. Moreover, the women SHGs due to many family and social barriers, lack mobility, do not having ,marketing strategies and face competition and challenges from organized retail markets. Also they mostly depend upon the male non-members and markets middlemen for the same. It not only adds to cost of marketing, but also kills the profits.

Lack of monitoring: Another major concern for the MFIs is the absence of the regular monitoring system. SHGs are informal associations of poor persons who need a strong controlling mechanism. The NGOs bank and government pay much important in formation of groups and less for post- workings of the groups. Also the officials do not get much of their surplus time to pay visit and attended the meetings of the groups for redressed of the grievances. Similarly, the banks to which the SHGs are linked are not paying important for the projects causing's failure of the SHGS – bank linkage missions.

Male Interventions: Since evolution of human civilization, women are dominated by their male counterparts within and outside the family and are deprived of equity, status, justice, and all basic amenities of life. Male intervention also is a big challenge for SHGs as well. The account of a majority of the SHGs are maintained and retained by the male non-members. This causes many problems including corruptions, lack of transparency, and related issues. In many case the true members do not have access to their group account.

Lack of audit system: SHGs are informal groups of individuals based on mutual understanding and beliefs. There is no such uniform accounting procedures and practices to be followed by the SHGs in keeping accounting of the groups. This results in lack of transparency and accountability and leads to misappropriation and corruption. Also, no

statutory audit system is applicable to the SHGs to check the books of account.

Other key issues: There are many key issues which affect the working and viability of the SHGs. These included apathy of bank personnel in serving the rural poor members of the MFIs, non- cooperation's from the family members, absence of managerial, marketing and commercial skill among the members, low level of education and awareness, lower income, low disposal income, gender issues, legal issue, rate of interest, choice of poor activities , subsidy, capacity building among other. Most of the bank employees have expressed their inability in serving the SHGs. They do not find extra time beyond their working hour to attend the meeting and participate in the decision making process of the groups. The official of the govt. and NGOs are of the similar view. They find little time to monitor the working of the groups giving feedback.

Recommendations:

- Government should classify MFI lending as a priority sector lending and fund should be available to them at minimum cost.
- The use of technology should be enhanced as it will reduce the operational cost.
- Pre loan training to the members must be given to improve knowledge, skill and efficiency in all managerial aspects.
- Govt. must provide adequate platform for marketing of the products of the SHGs.
- A suitable and standardized accounting practice must be developed and put into use in SHGs to maintain books of account.
- Annual audit of the account of SHGs must be done including the financial and social audit.
- Grievances redressal cells may be form at micro as well as micro level to solve the disputes within the group and outsides.
- Specialized official may be employed in the bank and Government officers to deals the MFIs. This will be very much

helpful in monitoring, serving, MFI and preventing non-members intervention in the affairs of the SHGs.

Conclusion:

Micro finance can be a powerful instrument for initiating a cyclical process of growth and development. Micro finance is expected to play a significant role in poverty alleviation and development. Micro finance has gained considerable importance in the last two decades as a tool of poverty reduction. SHGs have gradually received necessary support from the institutional structure. SGSY is being implemented by the DRDA with the help of Panchayati Raj Institution. In India a variety of micro finance schemes exist and various approaches have been practiced by both GOs & NGOs. NABARD is one of the foremost institutions promoting micro finance activities and supporting them on a large scale. Through the bank – linkage programme, the govt. can help by creating a flexible architecture for micro enable policy, legal and regulatory framework. Lack of marketing support, poor control- monitoring mechanism and social barriers are the main obstacle in the way of effective use of Micro-finance for poverty eradication and socio-economic development. Government and non-government agencies require to address on these issues seriously

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CYBER FORENSICS: A SYLLOGISTIC DERIVATION IN TECHNO-LEGAL PANORAMA

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Abstract:

Make in India campaign, in the contemporary India, would open a flood of opportunities for development-yet every development is compromise towards something other. Cyber space is a growing protocol, which in India is growing at the rate of 33% annually. Cyber space is now being considered another Sovereign State as it brings a new platform for criminal manipulation, amalgamation, deterioration and destruction of tangible and intangible assets of denizens. Therefore a need of proper and steady judicial system backed by potent Forensic department arises, which matches its step, with the changing and advancing times of today. This Article tries to construct an interest in and awareness regarding security, privacy, investigating issues relating to computer forensics with primary focus being towards cyber investigation. With the cyber space becoming the new Milky Way and new netizens taking birth- so are the new crimes. In order to cope up with the changing times it is critically essential for the investigation of a cyber-crime to take place- quick, accurate and precise- for relevant cyber evidence. Therefore, the Article shall look into the hurdles of the investigation and their probable solutions.

Keywords: Cyber-crime, Cyber investigation, Cyber forensics, Cyber evidence.

“There are only two types of companies: those that have been hacked and those that will be”¹. Cyber Crimes indeed are on the rise. The number of reported information security breaches incidents around the world rose 48% to 42.8 million, the equivalent of 117,339 attacks per day.² With the use of technology on every minute detail of our life, the Internet-through Computers and smart phones has spread its tentacles over all our lives- in a way that today, it is impossible to live without. People, today, actually opt for digital detox³, signifies the penetration of technology into our lives. In such perilous times of the day, it is really important to protect oneself in this virtual world. With the growing interaction of technology in our lives, it is also the most novel way of sabotaging one’s virtual identity and personal information. And with “the world

coming at your fingertips”, “being a click away” or simply “going paperless”, the world is online. Well, so are the crimes!

Cybercrime is a term for any illegal activity that uses a computer and / or the internet as its primary means of commission. The U.S. Department of Justice expands the definition of cybercrime to include any illegal activity that uses a computer for the storage of evidence.⁴ As defined in the South African Law under the Electronic Communication and Transactions Amendment Bill, 2012, “cybercrime” means any criminal or other offence that is facilitated by or involves the use of electronic communications or information systems, including any device or the Internet or any one or more of them.⁵ As submitted to a report presented to the Parliament of the United Kingdom, by the Secretary of State for the Home Department by Command of Her Majesty in March 2010, Cyber-crimes are commonly considered as

¹Robert Mueller, FBI Director, USA , 2012

²According to The Global State of Information Security® Survey 2015, released by PwC in conjunction with CIO and CSO magazines- as published on <http://www.wealthandfinance-intl.com/cybercrime-incidents-on-the-rise> Accessed on 18th January

³<http://digitaldetox.org/> Accessed on 18th January

⁴ As defined on

<http://searchsecurity.techtarget.com/definition/cybercrime>

⁵<http://cybercrime.org.za/definition>

falling into one of two categories: new offences committed using new technologies, such as offences against computer systems and data, dealt within the Computer Misuse Act 1990; and old offences committed using new technology, where networked computers and other devices are used to facilitate the commission of an offence.⁶ Sadly, on the Indian Front, there is no law that clearly lays down the definition cybercrime- on the whole, comprising offences under its umbrella and its scope. The Information Technology Act, 2000, defines data theft and hacking, but not cybercrime. A syllogistic derivation of various definitions reveal that cybercrime is an offence which uses as a tool or targets, a computer or the Internet. It includes new crimes like hacking a device (ranging from a massive electronic storage device) to acquiring highly sensitive information and any other heinous crime like child voyeurism and stalking, which uses the computer as a tool.

Cyber Evidence

For this, let us acquaint ourselves with the various types of data which have the potential threat of being attacked and that those which might help us retrieve the data that is lost. Persistent Data is the one that is saved on a local hard disk. It is the data which a person wants to access even after once the computer is turned off. This data contains valuable information or any other valuable intellectual property. Volatile Data is the data that is lost once the computer is switched off. Since volatile data is ephemeral, it is essential that an investigator knows reliable ways to capture it.⁷ The importance of such data is that it gives a direction towards which the offence has taken place. It is critically essential that such data is acquired in time and is used in the most judicious way to find the proper evidence of cyber-crime.

Digital evidence encompasses any and all digital data that can establish that a crime has been committed or can provide a link between a crime and its victim or a crime and its perpetrator. It is a mix of both persistent and volatile data which is highly informative

in framing the charges against the accused- leading to the prosecution of a crime. It is significant to comprehend the fragility of such evidences. Digital records are difficult to trace once volatile data is lost. Additionally, it is also very easy to remove the records of the activity done on the internet. Call logs, access of data, multiple copying of files are some of the minute tasks that require mammoth skill and colossal levels of patience. Moreover, it is even the more difficult to prove who was actually using the computer at the time of offence. With such complexities and nuances, the cybercrimes are easier to commit and extremely difficult to trace. And with such an assembly of people who have absolutely no knowledge of its working trying to operate and analyse the evidences, there shall be an enormous loss to the public at large.

The need of Cyber Forensics

Computer forensics is defined, as the discipline that combines elements of law and computer science to collect and analyse data from computer systems, networks, wireless communications, and storage devices in a way that is admissible as evidence in a court of law. With the internet becoming more and more available to the masses, we fail to realize that it is being offered to a field of new crimes, set up in the binary dimension of cyber. With orthodox tools that we use, it proves itself ineffective against the cyber facet. Therefore, there is a burning need of another alternative scientific field that collects and analyses data and various minute features of the internet and the computer to gather valuable evidences in the court of law to prove the accused guilty or innocent.

Cyber Forensics is a mix of cyber and legal- in a symbiotic relationship. Without the legal help, the growth of the cyber space cannot take place. It shall remain stagnant and a tool that is abhorred by the masses. Without the cyber help, the legal advocates and jurists, will not be able to serve the oath under which they are bound to serve the people from injustice. Skilled knowledge of the cyber world shall help the judiciary to catch the criminals of the new generation- accomplishing the purpose of its birth.

⁶https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/228826/7842.pdf

⁷ Computer Forensics, US-CERT, a government organization, produced 2008.

Methodology:

Just like any normal investigation, the crime scene is sealed so as to gather as many as evidence as possible and also to avoid any sort of tampering of the evidences acquired or are to be acquired. Similarly, Computer Forensics involves various processes which may be divided into three main steps. The three main steps in any computer forensic investigation are acquiring, authenticating, and analysing of the data. Acquiring the data mainly involves creating a bit-by-bit copy of the hard drive. Authentication is the ensuring that the copy used to perform the investigation is an exact replica of the contents of the original hard drive by comparing the checksums of the copy and the original. Analysis of the data is the most important part of the investigation since this is where incriminating evidence may be found.⁸ Apart from data collection, Sourcing is also an important step of investigation. Every Internet subscriber (netizen) is holding a unique identification address (I.P. address). If any hacking activity is done the investigation officer would track the I.P. address of the culprit which was linked to the victims system.

Loopholes on the Cyber Front**Improper laws**

India lacks necessary laws, procedures for the working, maintaining, controlling of the code of conduct of the cyber forensics and collection of vital cyber evidences. There is no effective concurrence in legal system keeping up with the pace of rapid growth of internet and its impact on the world. The lack of successful techno-legal framework causes threat to the victim's body or property as there is no proper governing laws in country or to gather evidences against the culprit.

Shortcomings in Evidence Collection

The two important method of evidence collection viz data collection and sourcing, are not that trustworthy.

Data collection process comes with various hurdles in its process. The data becomes corrupted or is under such high security devices that tracing its breach is very challenging. These barriers are hard to tackle given the old technological devices still being used by the department.

Sourcing or I.P. address tracking process is itself a complex process. Also, conviction solely based upon I.P. address should be ignored. With advancement in hacking technology and given the hackers acumen, I.P. address spoofing is easy going today.

Lack of Awareness

The last time a cell-phone in my household got stolen, the police never registered a complaint that brought the "theft" of the cell-phone. It made a report of the complaint of the phone that was either lost or misplaced. Had the theft complaint been made, it would have been the liability of the police to find a cyber-expert and trace the phone.

The Police force neither has a cyber-expert, nor any cyber support. Sadly, they are not even trained or made competent enough to tackle cases of such calibre. Be it at Investigating officer, or a Superintendent, none are made capable to tackle such a common situation. And the problem is not of the surface level-it is rather a deep-rooted problem, where the nip of the bud needs to be found. And that is traced down to the system which trains the IPS force of the Union, which lacks specialization in this field. Let alone the executive, there is no legislature that lays down a clear definition of the cybercrime.

An urgent need of ethical hackers and cyber literacy needs to be generated in the country who are properly regulated and made aware of the judicial proceedings and system-legislature and evidences, both.

⁸ Issues in Computer Forensics, Sonia Bui, Michelle Enyeart, Jenghuei Luong, COEN 150, Dr. Holliday, May 22, 2003.

Preservation of the Digital Evidence

The issue with digital evidences are that they are so fragile in nature that an investigator may infect it, simply by examining. It comprises light pulses and minute radio signals, which may be essential in tracking down a crime. Such fragility in evidences requires great technical skills and proper preservation, in order to make them competent enough to be presented before the court.

Once evidence of the digital nature has been acquired by the Police, it is their respectful duty to take all proper care of it and treat it with more special attention than the rest. Cyber evidences are required to be given proper care in their acquisition and analysis. It is also required of them to be analysed in a way that it does not harm the evidence- such that the evidence cannot be relied upon, further or later. Therefore, in most cases a copy of the evidence is made and analysis is done on such a copy.

Technological innovations are not linear in its objective. They might cross over certain problems that would be completely different from the context for which it was invented. With heterogeneity in the devices and its application, innovations create more of the ground to cause mischief in cyber terrain. For example, if one particular social networking account is open on a computer as well as on a mobile or any other device and if such device happens to be hacked and used, then I.P. address of both the devices would be registered. With an assumption that the hacker would create thousands of proxy address then there would be thousands of I.P. address registered.

The law enforcement agencies in India lack proper technology useful in their investigation. Some of the present cases where effective cyber forensics could have been used are E-Bay's cyber breach case, enforcement directorate's Bitcoins investigation case, Aarushi's murder case by CBI, IPL match fixing case, Nokia's software download case, etc. The list is just expanding as cases of improper cyber forensics investigations are in abundance in India. It can be said that culprits are equipped with advance technology(s) whereas law enforcement agencies still prefer to play old-school.

Recommendations

Stricter Laws and better Implementation-A new Act needs to be formed that addresses the needs of the hour. The Information Technology Act, 2000, is outdated at best. It needs a thorough revision to fit the needs of today. It should also made known that in the fast pace that technology is moving, such an act needs a revision periodically, in order to combat new technical fraudsters and scams. The Information Technology Act, 2000: Section 50 of the Information Technology (IT) Act, 2000 talks about the qualification of the judges who shall comprise on the Cyber Appellate Tribunal for the Cyber Crime. It mandates the basic qualification of the chairperson to be of that of a High Court Judge or a member of the Indian Legal Service, or holding or held a post in Grade I of that Service for at least three years. Just the way the members are need the basic requisite of having specific skills in the Information Technology field, it is recommended that even the chairperson of the judicial calibre is familiar with the cyber field, and the members who are elected of the field of IT are familiar with the legal proceedings. A person, aware of both the fields, in depth, is required. A new post in the Union or State Public Commission Services can be viable option for the definite set-up of such a tribunal.

After the act is formed, there needs to be a generation of steady supply of software engineers assisting the Investigation Officer, who collects evidences of cyber-crimes. This also requires the Judges to be cyber- literate in order to comprehend the urgency of the hour and pass orders that deem fit to meet the ends of justice which has digital ends. In a nutshell, all the three organs of the Government need to "upgrade" themselves, in order to cope with these crimes and the upgrade is necessary and vital- with the deep penetration of technology in our lives.

Cyber Cells needs to be made mandatory in all police stations, or at least at the district level for starters. The police should be given proper training in order to cope with such a situation. It is also highly recommended for such knowledge-intensive situations to form a specialized training of the IPS where the engineers, especially software, so recruited

are put to use of their degree to the benefit of the people. Also it may be made mandatory that there shall be such an investigating officer who especially looks after cases of cyber nature.

Growth of Cyber usage and Cyber illiteracy: Despite 40 Crore users of the internet⁹, the percentage is hardly anything to the percentage of people who are illiterate in the cyber space. Even these figures are misleading as the presence of users does include young, vulnerable children who are not aware of the world- and the older generation, which is not aware of this cyber world and the fraudsters attached to it. This wide gap of negligible knowledge is bridged by a group of people, who more often than not, have their own selfish interests to satisfy. This provides a huge window for criminals and fraudsters. It is highly advised to keep a regular check of the websites a teenager views, and if required, block certain websites. Children are most often either prone to cyber-bullying and to child pornography. It is advisable of parents to keep their child aware of the do's and don'ts of the Internet and prevent them being victims of crimes which can be prevented by simple guidance and check.

Another age group that is vulnerable to such scams is the old age group-beyond the fifties. More often than not, they are not able to comprehend the nuances of fake and real advertisements, and end up being robbed of their money in fraudulent scams. It is highly advisable to all the age groups-and to the older age group especially, to understand the working of the internet and the difference of being worldly-wise and gullible on the Internet too. Giving away too much of personal information over the internet is equivalent to leaving the house unlocked for thieves. There is a need of effective and potent e-police. A great deal of awareness about security concerns, trade secrets and privacy related issues, the use of digital signature is highly required.

Conclusion

World Wide Web acting as a digital silk route has open up a gigantic wormhole to interact, sense, trade, maintain relationship between two or more individual(s)/nation(s). Internet has truly globalised human life. But it is rightly said "beware of the darkness that engulfs you in the form of light". "The Internet's openness has fostered competition at every level – including network, access and application – and with it, ever increasing innovations. Developments that threaten that openness are already in view and are likely to continue to propagate".¹⁰

With the rapid development of electronic commerce and Internet technology, cybercrimes have become more common and sophisticated. Therefore, the need for an effective evidence collecting body(s) that is Forensics department in cyber perspective, for a structured approach to address and manage the aftermath of a security breach or attack and the countermeasures comes in.

The police and the executive, in general, need to be made competent enough to decipher the crimes of this binary-dimension nature. As the police do follow what the law states, it is critically essential of the laws to be made according to the crisis of the day. For the Judicial point of view, logical derivation is what the Court and State pays reliance upon, than just plain arguments out of the blue. So the Judges and Advocates having special knowledge about cyber space, cyber-crime commission and the ways to deal with it is a must in India.

⁹ As stated in

http://articles.economictimes.indiatimes.com/2015-12-29/news/69379804_1_digital-india-skill-india-subscribers Accessed on 18th January

¹⁰ Rodney D. Ryder, Guide To Cyber Laws, Wadhwa Nagpur publication, Third Edition, 2007 pg. 35

IMPACT OF RESOURCE MOBILIZATION ACTIVITY OF MICROFINANCE ON RURAL POOR HOUSEHOLDS IN WEST BENGAL WITH SPECIAL REFERENCE TO PURBA & PASCHIM MEDINIPUR DISTRICT

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Abstract

MF emerged in many countries as an integral part of financial system for providing financial services. SHG-based MF model is the largest model throughout the world. The present study based on primary data relating to SHG under SGSY model in West Bengal with special reference to Purba and Paschim Medinipur district. To assess the impact of SHGs and their members pre-SHG and post-SHG approach has been followed. A total of 2304 members of SHGs under SGSY have been selected for the study. The main objective of the study is to assess the resources mobilization activity of the Households (HHs) belonging to SHGs members comprising pre-SHG and post-SHG period. Multistage random sampling method is adopted for the study at different levels and Simple Statistical technique like mean, percentage etc. have been used.

Kew Words: Microfinance, Pre & Post-SHG, Resource Mobilizations.

1. Introduction

Micro-finance (MF) programme is a remarkable attainment, especially in respect of rapidly popular larger anti-poverty programme. Globally, MF emerged in many countries as an integral part of financial system for providing financial services like savings, loans and others. In our country main two different model of MF has functioning since its inception-one is SHG-model and other is MFI-bank model. Out of this model SHG-model has emerged as the dominant model. SHG-based MF model is the largest one. Main two players playing in the field of forming and functioning SHG are NABARD and SGSY.

2. Literature Review

B. Kumar, (2005) in his micro study on impact of microfinance through SHG-Bank Linkage in India observed that significant improvement of growth level in assets and income of rural poor SHGs members in backward state of Orissa in India. Puhazhendi, V. and Badatya, K.C., NABARD (2002) presented their paper at the seminar on SHG-bank linkage programme at New Delhi on SHG-Bank linkage Programme for rural poor - An impact Assessment.. The study

specially stated the significant contribution to social and economic improvement of the member households of SHGs in respect of increase in value of assets, mean annual savings, average loan per member during post SHG perceptible change in the loaning pattern, loan recovery performance, increase in average annual net income than pre SHG-situation, and employment.

As per Microfinance status 2008-09, in India up to March, 2010, accumulation of savings by SHGs amounting Rs. 6198.71 crore. Thus, more than 97 million poor HHs were associated with banking agencies under SHG model. Out of which share of SGSY was Rs. 1292.62 crore in India. During 2009-10 loan availed by SHG amounting Rs. 14453.30 crore out of which 2198.00 crore under SGSY. If we look at the performance of the state of West Bengal it is seen that total accumulation of savings by SHG up to March 2010 amounting Rs. 59486085 lakh and loan received to SHGs during 2009-10 amounting Rs. 53422.23 lakh. In the district of Purba and Paschim Medinipur played dominant role and capture lion shares of West Bengal.

It indicated that SHGs handle with care different large amount of resources like savings, loan etc. In this context the present

paper makes an attempt to analysis the Impact of Resource Mobilization Activity of Microfinance on Rural Poor HH in West Bengal with Special Reference to Purba and Paschim Medinipur District.

3. Objectives of the study-The main objective of the study is to assess the resources mobilization activity of the Households (HHs) belonging to SHGs members comprising pre-SHG and post-SHG period on resource savings, loan, revolving fund., interest and others.

4. Research Methodology-Sample design, Data base and Methodologies

- i. **The Universe-** The universe for the study incorporated the intact sample SHGs under SGSY of rural poor, motivated and promoted by DRDA, Purba Medinipur, Zilla Parishad.
- ii. **Gender Profile of the Sample-** Sample SHGs randomly selected for the study, especially formed by rural poor women belongs to the BPL families in the Purba Medinipur district.
- iii. **Approach of the Study-** To assess the impact of SHGs and their members, the “before and after” i.e. pre-SHG and post-SHG approach has been followed.
- iv. **Sample Size and Distribution-** The study has been conducted in 16 blocks (8 Blocks from Purba Medinipur and 8 blocks from Paschim Medinipur) selected from Purba and Paschim Medinipur district in West Bengal. Four (4) Gram Panchayat (GPs) has been selected at random from each block to frame a total of 64 GPs. A total of 578 SHGs have been randomly selected from the entire sample of 64GPs based on the total number of SHGs functioning during the period. Thus, a total of 2304 members of SHGs under SGSY have been selected for the study.
- v. **Period of study-** A study period of eight years from 2002-03 to 2014-15 has been selected for the study

vi. **Reference year of the Study-**The field survey was conducted over January to March, 2015. Therefore, the reference year for the study is 2015.

vii. **The Sampling Method-** Multistage random sampling method is adopted for the study at different levels for selecting blocks, Gram Panchayat, SHGs and members.

viii. Tools and Techniques for Data Analysis

-To assess the impact of the sample SHGs, the post-stratified situation has been categorized into three types in terms of age of the SHGs. Simple Statistical technique like mean, percentage etc. have been used.

ix. **Psychoanalysis and Explanation-** Analysis of field survey data relating to resource mobilization by the SHGs under SGSY revealed that the groups mobilized resources from different sources like savings; revolving fund, bank loan / cash credit, subsidy and interest received from internal lending & saving account (Table – 1). SHG has also received fines and penalties for non-regular payment of savings and principal repayment from group members.

As per field survey data it also observed that the bank loan occupied the higher share of resources (61.88%) followed by savings (21.02%), subsidy (7.89%), revolving fund (4.25%) and interest & others (4.96%). Table 1 also exposed that the ratio of savings to bank loan accounts to 33.28%. It clearly indicates the dependence of SHGs on the bank loan for lending operations. The table further showed the change in different components of the resources mobilized was higher for older SHGs as compared to newer SHGs. The present study analyzed that SHG under SGSY played a significant economic impact on savings, loan, bank linkage and income. HHs belonging to SHG member's increase there accumulation of savings, availed more amount of loan for production purpose during post SHG period

5. Concluding Examinations and Strategy Recommendation

- a. **Concluding Examinations-** The study concluded that the sample SHGs and SHGs members have played a major role in group activities. The study examined the significant impact on resource mobilization activities like savings, loan, revolving fund etc. of the household belonging to

SHG members. The poor people change their life pattern in post-SHG situation than

that in the pre-SHG situation by the means of earning with the involving income generation **activities**.

- b. **Strategic Recommendations-** The field level survey revealed that there exists a both internal and external resistance that is from village elders, husbands of female members, political party etc. in the way of functioning SHGs. Thus the Govt. should take some steps for solving their problems

Table – 1

Mobilization of Resources by Sample SHGs (Rs.) 2002- 03 to 2014-15

Resources	Age of SHGs (years)			Overall	% change in		
	Upto 3	4 – 6	Above 7		3 over 2	4 over 2	4 over 3
Savings	10790 (15.73)	20105 (23.12)	50040 (21.80)	26978 (21.02)	86.33	363.76	148.89
Revolving Fund	6349 (9.26)	4161 (4.79)	5842 (2.55)	5451 (4.25)	-34.46	-7.99	40.40
Bank Loan	41333 (60.23)	50909 (58.55)	146048 (63.63)	79430 (61.88)	23.17	253.34	186.88
Subsidy	8124 (11.85)	7636 (8.78)	14604 (6.36)	10121 (7.89)	-6.01	79.76	91.25
Interest & others	1978 (2.88)	4144 (4.76)	12992 (5.66)	6371 (4.96)	109.50	556.83	213.51
Total	68574 (100)	86955 (100)	229526 (100)	128351 (100)	26.80	234.71	163.96
Ratio of savings to bank loan	26.10	39.49	34.26	33.28	-	-	-

Source: Field Survey

Note – Figures in the parentheses are percentage to total.

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CORPORATE SOCIAL RESPONSIBILITY ROLE ON SOCIETAL DEVELOPMENT

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Abstract

India is one of the fastest growing economies but there existing socio-economic problems like poverty, illiteracy, lack of healthcare etc. are still ever-present and the government has limited resources to handle these challenges. This situation has opened up several areas for businesses to contribute towards social development. CSR in India has gone beyond merely charity and donations, and has been approached in a more organized fashion. It has become an integral part of the corporate strategy. Companies have CSR teams that formulate specific policies, strategies and goals for their CSR programs and set aside budgets to support them. Many factors and influences have led to increasing attention being devoted to the role of companies and CSR. This includes CSR is an entry point for understanding sustainable development issues and responding to them in a firm's business strategy.

Key words: CSR, society, corporations, company's act2013, welfare activities, growth

The subject corporate social responsibility became amide at ordinary people in the 1960s and has remained a term used indiscriminately by many to cover legal and moral responsibility more narrowly. Companies express this citizenship through their waste and pollution reduction processes, by contributing educational and social programs and by earning adequate returns on the employed resources." The aim is to increase long-term profits through positive public relations, high ethical standards to reduce business and legal risk, and shareholder trust by taking responsibility for corporate actions. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others. Corporate social responsibility is a gate way point for understanding a number of firm-related and societal issues and responding to them in a firm's business strategy. However, there is a universal and prominent view on protecting the environment and stakeholder interests. Emerging economies like India have also witnessed a number of firms actively engaged in CSR activities, and the Ministry of

Corporate Affairs has come up with voluntary guidelines for firms to follow. Companies in India have quite been proactive in taking up CSR initiatives and integrating them in their business processes.

Objectives:

- To study the CSR status in India
- To study the policies governing CSR under companies act 2013.
- Different corporations under CSR
- Common roles of csr in community development.
- To conduct inter-disciplinary and collaborative research and document case studies
- Mechanisms associated with different CSR initiatives by interfacing with industry and academia. To disseminate information about the latest happenings in the CSR field to people

Engaged in policymaking, policy analysis, policy research, practitioners and other stakeholders

in India

India's new Companies Act 2013 (Companies Act) has introduced several new provisions which change the face of Indian corporate business" Companies Act 2013 (Companies Act) has introduced several new provisions which change the face of Indian corporate business. One of such new provisions is Corporate Social Responsibility (CSR). The concept of CSR rests on the ideology of give and take. Companies take resources in the form of raw materials, human resources etc from the society. By performing the task of CSR activities, the companies are giving something back to the society. Ministry of Corporate Affairs has recently notified Section 135 and Schedule VII of the Companies Act as well as the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014 (CRS Rules) which has come into effect from 1 April 2014. India is a developing economy, here Corporate Social Responsibility (CSR) play important role in organizations. In Indian industry one can easily notice a paradigm shift from corporate philanthropist to being socially responsible. The importance of CSR is increasing in Indian corporate scenario because organization have realize that ultimate goal is not profit making beside this trust building is viable and assert able with societal relationship. The compulsion of CSR has emerged in last two decades when Indian organization realizes the importance of sustaining in this cutthroat competition era. Before this Indian industries had materialistic culture. In the hue and cry of LPG (Liberalization, Privatization and Globalization) companies were only focused toward profit maximization which led social backwash. To overcome this fashion CSR play an important role in sustainable development which is only possible when there is a balance between profit and lowering social backwash or eradicating it. Every company having net worth of rupees five 500 crore or more, or turnover of rupees one 1000 crore or more or a net profit of rupees 5 crore or more during any financial year shall constitute a Corporate Social Responsibility Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director.

The Board's report under sub-section (3) of section 134 shall disclose the composition of the Corporate Social Responsibility Committee.

The Corporate Social Responsibility Committee shall:

- (a) formulate and recommend to the Board, a Corporate Social Responsibility Policy which shall indicate the activities to be undertaken by the company as Specified in Schedule VII
- (b) recommend the amount of expenditure to be incurred on the activities referred in clause (a); and
- (c) monitor the Corporate Social Responsibility Policy of the company from time to time.

The Board of every company referred to in sub-section (1) shall:

- a. after taking into account the recommendations made by the Corporate Social Responsibility Committee, approve the Corporate Social Responsibility Policy for the company and disclose contents of such Policy in its report and also place it on the company's website, if any, in such manner as may be prescribed; and
- b. Ensure that the activities as are included in Corporate Social Responsibility Policy of the company is undertaken by the company.

The Board of every company referred to in sub-section (1), shall ensure that the company spends, in every financial year, at least two per cent. Of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its Corporate Social Responsibility Policy: Provided that the company shall give preference to the local area and areas around it where it operates, for spending the amount earmarked for Corporate Social Responsibility activities Provided further that if the company fails to spend such amount, the Board shall, in its report made under clause (o) of sub-section (3) of section 134, specify the reasons for not spending the amount.

Explanation for the purposes of this section “average net profit” shall be calculated in accordance with the provisions of section 198.

Activities Under Companies Act 2013

The activities that can be done by the company to achieve its CSR obligations include abolish extreme hunger and poverty, promotion of education, gender equality and empowering women, reducing child mortality and improving maternal health, combating hiv, aids, malaria and other diseases, ensuring environmental sustainability, employment enhancing vocational skills, social business projects, contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women and such other matters as may be prescribed.

Local Area: Provisions of Companies Act, preference should be given to local areas and the areas where the company operates. Company may also choose to associate with 2 or more companies for fulfilling the CSR activities provided that they are able to report individually. The CSR Committee shall also establish the CSR Policy in which it includes the projects and programs which is to be undertaken, prepare a list of projects and programs which a company plans to undertake during the implementation year and also focus on integrating business models with social and environmental priorities and process in order to create share value. The company can also make the annual report of CSR activities in which they mention the average net profit for the 3 financial years and also prescribed CSR expenditure but if the company is unable to spend the minimum required expenditure the company has to give the reasons in the Board Report for non compliance so that there are no penal provisions are attracted by it.

Different corporations under CSR

Must to spend a portion of their profits on activities linked to corporate social responsibility (CSR) to meet the requirements of the Companies Act 2013, India's top 50

companies that make up the benchmark Nifty index at the National Stock Exchange claim to have spent over Rs 4,600 crore in the financial year ended March 2015 on social initiatives. Healthcare, education, environment and Swachh Bharat initiative dominated the sectors where money was spent by these companies.

However, as they opened their commitments, the biggest beneficiaries were the states that already have a sizeable corporate presence such as Madhyapradesh, Gujarat, Delhi, Kerala Tamil Nadu, Karnataka and Andhra Pradesh. On the other hand, North-Eastern states and others that have low industrial and business activity, such as Bihar, Uttar Pradesh, Jharkhand, saw little corporate social responsibility spend going their way. There was also a change in the area of expense. For example, the biggest CSR spender Reliance Industries Limited moved its spending away from education and towards healthcare. In the year ended March 2015, almost 80 per cent of the CSR expenditure by the company was in healthcare. The CSR spend of Nifty company's shows that the 50 companies managed to spend Rs 4,609 crore, or over 80 per cent of the total outlay of Rs 5,731 crore mandated to be spent in 2014-15. While most of the companies spent CSR money on education, vocational training to unemployed youth, health, environment, sanitation, drinking water, agriculture support to farmers, and rural infrastructure like all- weather roads, sustainable livelihood and women empowerment, there were some interesting initiatives. For instance, Bajaj Auto Ltd spent on Vedanta cultural foundation for teaching and propagating Vedanta philosophy, and HDFC Ltd contributed towards strengthening the infrastructure for tiger reserves. A few companies also focused on sports.

Among the Nifty companies, RIL was the biggest spender for the year, reporting a spend of Rs 760.5 crore, significantly higher than the Rs 454 crore or the mandated 2 per cent of the company's average net profit over the last three years. The company is reported to have spent 3.35 per cent of its average net profit on CSR activity, largely focusing on the healthcare sector that accounted for 80 per cent of its CSR spend for the year. The company spent Rs 608 crore on rebuilding Sir H N Reliance Foundation Hospital and

towards Dhirubhai Ambani hospital. However, while the company raised its spending on healthcare, it slashed its CSR funding in the education sector — down from 30 per cent of the total CSR spend in 2011-12 to 2.9 per cent in 2014-15. Among the other major spenders, state-run ONGC spent a total of Rs 495 crore on these activities. However, it could not spend the total Rs 660 crore allocated for the year on the ground that most of the projects undertaken were in transition phase. “Some of the flagship projects undertaken were of long gestation period with budget spread over 3-5 years thus resulting in lesser utilization of earmarked budget for the financial year 2014-15,” according to ONGC. Coal India, Infosys and TCS were other major spenders though TCS could not spend the amount allocated for the year. Companies gave several reasons for not spending the mandatory 2 per cent amount. “Since most of these projects are being executed in a dynamic environment, encompassing various stakeholders, projects do tend to get delayed, sometimes even stalled. Just to achieve our spending target, we will not disburse funds on projects which are not ‘sustainable’ or not delivering ‘results’. The CSR fund that was unspent is being carried forward next year and will be rightfully spent/reallocated as the case may be,” said Bharat Petroleum Corporation Ltd. Similarly, several companies said that since 2014-15 was the first year for complying with the new norms, they were in the process of evaluating the focus areas and locations for intervening for CSR activities so as to ensure optimal impact. While most of the companies routed their CSR spends in the area of their business operation, a handful of them such as Axis Bank spent the money across the country including all North-Eastern states. Axis Bank spent Rs 123.22 crore of the allocated Rs 133.77 crore towards education, livelihood enhancement, skill development, rural development, healthcare, environmental sustainability, and sanitation among others in different states. Some companies allocation and spent details as follows.....

Common roles of CSR in community development

- To share the negative consequences as a result of industrialization
- Closer ties between corporations and community.
- Helping to get talent.
- Role in transfer of technology (TOT)
- CSR helps to protect environment.
- Interdependency between a corporation and community.
- A CSR program can be seen as an aid to alleviate poverty.
- CSR program helps in data gathering for other public organization function.
- For corporate sustainability goals.

Advantages of CSR

Employees want to feel proud of the organization they work for. An employee with a positive attitude towards the company it is also likely that you will receive more job applications because people want to work for you. More choice means a better workforce. Because of the high positive impact of CSR on employee wellbeing and motivation, the role of HR in managing CSR projects is significant.

Research analysis shows that a strong record of CSR improves customers’ attitude towards the company. If a customer likes the company, he or she will buy more products or services and will be less willing to change to another brand. Relevant research: IBM study ‘Attaining Sustainable Growth through Corporate Social Responsibility’: The majority of business executives believes that CSR activities are giving their firms competitive advantage, primarily due to favorable responses from consumers. Better Business Journey, UK Small Business Consortium: “88% of consumers said they were more likely to buy from a company that supports and engages in activities to improve society.”

CSR provides the opportunity to share positive stories online and through traditional media. Companies no longer have to waste money on expensive advertising campaigns. Instead they generate free publicity and benefit from word of mouth marketing.

A CSR program doesn't have to cost money. On the contrary if conducted properly a company can reduce costs through CSR. Companies reduce costs by:

- More efficient staff hire and retention
- Implementing energy savings programs
- Managing potential risks and liabilities more effectively
- Less investment in traditional advertising
- More business opportunities

CSR is not meant for the short term. It's all about achieving long term results and business continuity. Large businesses refer to: "developing a more sustainable society". A CSR program requires an open, outside oriented approach. The business must be in a constant dialogue with customers, suppliers and other parties that affect the organization. Because of continuous interaction with other parties, your business will be the first to know about new business opportunities.

Disadvantages of CSR

It talks about spending 2% of avg net profit on social causes based on the areas defined in schedule VII, Related to it limitation are both ways if the 2% is - small amount of money or its huge money. It is limitation to spend such a huge amount in one financial year (at this stage particularly, as companies have not planned/ no road map) as it would require lot of dedicated resource or there's limitation with small amount to showcase the impact of the intervention. As a easy escape to comply with the law, corporate will donate their money to PM fund, swacchh Bharat Kosh and Ganga cleaning projects, which a limitation with the law itself as this wont have any tangible or for that matter say immediate impact on the society. The disadvantages/limitations of CSR as follows.

- corporate social responsibility has not been legalized in all businesses

- implementation of social responsibility will increase costs for businesses
- see the immediate benefits,
- corporate social responsibility programs may not necessary result in measurable financial results
- negative perception of shareholders
- incomplete understanding of corporate social responsibility
- the implementation of corporate social responsibility also caused difficulties for small businesses due to lack of capital and technical resources to implement corporate social responsibility standards.

Conclusion

In conclusion, social responsibility is existing enterprises in the world for a long time. This is an prominent factor affecting the quality and reputation of the business in the competitive business. Though the corporate social responsibility appears to generate more profit than the cost, many commentators have criticized it on a number of social issues, and ethics. There are many people advocate free market policies to advocate the notion that the only purpose of a company to maximize profits for its shareholders, while it must comply with the law in countries where it is active. Some others even considered it more important and for that reason companies implement corporate social responsibility policy is better, they do provide Corporate Social Responsibility policy to ensure that the relationship business ethics. The success of Starbucks shows how companies can do well by doing - that is, by issuing the practices of sustainable, profitable, and ethical. On the contrary, some companies like Nike is one example for the implementation of corporate social responsibility, and social criticism, escape their products for a long time. And can clearly see that when Nike made corporate social responsibility, customer response has become better and they have been successful in business. Thus two examples above, we can see that the implementation of corporate social responsibility is as important as how, and the benefits achieved when implementing it by proper channel.

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CORRIGENDUM

The article titled " Understanding the Menace of Black Money as a parallel economy : A challenge for Modern Society and Economy" (Page Nos 76-76) authored by Dr. Jayant Kumar Dab Associate professor of Political Science, Tamralipta Mahavidhyalya, West Bengal, was published in the Vol IV issue XIII of Jamshedpur Research Review (ISSN 2320-2750) in the month of December 2015. The title of the article was misprinted in the index page of the journal as "Towards ethics and good governance : Percept and practices". The misprinted title of the article should be read as " Understanding the Menace of Black Money as a parallel economy : A challenge for Modern Society and Economy"

EMERGING MARKETS: CHALLENGES FACED BY THE INDIAN ECONOMY

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Introduction

An emerging market is a country that has some characteristics of a developed market, but does not meet standards to be a developed market. This includes countries that may become developed markets in the future or were in the past. The term "frontier market" is used for developing countries with slower economies than "emerging". The economies of China and India are considered to be the largest.¹ According to The Economist, many people find the term outdated, but no new term has gained traction. Emerging market hedge fund capital reached a record new level in the first quarter of 2011 of \$121 billion. The four largest emerging and developing economies by either nominal or PPP-adjusted GDP are the BRIC countries (Brazil, Russia, India and China). The next five largest markets are South Korea, Mexico, Indonesia, Turkey, and Saudi Arabia. Iran is also considered an emerging market.² In other words, a nation's economy that is progressing toward becoming advanced, as shown by some liquidity in local debt and equity markets and the existence of some form of market exchange and regulatory body is also known as an emerging economy. Emerging markets generally do not have the level of market efficiency and strict standards in accounting and securities regulation to be on par with advanced economies (such as the United States, Europe and Japan), but emerging markets will typically have a physical financial infrastructure including banks, a stock exchange and a unified currency. Emerging markets are sought by investors for the prospect of high returns, as they often experience faster economic growth as measured by GDP. Investments in emerging markets come with much greater risk due to political instability, domestic infrastructure problems, currency volatility and limited equity opportunities (many large companies may still be "state-run" or private). Also, local stock exchanges may not offer liquid markets for outside investors.³

Challenges Faced by the Indian Economy

Economic reforms initiated in the nineteen nineties have had a much needed positive impact on the Indian economy. The resultant high growth trajectory into which the economy was drawn caught the attention of the rest of world and catapulted India into the league of promising emerging economies of the world. Comparing India to economies like China became fashionable. From 2008 onwards, like many other economies of the world, the Indian economy too, began to get sucked into the quagmire of global recession. The difficult external situation which the economy has been facing for some time coupled with the weakening of its macroeconomic fundamentals have reflected in falling growth rates. High levels of domestic inflation, fiscal difficulties and increasing current account deficits have not only taken the rupee on a roller-coaster drive but have also contributed towards the ebbing of business sentiments. Inability to tackle the problems on priority and proactive basis has raised questions about equity, transparency, inclusiveness and sustainability of the growth model.

Current Scenario of the Indian Economy

According to Prof. M. S. Krishnan, a Hallman e-business fellow and a professor of business information technology at the Ross School of Business at the University of Michigan, "India is emerging as an important player in the global economy. While the picture of India in the popular business press is more about its dominance in software and business process outsourcing, the scale and market opportunities in India are more appealing."

India has its own share of challenges, whether it is physical infrastructure, access to healthcare, corruption, infant mortality or education. But it is possible to convert these challenges into opportunities. For example, in the last decade Bharti Airtel has created a nearly \$10 billion business by providing basic

connectivity to millions of consumers in India. Tata spotted the opportunity for a new type of small car in a family of five traveling in two wheelers on India's roads with the baby clutching the mother in the rear seat.⁴

The current global economic crisis has thrown new light on the emerging markets as the next growth opportunity. Certainly, at least a rethinking of the portfolio of opportunities is called for to achieve this inclusive growth. It should not be surprising that global auto companies view India as an emerging manufacturing hub for small cars and the steel industry looks at India and China as the next growth opportunity. Large business enterprises like GE are fundamentally rethinking their approach with a view to competing in these markets. These firms are aware of the fact that the traditional approach to designing products or services and pricing for global markets may not work anymore. They have realized the importance of recognizing the need for country specific strategies to seize the emerging growth opportunities in countries like India and China. These strategies call for innovative thinking in product design, organizational processes, customer engagement and pricing. Indian consumers have limited buying power and are value conscious. For example, the average revenue per user at Airtel is less than \$7. The heart monitor device for rural India, designed at GE's Bangalore lab, is reported to be 95% as accurate as the traditional echocardiogram machine and costs less than one fourth.⁵

India is also the largest working democracy. The power of the people's mandate has been felt even in the elections of the country. This power will only be reinforced further as digitization democratizes access to information in rural India.

Conclusion

Emerging economies like India have to take the responsibility for keeping the global economy open. That is why these countries must press for quotas and management reforms in multilateral institutions and inject new agendas, new ideas, and new thinking into the global arena. India; instead of simply objecting to proposals put forward by developed countries, should start putting its own proposals on the table. The Indian intellectuals have a vital role to play in this regard.

It is possible for the Indian economy to sustain by investing in the physical and human capital and by pursuing appropriate fiscal and monetary policies. This in turn requires the country to make an extensive effort to permanently ensure its place in the international arena.

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INCREASING CUSTOMER LOYALTY TOWARDS FOREIGN BANKS IN INDIA: A CASE STUDY OF STANDARD CHARTERED BANK

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Abstract

Banking organizations in India have realized that the road to success runs through their customers. Foreign banks by offering better and timely services to their customers which give them competitive advantage to sustain the cut throat environment in India. The necessity of customer retention and turning customers into permanent and loyal ones depend on customer satisfaction with the quality of banking services. The basic objective of this study is to identify the relationship between service quality and customer loyalty as a case of Standard Chartered Bank in India. A structured questionnaire was used to collect data from 50 customers having account in the bank. Descriptive statistics and multiple regression analysis were used to analyze the data. The result indicated a strong positive relationship between service quality and customer loyalty which in turn helps bank in generating high profits. The finding will help bank to improve the quality of their services for better and greater customer satisfaction and customer loyalty.

Key Words: Service quality, customer satisfaction, customer loyalty

Introduction

India as an economic power has placed among world's top ten countries. The economic growth in India has brought various changes in to its banking system. Banking in India came into existence during the last decades of 18th Century. The banking institutions were primarily established by the merchants during the East India Company regime in order to cater the growing needs. The opening-up of the economy and increased participation of foreign players created greater opportunities for foreign banks to expand their business in India. Currently India has 222 scheduled commercial banks, of which 44 foreign banks from 21 different countries operating in India. There are more than 205 branches located in different parts of India. These branches are located in more than 15 states which includes union territories.

Foreign banks were allowed to commence their business in India from year 2002. Setting up foreign banks in India was initiated by East India Company and it was followed by banks from other countries like France, Germany, Japan, Holland and US.

Some of the oldest foreign banks in India were HSBC and Standard Chartered. Due to development of strong the trade relationship between India and various other countries foreign banks from other countries are showing interest to invest in India and grow their customer base here. Nationalisation of schedule commercial banks helped to extend banking facilities particularly in the rural and semi- urban areas. The national banks are still providing banking services to over 90% of the country's population and thus driving the force of the Indian economy. The ability to reach out to the length and breadth of the country, introducing banking concept for the masses and the ordinary have helped Public sector banks in holding large market share. But foreign banks distinguished themselves by providing customer focused prompt service, high end technology and implementing global innovations in Indian to sustain in the cut throat banking environment. Banking services like integrated cash management, private banking, 24-hour phone banking, internet banking, securitisation, interest rate derivatives trading, risk management and Know Your

Customer (KYC) software solutions help foreign banks to have competitive advantage. Foreign banks with timely and quality services are satisfying the existing customers and the loyalty customer base is gradually increasing. Foreign banks with the total branch network in the country of 1% are able generate a considerable profits of 11% in the banking industry.

In India, the Standard Chartered Bank commenced its first branch in Kolkata on 12th of April 1858. Currently, the bank has a wide variety of banking services and products to the Indian customers under different banking categories. The services which are offered to the customers are regular banking services, credit cards, debit & prepaid cards, loans & mortgages, traveller cards, NRI banking services, executive banking and insurance and investment products.

Literature Review

Service Quality

Gronroos (1978) differentiated service quality into two components – technical quality and functional quality. Technical quality basically refers to what the service provider delivers during the service provision while functional quality refers to how the service employee provides the service. Parasuraman et al. (1988) defined service quality as a difference between customers' expectation of service and customers' perceptions of the actual service. Customers assess the quality of service by comparing their expectation with perception. Cronin and Taylor (1992) introduced SERVPERF, arguing that customer preferences are more relevant to a long-term service quality than impending differences in expectations and performance. They also suggested that performance-based scale SERVPERF is more efficient than the SERVQUAL scale, since it reduces the number of items that must be measured from 44 to 22. Perceived service quality is said to be a reflection of the firm's performance. On using the firm's service, customers are said to form an attitude towards service quality performance. This satisfaction level with regard to the products / services indicates how the firm performs. The SERVPERF model claims that to find the performance of a firm (i.e. its service quality) all that is required is to collect data by directly

asking the customer through a simple survey and a questionnaire. Mohamed & Shirley (2009) emphasized that bank should give priority towards service quality since it is considered as the essence or core of strategic competition. With a motive to achieve high level of customer satisfaction, most researchers suggest that a high level of service quality should be delivered by the service provider because superior service quality is normally considered an antecedent of customer satisfaction.

Customer Satisfaction

Kotler & Keller (2006) explained that satisfaction is a function of perceived performance and expectations. If the performance of the product or service does not match to the expectations, consumers will be dissatisfied. If performance matches or exceeds expectation then the consumer will be satisfied. It is suggested that satisfied customers are key to long-term business success (Kristensen et al., 1992; McColl-Kennedy and Scheider, 2000). Consequently, higher level of customer satisfaction will lead to greater customer loyalty (Yi, 1991; Boulding et al., 1993) which in turn will lead to higher future revenue (Fornell, 1992; Bolton, 1998).

Customer Loyalty

Uncles et al., (2003) defined loyalty in terms of attitude and behaviour. Customer loyalty is an overall behaviour of customer towards product, service or any other aspect of the organization in which customer is involved makes the term customer loyalty (Oliver, 1999). Customer loyalty can favourably contribute towards this basic aim of the banks (Hayes, 2008) as it is an effective element for causing repeat sales from the customers (Chu, 2009). Consequently, higher customer satisfaction leads to customer loyalty (Yi, 1991; Anderson and Sullivan, 1993 Boulding et al., 1993) which in turn leads to higher future revenue (Fornell, 1992; Bolton, 1998).

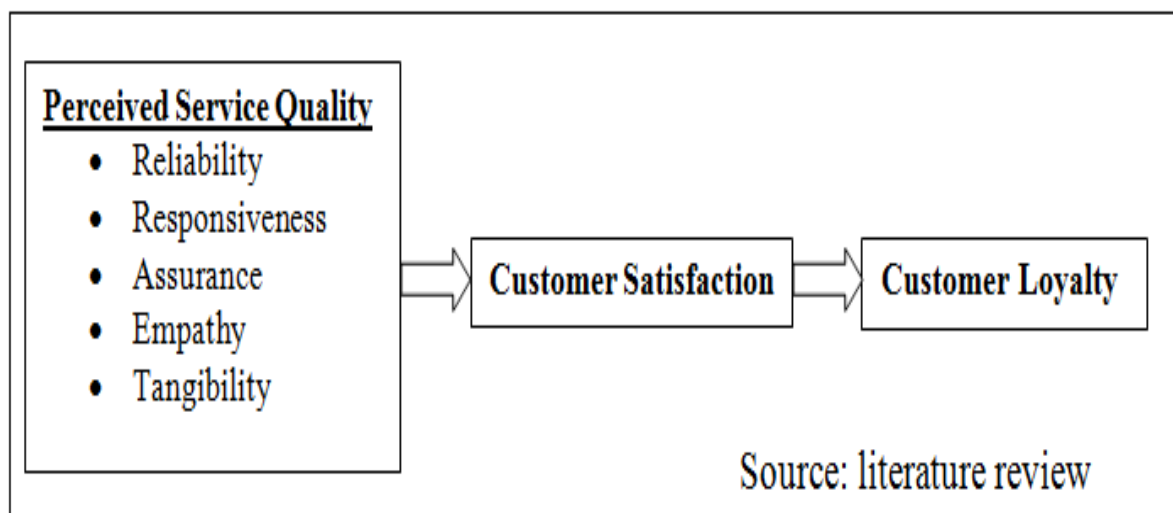
Service quality, customer satisfaction and customer loyalty

Caruana (2002) examined service loyalty over 1000 retail banking customers in Malta and concluded that customer satisfaction played an intervening role in the effect of service quality on service loyalty. Customer service plays an important role in increasing the customer loyalty (Haroon, 2010).

Research Framework:

The research framework shows a significant relationship between perceived service quality, customer satisfaction and customer loyalty. Banks giving better service will be able to satisfy their customer and a satisfied customer will become more loyal to the organisation. Based on the review of the literature, research framework and hypotheses are formulated as follows:

Figure 1: Research framework



Hypothesis Formulation:

Based on the literature review the following hypotheses are formulated.

- i. H1: There is a relationship between perceived service quality and customer satisfaction.
- ii. H2: There is a relationship between customer satisfaction and customer loyalty.

Research objectives and Methodology

The objective of this paper is to study the significant relationship between service quality and customer loyalty, where customer satisfaction plays an intermediate role between them. Standard Chartered bank has its only branch in Odisha and it is located in capital city Bhubaneswar. In this study, Bhubaneswar is purposively selected a research area as the bank is only located in the city.

A well-structured questionnaire was used to collect requisite information from the customers of the bank. Data collected from 50

customers were complete in all respect and used for further analysis. Customers were requested to respond to questions related to service quality, satisfaction and loyalty.

The questionnaire was segmented into four different parts consisting 29 questions. The first part contains questions related to demographic profile of the respondents including age, gender and occupation. The second part was designed to reveal information on perceived service quality of the services offered by the bank to its customers. For this purpose questions were designed while considering the five dimensions of service quality and the 22 service items of the SERVPERF model. The third section contains one question to measure customer satisfaction level based on service quality. In the fourth section three questions were used to study customer loyalty was adapted from Zeithaml et al. (1996). These parameters were measured in a Likert scale, anchored on 1 'strongly disagree' to 5 'strongly agree'. Statistical tools like regression analysis and correlation were

used to draw conclusion about the hypotheses under study.

Data Analysis

1. Descriptive Statistics

It is evident from the table no.1 that male makes 70% of the total customer whereas female respondents comprises only 30%. Similarly, majority of the respondents are between age group of 31-50 which is 50% of the total respondents. With regard to occupation, around 64% of the respondents are businessman and 10% are government servants.

Table No.1: Descriptive Statistics

	Frequency	Percentage
Gender		
Male	35	70.00
Female	15	30.00
Total	50	100.00
Age		
18-30	20	40.00
31-50	25	50.00
50 and above	5	10.00
Total	50	100.00
Occupation		
Government	10	20.00
Servant	32	64.00
Businessman	6	12.00
Retired govt.	2	4.00
servant	50	100.00
Student		
Total		

Karl Pearson Correlation

Table-2 provides the Pearson's correlation coefficient between various service quality dimensions and customer satisfaction and loyalty. The results indicate that for Standard Chartered bank service quality and all its dimensions such as tangibles, reliability, assurance and empathy have positive association with customer satisfaction and loyalty.

Table No.2: Correlations between service quality and customer satisfaction

	Customer satisfaction	Customer Loyalty
Service quality	.651**	.646*
Tangibility	.332*	.460*
Reliability	.321*	.322*
Assurance	.468*	.436*
Responsiveness	.345*	.334*
Empathy	.217*	.206**
Customer satisfaction		.711**

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

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

Overall service quality has a strong correlation with customer satisfaction and customer loyalty as provided by the respective correlation coefficients of .651 (sig < .01) and .646 (Sig < .05) thus we accept hypotheses of H1 which postulate that there is a significant and positive relationship of service quality with customer satisfaction. There also exists a strong and positive relationship between customer satisfaction and customer loyalty as correlation coefficient is .711 (sig<.01) and thus we also accept hypothesis H2 which state that there is a significant and positive relationship between customer satisfaction and customer loyalty.

Regression Analysis

Table 3 provides the results of the model predicting customer satisfaction through the variables of tangibles, reliability, assurance, responsiveness and empathy. All the variables have a positive and significant relationship with customer satisfaction. These results are in confirmation with the correlation analysis explained above. In regression analysis, all the variables of service quality are found to be significant. The regression coefficients of significant variables i.e. tangibility, reliability, assurance, responsiveness and empathy are 1.635, .609 .878, .972 and .520 respectively. Regression analysis leads us to accept hypotheses of H1, postulating a significant and positive relationship of tangibility (P=.033), reliability (p=.050), assurance (P=.038), responsiveness (p=.047) and empathy (P=.012) with customer satisfaction. The regression

results indicate all the service quality dimensions (tangibility, reliability, responsiveness, assurance and empathy) combined significantly influence the satisfaction of customers. The adjusted R^2 of

0.790 indicates 70.9% of the variance in customer satisfaction can be predicted by the service quality offered by standard Chartered Bank.

Table No.3: Regression analysis of service quality and customer satisfaction

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.980	.618		3.206	.033
Tangibility	1.635	.952	.777	.667	.041
Reliability	.609	1.534	2.101	1.049	.050
Assurance	.878	1.220	2.626	1.540	.038
Responsiveness	.972	.736	1.427	1.320	.047
Empathy	.520	.366	.670	1.420	.012
Note: $R^2=0.907$; Adjusted $R^2=.790$; Sig. F=.035; Fvalue=7.773					
Dependent variable : Customer Satisfaction					

Similarly, the table 4 displays the relationship between customer satisfaction and customer loyalty. The overall satisfaction of customers seems to have statistically significant and positive effect on their loyalty. The adjusted R^2 of 0.810 indicates 81% of customer satisfaction is associated with their loyalty. This indicates

customer satisfaction plays an important role in enhancing customer loyalty. Thus we accept the null hypothesis H2 which state that there is a positive relationship between customer satisfaction and customer loyalty in Standard Chartered bank.

Table No.4: Regression analysis of customer satisfaction and customer loyalty

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.347	.528		2.549	.034
Customer satisfaction	.738	.118	.911	6.267	.000
Note: $R^2=0.831$; Adjusted $R^2=.810$; Sig. F=.000; Fvalue=39.277					
Dependent variable : Customer Loyalty					

Conclusion

India is a developing country and banks plays a major role in circulating money in the economy. The new Modi government in India has introduce "Make in India" initiative which focuses to attract more foreign investment form different developed and developing nations. In this the foreign banks will play an imperative role to strengthen the trading activities between the nations. Standard Chartered bank need to address issues related to service quality like tangibility, reliability, assurance, responsiveness and empathy in order to increase the satisfaction level of the customers. Increased customer satisfaction will lead to positive word-of-mouth which in turns will increase brand value and customer loyalty towards the bank.

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PUNJABI LANGUAGE ORIGIN & HISTORY

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“The Vedic language has been called the oldest Punjabi, because it is nearer to Punjabi than Hindi. Classical Sanskrit evolved from the Vedic is the main source of Punjabi vocabulary and Sauraseni Prakrit is nearest to Classical Sanskrit. It was Sauraseni Apabhramsa that gave birth to Punjabi and was also the mother of the saint’s language, known as sant-bhasa.”

In the thinking mode of western people it is a fact as to reduce the millennia time. It started with the Christian ideology when the creation of the world was reduced to nearly 2000 years but now it has been vastly expanded to 16 billion years and even that is not accurate stat.

The Western Historian give date of Veda writing as 1500 BC but to an Indian scholar that is wholly inaccurate-at least by a few thousand of years. Same thing can be said about the Aryan race that originated in the steppes of Central Asia, in a vast area bordering Turkmenistan and Caspian Sea. North south division beings bordering to near North Pole to Afghanistan in the south.

Over thousands of year, Aryans developed a language which under goad of sophistication branched out into Sanskrit, Greek and Latin. Sanskrit further developed into dialects and one such dialect was Punjabi written in Devnagri, which was an Indo-Iranian tribal language and slowly filtered into Afghanistan and then through the Khyber pass onto Punjab and indo- gangetic planes.

Parallel with Mesopotamian and Egyptian civilisation it became Indus Valley civilisation, with its advanced urban planning, new scientific knowledge, the arts and other moral aspects of life. Few examples of its surviving sculpture pieces show very modernistic terracotta figurines of bull, girls with bangles and male portraits. It developed its own sign language which has remained undeciphered so far. Before advent of Guru Nanak, there were various poetical sensitive people active in the soil Punjab, trying to find

the best way to reach divine and among these Naths & Yogis were prominent. They created their compositions in the language of common people and also in Apabhramsa but gradually due to their popularity the language of common people triumphed and manifested as sant-bhasa or language of the saints. It was a Punjabi dialect with words taken from Sanskrit, prakrit, Apabrahmsa, Farsi and even Arabi due to Muslim invasions. It was the age of interaction between faith into a fusion and a new movement called Sufis came into being. Even Muslims were initiated into yogic cults & non Muslims took freely from Muslim saints. These wanderers travelled from place to place, singing and preaching their message of human brotherhood.

Prominent among them was Baba Farid who was a mystic of high order and composed his verses in Punjabi dialect and these were imbued with fervours of feeling for love of God and vagaries of human life. He wrote much but most of these were destroyed due to foreign invasions and others are preserved in Adi Granth of Sikhs. It is rumoured that Farid went into the wilderness to meditate and took with him a piece of wood shaped like chapatti and bit into it whenever he felt pangs of hunger thus severing his bonds with material things of the world.

Roti meri kath di, lavan mere bukh

Jina khadi chopri, ghane sahange dukh.

Kale mere kapre, kala mera bhes

Gunaha bhariya main phira

Te loki akhan Dervish.

A new phase of purer linguistic was ushered in, when Guru Nanak arrived at the scene. He brought poetry for common folks. Metaphysically sophisticate and yet comprehensible to common people. A new spirit of equality between men and women,

between Hindus and Muslims issued forth from his writing. He travelled far from North of India to the south as far as Shri Lanka and to Tibet in the North. His second phase of travel, took him westward to Afghanistan, Iran and through Middle East to Mecca in Saudi Arabia. He gave a new identity to Punjabi language and to Punjabi people of all casts and creeds. Small indeed is the honour won outside the Self by making pilgrimage and penance or being kind and giving charity to others.

O Self-Existent, Eternal Beauty (God)

Beyond thought, no thinking can conceive Him, not even
minds of men should think for ages and ages.

He is one. His name is truth. He is creator of all.

The region of Mind is lit with God's light

The music is endless, there is bliss untold.

This race or the tribe was named Aryan or Arya which means the noble one. These were proud people noble in deed and action, independent and unique. Their language represented the same, full of sophistication and speaking from heart to heart. The present day Sikhs are a fine example of their inheritance. Originally all Punjabis must have the same inheritance but among Hindus & Muslims there was a dilution. Caste system & division

of people into high and low status, may be responsible among Hindus Arabic & Semitic influences among Muslims took them to certain extent, towards the dilution.

In order to keep Punjabi language to its original impulses of form & expression, it was necessary to have it written down in its own script. Second Guru in 18th century, Guru Angad did a great service to the language by creating a Gurmukhi script which incorporates all the sounds used by Punjabi People.

Modern Gurmukhi has thirty-eight consonants (vianjan), nine vowel symbols (lāga mātṛā), two symbols for nasal sounds (bindī and ṭippī), and one symbol which duplicates the sound of any consonant (addak). In addition, four conjuncts are used: three subjoined forms of the consonants Rara, Haha and Vava, and one half-form of Yayya. Use of the conjunct forms of Vava and Yayya is increasingly scarce in modern contexts.

Gurmukhi was developed from the Landa script in part and was standardized by Guru Angad. The whole of Guru Granth Sahib is written in this script and this script is used by Sikhs and Hindus for writing the Punjabi language. Presently Gurumukhi Script is used in daily newspapers, literary magazines & books.

SUFI AND BHAKTI KINDRED BY LOVE

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A forceful source of Indian Heritage

Though begun earlier the Bhakti and Sufi movement and Poetry reached its climax in the fifteenth century India with the participation of several geniuses from different regions of India so much so that it lost the distinction and differences of tongue and tone, its music flooded the whole of India transcending the barrier of religion and languages. And it was exclusively an Indian festival of Bhakti movement in which both Hindu and Muslims including the hitherto neglected sectors of the society from both communities joined as participant performers and audience. In a sense it was an unified action in the whole of India flooding it with dance and music and love for the divine.

The source was Love for God

Love for the beloved, either the divine itself approached directly or through the human agency, culminating in an intense desire to bloom and merge in God; the movement and poetry were forceful enough to overcome all obstacles of orthodoxy and social resistance to grow up in the Middle East but the cue was already in India. May be the air blew from the East where it was born sometime in the sixth century to Middle East two centuries later to induce the imagination of men and women in love. Bhakti and Sufi movement and poetry grew up almost independently without a meeting between the parties and the poets involved, as if connected by an invisible thread of love relationship, by an inner heart connection, without the earth yet becoming a global village due to inconceivable development of communication. The movement and poetry of Bhakti and Sufi cult are not so powerful genres in modern time. Nevertheless, they continue in other forms.

The Indegenous Bhakti Current

Bhakti movement was born out of Hindu religion like many other offshoots of it in India. Its first emergence in the Tamil epic, Silppadikaram reached its zenith during the period of the Alvars, the wandering devotees of Krishna, between sixth and tenth century. The Bhagavata, a Sanskrit work which weaved the theory of Bhakti for Krishna and exercised great influence on the Bhakti movement was composed after the advent of the Alvars. This Bhakti was apart from the Gita. It is a devotional story of the cowherd Krishna which was already in vogue in the folk lore of Tamil Nadu. It is said that the Saiva Siddhanta, the doctrinal basis of Tamil Saivism, is more indebted to the passionate songs of the Saiva poets than to any other text. Virasaivas contributed significantly towards the emergence of Satasthala Siddhanta, a system of religious activities of the Bhakti cult derived from Sankhya and Vedanta tradition. Gaudiya Vaishnavism of Bengal, a Krishna cult, derived their doctrines and practices from the emotional experience of Sri Chaitanya Deva and the lyrics of Jayadeva, Vidyapathi and Chandidasa besides other Vaishnava poets. The Bhakti movement in India was indigenous, growing up from the native soil much before the advent of Sufi and it flourished in poetry, song and dance. It is said that when Sufism arrived in India with fana, dhikr and sama with its beloved-lover framework, it did not surprise Indians for such things were already in practice through them. It came as another dimension of many splendoured Bhakti movement. The forceful Vaishnavism and Saivism continued in their own ways.

Birth of Sufi

Derived from the Arabic word suf or wool, worn by the God-lovers, rising up from the Arabic world in the eighth century, Sufism or Islamic mysticism acquired a religious connotation by the tenth century. Rabiya, the mystic of Basara (801A.D.) is usually considered as the first important saint of the Sufi movement. "It also grew because of the spiritless legalism as the Quranic thought was in the process of a slow systemisation leading to the rigidity of law and jurisprudence. Sufism, thus, grew as an attitude of protest against the ruling class and against the rigidity of law." (Das 151) It was a direct process of link between the devotee and the divine. Many artisans and workers joined the Bhakti and Sufi movement. Among the Indian exponents of Sufism and Bhakti movement, Kabir was a weaver, Ravidas a cobbler, Ramananda, a Brahmin but spoke against untouchability, Chaitanya, a Brahmin and great leader of the movement but repudiated the caste system. There are large numbers of examples from both the movements which included members from the lower strata of the society and from the upper limb of it who revolted against the rigid religious systems. "Sufism, though rooted in the Quran, derived much of its inspiration from various sources, some of which were anti-Quranic, including the folk traditions of Arab and Persia. Its approach to God through love, its dependence on God's mercy and its idea of tawhid and dhikr, often appeared anti-Quranic in certain aspects." (Das 153). Sisir Kumar Das wrote that though Mohabbat or love has the Quranic authority, Ishq, an important Sufi symbolism for ardent love for the divine has no sanction in the script. Besides Buddhist sources, "Zachner suggests a possible influence of Sankara on Abu Yazid al-Bestami, the Persian Sufi of the late ninth century. In one of his sayings one finds a striking parallel with the Upanisadic doctrine of Tat twam asi Abu Yazid's utterance subhami ma a'zma sha'ni (glory be to me, how great is my majesty) was considered as blasphemy, for which he was banished from his native place. Mansur Al-Hallaj was executed for similar offence, that of declaring anal haq, which looks like almost a

verbatim translation of the Sanskrit so'ham." (Das 153)

"Persian Sufi poetry too had its origin in the community of the Sufi lodge. While the ode (qasida) and the lyric (ghazal) were cultivated at the courts of the former Caliphal governors in eastern Iran, it was the quatrain (rubai'i) that was preferred for the expression of brief mystical insights. The language was often direct and simple, but paradoxical." (Sufism 157)

"It was also perfectly possible to write poetry in a Sufi style without being a practicing mystic. It is no exaggeration to say that all of the major Persian court poets of the seventeenth century wrote poems that were loaded with Sufi imagery, though few of them had serious connections with Sufi orders." (Sufism 164)

Persian Sufi Poets

Rumi and Abdul Latif

The greatest Persian poet, Jalal-u-din or Jalau'din Rumi who was a preacher at the beginning hence called Maulana, was born on 30 September 1207 in Balkh, Afghanistan and died on 17 December 1273 in Konya, Turkey. He is widely read in Iran, Afghanistan and Tajikistan besides in English speaking world through translation. More down to earth, more translatable than those of Hafiz, his poems, it is said were the best seller in US in 1997. He wrote more than 40,000 verses.

One of his great followers, Shah Abdul Latif Bhittai was born in Hyderabad, Sindh, now in Pakistan, in 1649. More reticent and indrawn from his childhood, Abdul Latif mostly lived in sand mound, hence called Bhittai. On maturity he followed many routes to find the truth. Moving with Yogis for years throughout the Indian subcontinent with his disciples to study Nature and beauty besides meeting the Munis and mystics, he died in 1752. To both the master and devotee love is the central force of all human activities and woman is an essential part of this love. Shah wrote in one of his verses that fasting and offering prayers are good but they aren't the ultimate path of seeking the lover which is love. And Rumi had written earlier.

Come, come, whoever you are,
Wanderer, idolater, worshipper of fire,
Come, and come yet again,
Ours is not a caravan of despair.

(Latif / Roy 128-29)

They had no other religion than love on earth, the way to reach God. Rumi calls love a mirror through which God sees himself. "He sees himself, He himself is Beloved. He created the love and beauty and himself is Lover of that." (Rumi /Roy /130).

Proceed one step more and find what another mystic poet, Tagore writes,

Thus it is that thy joy in me is so full. Thus it is that thou hast come down
to me. O thou lord of all heavens, where would be thy love if I were not?

(Tagore /Gitanjali /Das 62)

Self-sacrifice for the lover is the essence of this philosophy which is available aplenty in the philosophy of the subcontinent. Here 'I' and 'We' of the lovers are mingled and abolished and merged into God. Thus Rumi says,

O Thou Whose soul is free from "We" and "I", O thou
Who art the essence of the spirit in men and women,
When men and women one, Thou art One.

(Rumi /Roy 133)

Attar's utterance is,

What you most want,
what you travel around wishing to find,
lose yourself as lovers lose themselves,
and you'll be that.

(Looking For Your Own Face /Poets 59)

Hafez writes,

Of this fierce glow which Love and You
Within my heart inspire,
The Sun is but a spark that flew
And set the heavens afire!

(Strife / Poets 177)

Hallaj confirms the essential in direct terms,

I am he whom I desire, whom I desire is I:
we are two spirits dwelling in a single body.
If you see me, you have seen him,
and if you see him, you have seen us.

(Sufism 153)

And Rumi confirms this conviction of Sufi, defining what makes a Sufi,

What makes the Sufi? Poetry of heart,
Not the patched mantle and the lust perverse
Of those vile earth-bound men who steal his name.

The True Sufi /Poets139

Ameer Khusro

Born in 1254 A.D. at Patiali village on the banks of Ganga in UP, India, Ameer Khusro the nom de plume of Abul Hassan, born of a Turkish nobleman as father and Indian woman as the mother, was a genius; great musician, a spiritual personality, a courtier under as many as seven Sultans of Delhi and a Sufi poet. He was born later than Rumi but in the same century of Rumi's birth. Ameer Khusro, a disciple of Saint Nizamuddin Aulia was loved for his poetry. Khusro was an accomplished spiritual personality. As a musician he shaped the great musical instruments like Sitar, Tabla and other types of drum from the existing olden instruments like Veena and Dhol. He

was the inventor of Kwali and Tarana and led many musical sessions. may be rightly acclaimed not only as a great Sufi but also as the poetical genius of India.”¹ With all qualities of a spiritual personality he transcended the religious boundary like a true Sufi poet. “It is recorded that apart from writing several ‘Divans’ or books of poems on spirituality inspiring Sufi subjects, Khusro had once written in a span of two and a half years, about two lakhs of couplets in Persian language, which is un-paralleled in the history of poetry in any country in the world.

Khusro Writes,

I am a pagan and a worshipper of love
The traditional creed, I do not need;
Every vein of mine has become taut, like a wire²

And few lines more from another poetry takes us to the core of his Sufi poetry:

I become you,
You become me,
I become the soul,
You the heart,
How can they claim,
I am apart, you are apart?³

Sant Kabir

The great Bhakti movement was flourished in India through some great presence during the fifteenth century like Narsi Mehta, Vidyapati, Umapati, Mira Bai and Ravidas (also known as Raidas or Ruhidas). Sant kabir's life and work enriched this movement and made a synthesis with the Sufi movement and poetry which was akin to it. He was a Bhakti poet who collaborated with Sufi poetry and movement. He is the focal point of Bahkti cult, being steeped in Hindu philosophy and esoteric practices, as a disciple of the great Hindu pundit and preacher, philosopher-reformer Saint Ramananda. “Kabir's finest poems have as their subjects the commonplaces of Hindu philosophy and religion: the Lila or sport of God, the Ocean of Bliss, the Bird of the Soul, Maya, the Hundred-petalled Lotus and the ‘Formless Form’.” (Underhill 494-97) But Kabir had

immense mystic sensibility to grow independently out of all these to prove himself a Sant or Sainthood **Dance and Music are integral parts of the movement in poetry**

The dance of the whirling Dervishes, a Turkish tradition and culture, now recorded by the UNESCO as World Intangible Heritage called Sama, represents the mystical journey of man's spiritual ascent through love to a state of perfection. Rumi was the founder of the Mechievi Order of whirling dervishes. This dance has inspired large numbers of Sufi poets as the main part of Sufi performance like the Bauls dancing with one-stringed instrument in hand and singing full throated mystical songs full of love for the beloved through the meadows and fields in the country sides of Bengal from the medieval time till date. Prominent among the Bauls, Lalan Fakir sang,

How does the strange bird
flit in and out of the cage.
If I could catch the bird
I would put it under the fetters of my heart.

(Chakraborty 250)

“Poetry is employed for esthetic effects, such as meter and rhyme, and for the emotional effect of its content; for Sufis, properly interpreted poetry in the ritual context of

listening to music was particularly powerful.” (Sufism /164) Manika Vachakar, the greatest Tamil Saiva Poet sang,

At other's will I danced, whirled, fell. But me
He filled in every limb

(as quoted in Das 154)

And the greatest of the Muslim mystic poets, Maulana Rumi sang,

The truth we have not found
So dancing, we beat the ground

(as quoted in Das 156)

Greeks too knew of this madness and mad-dance as in Euripides' The Bacchae and in the maddening trance of Dionysus. Guru Nanak sang, “Some call me wild, while others that I am out of step” (Das /155). The Vaishnav Poet of the eighth century, Andal, wished only God

Krishna as her beloved, to be possessed by him as did Radha of the myth and Mira Bai of Rajasthan later aspired. Mahadeviyakka, a twelfth century sadhika and poet, wanted Lord Siva in the same vein to marry her. Sant Kabir married God,

The Everlasting One
Has wed me, O Kabir;
And he is taking me Home with Him.

The Wedding /Sethi 530-31

Sant Kabir and the great Vaishnava saint Chaitanya sang songs of madness, infused in them by the God, both of them reached Godhood. Kabir asserted, “I have ascended the divine throne and met the Lord. God and Kabir have become one: no one can distinguish who is who.” (Adi Granth. Ramkali. Kabirji. p. 969. Sethi 39).

Doctrinal difference between Islam and Sufism

The idea of total identity or even complete merger with God is a common phenomenon in Indian religious poetry but it is taboo as per Quranic tradition. It has been debated whether the idea of fana has been derived from Indian sources or from Quran. Suggestions have been made that it is akin to Nirvana. But Syed Amir Ali writes, “Even when the Sufi talks of fana-

fil-Allah (Annihilation in God) he does not mean to imply that human soul becomes merged in the universal soul.”⁴ “According to a strict interpretation of the Quran, total merger with God is anti-Islamic. The relation between God and man can be either of Rabb (Lord) and Marbub (Slave), or Ilah (to be worshipped) and Maluh (worshipper), or Malik (master) and Mamluk (servant). The devotee can never claim a complete identity with Him though he tries to feel, and indeed feels a nearness to Him.” (Das 172). “Sufi poetry drew its interpretation from the idea contained in Ana'l Haq and continued to receive support from the exponents of Sufi doctrines.

Sarias-Saqati, a younger contemporary of Rabia, for example, defined the mystical love as ‘real mutual love between man and God’. . . .It must be remembered that Sufi

doctrines as formulated by Al-Qushairi, the classical authority of Sufi doctrines, recognizes the importance of taqwa (the awe of God), khushu (fearfulness) and ubudiya (servant-hood) in the life of a true Sufi." (Das 173)

The essence of Bhakti & Sufi

Another interpreter of Sufi Poetry writes, "It is also noteworthy that the practice of Sufism has close resemblance with the ancient Indian philosophy of Yoga, which aims at the union of the soul (atma), with the Supreme Being (Paramatma)"⁵ Though Sufis did not comply with the religious dictate, there were restrictions and watch over them whereas in India it was spontaneous. So Indian Sufis or poets akin to Sufi like Kabir of Benares sang,

"Like oil in sesame seeds
fire in flint,
your Lord lies within you,
awaken him if you can"⁶

And Guru Nanak sang,

Like scent in a flower
and our reflection in a mirror
does the Lord dwell eternally within us,
Seek Him within, brother"⁷

In such poetry only the lover-beloved relationship remains. In both the Sufi and Bhakti poetry the subject is the longing for God and the journey with all perils, waiting for him. Once the true meeting is achieved the poetry ceases to move. One of the finest examples of such poetry of longing and waiting is found in Rumi:

Hearken to this Reed forlorn
Breathing ever since 'twas torn
From the rushy bed, a strain
Of impassioned love and pain.

. . . .

'Tis the flame of love that fired me
'Tis the wine of love that inspired me
Wouldst thou learn how Lovers bleed
Harken, harken, to the Reed
(Das 173-74. Translated by R. A. Nicholson)

"Shah Latif says, 'The seas of separation roll /
And draw each single separate soul' And

this is why Radha goes out in abhisar in dark rainy nights. Sassi is perished in the trackless deserts and Sohni plunges herself into the rushing tide to meet death. And this is why, Lalla danced nude, Mira left her home, Chaitanya wept, trembled and rolled on the ground of Vrindavan in ecstasy and al-Hallaj danced in his fetters to the place of execution and Rumi celebrated the incident in haunting rhyme." (Das 174)

Further Spiritual thrusts

All serious Sufi Poets were God loving Sadhaks. Here are some more words about Sufism telling it in terms of infinity beyond any religion, pushing it towards futurity with newer dimension for embracing truth. "We are stepping into an era of oneness that will bring together matter and spirit, feminine and masculine, and our spiritual practice must reflect this new alignment. We cannot renounce the earth or follow a patriarchal model of spiritual progress. Our soul's journey is part of the journey of the whole of creation. Our heart is connected to the heart of the world. Our remembrance is the remembrance of the world. Through our awakening the world can awaken.

Who is the appropriate person to speak about fanâ (annihilation), and baqâ (permanence)?" He answered, "That is knowledge for the one who is suspended by a silk thread from the heavens to the earth when a big cyclone comes and takes all trees, houses, and mountains and throws them in the ocean until it fills the ocean. If that cyclone is unable to move him who is hanging by the silk thread, then he is the one who can speak on fanâ and baqâ."⁸

This leads us to the Supramental light and consciousness as Sri Aurobindo introduced to us decades back, giving us assurance that the world is moving towards its spiritual goal in spite of all apparent contradictions. The ultimate truth consciousness embracing the earth depends on man himself, his attitude towards collaboration with the Divine plan.

"The creative truth of things works and can work infallibly even in the Inconscient: the Spirit is there in Matter and it has made a series of steps by which it can travel from it to its own heights in an

uninterrupted line of gradations: the depths are linked to the heights and the Law of the one Truth creates and works everywhere.

“This Knowledge is the covert Supermind which is the support of the creation and is leading all towards itself and guides behind this multitude of minds and creatures and objects which seem each to be following its own law of nature; in this vast and apparently confused mass of existence there is a law, a one truth of being, a guiding and fulfilling purpose of the world-existence.” (Sri Aurobindo 73)

Let us end with wonderful hope in an age of nightmarish violent ambition for religious, racial and imperialist domination of the earth wishing them to be vanished like bad dreams.

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NATURAL DISASTERS AND HUMANITARIAN APPROACH

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Abstract

Nature is the abode of God where human being can soothe his distorted soul and thoughts. To some extent, the exploitation of natural resources by man is a cause for natural calamities. It will have profound environmental effect, human loss and frequently incurs financial loss. It affects human beings physically, emotionally and environmentally. We should keep humanity in high regard in principle but have no time to give it a meaning in our own life. Humanity is all about using hearts along with the minds in all the deeds. People are working day and night but mostly for their selfish motives whatever the social work they are doing, it is to keep in mind their social standard. No happiness is as profound as the happiness one gets through service to humanity. Innocent people who lose their properties, their houses, their families and other belongings due to natural calamities, should be given serious concern. Government can make policies but it can be implementing only when we have humanitarian approach. . People from all the sectors of society, come forward to help the needy whatever they can physically do at that time that is more important rather than to announce and send financial support.

“To serve humanity, is to serve god.”

Nature is the blessing of God to human being where man can soothe his distorted soul and thoughts in its lap. Sometimes, this nature shows its fury which brings destruction on earth and we all become victim of natural disaster which is an extreme and sudden event. Sometimes people call it as “act of god” which shows god’s fury not to take care of his lovely creation. To some extent, the exploitation of natural resources by man is also a cause for such calamities. It will have profound environmental effect, human loss and frequently incurs financial loss. It brings widespread destruction, loss of life and financial and emotional damages. It affects human beings physically, emotionally and environmentally. Natural disaster might be caused by earthquakes, flooding, volcanic eruption, landslide, hurricanes etc. Disasters can take many different forms, and the duration can range from an hourly disruption to days or weeks of on-going destruction. Hurricanes and tropical storms are among the most powerful natural disasters because of their size and destructive potential. Tornadoes are relatively brief but violent, potentially causing winds in excess of 200 mph. Both

earthquakes and tornadoes strike suddenly without warning. Flooding is the most common of natural hazards, and requires an understanding of the natural systems of our environment, including floodplains and the frequency of flooding events. Wildfires are more prevalent in the event of a drought. Disasters also can be caused by humans. Hazardous materials emergencies include chemical spills and groundwater contamination. Workplace fires are more common and can cause significant property damage and loss of life. Communities are also vulnerable to threats posed by extremist groups who use violence against both people and property. High-risk targets include military and civilian government facilities, international airports, large cities and high-profile landmarks. Cyber-terrorism involves attacks against computers and networks done to intimidate or coerce a government or its people for political or social objectives. In both the cases, it is a stuff of fear which no one can predict and prevent accurately but we can prepare ourselves collectively to fight and overcome from such type of situations. Government has prepared many policies, NGO

and supporting bodies to provide the sufferers relief measures. Sometimes, the slow and seemingly inept responses from government, commerce and civil society ignite fury among the sufferers and compel to think why the people are not coming forward to provide sufficient help. Why the people are not paying attention to those people who are fighting to save their lives. Don't they have humanity in them? Humanity does not mean to open relief funds and to contribute some money. What is the use of money to a person who has death in front of him? Humanity is all about using hearts along with the minds in all the deeds. As M. K. Gandhi wrote in *Young India* (1924) "I want to identify myself with everything that lives" (Service to Humanity). But in Today's scenario, society and most of its institutions are full of greed, distress and distrust. There is no real love and compassion. Besides thinking and learning about our development, we human are blindly following the new wave of modernization and materialism. As a result, we are preoccupied with our television, mobile phones, computers etc., spending less time with the fellow humans; we are always with any gadgets which is killing our humanitarian touching. As William Wordsworth writes "The World is too much with us late and soon, Getting and spending, we lay waste our powers" (The World Is Too Much with Us). Our direct interaction with our family members, friend, neighbors, and friends are taken away by our materialistic and modern hi- tech living style. People are not having role model like Mother Teresa, M. K. Gandhi and Malala who think and devote their lives for others, fight for the right things. Swami said: "I believe in God, and I believe in man. I believe in helping the miserable;" and he added even more emphatically, "I believe in going even to hell to save others" (Reminiscence, 291).

People are working day and night but for their selfish motives whatever the social work they are doing, it is to keep in mind their social standard. Now-a -days some charity shows, NGO's and relief funds are contributing not for compassion and sympathy, love and kindness to other living beings but for showcase. We keep humanity in high regard in principle but have no time to give it a meaning in our own life. We do not expend

even a little time; a few seconds to think about social welfare .People are doing lot of alteration in food, medicine and others. The food, we are eating for nourishment, but it is full of poison, it is because of materialistic approach. In the form of prayers or meditation or by any deeds, we want to please god but how can god accept those offerings when they are not caring his lovely creation that is human-being. Service to humanity is self-rewarding. It elevates mind, heart and spirit. It brings spiritual satisfaction. It trains one to rise above one's pretty self and to cry out the commandments of God. No happiness is as profound as the happiness one gets through service to humanity. Innocent people who lose their properties, their houses, their families and other belongings due to natural calamities, should be given serious concern. We should not think we are safe; anyone can become victim of that anywhere and anytime because time and tide wait for none. We should not divide us if we have known person than we will come forward for help otherwise not. Many volunteer agencies worked and helped people to get back to life; army, police and Municipal Corporation were efficiently working to get the dead-bodies and buried people out the ground. Lots of people were not found. People were given fund by the NGOs and social welfare organization and of course by the government, to compensate the damage caused by the natural disasters. The Natural Disaster Relief and Recovery Arrangements (NDRRA) represent a comprehensive national policy and financial framework for disaster relief and recovery. Due to the unforeseen nature of such events, the NDRRA is designed to alleviate the significant financial burden placed on states and territories and to facilitate the early provision of emergency assistance to disaster-affected communities. State (funded) Disaster Relief Arrangements (SDRA) Government can make policies but it can be implementing only when we have humanitarian approach. We have to first develop this attitude. Then an engineer will develop that technology which can predict these natural disasters, doctor will come forward to help them medically, businessman will come to help them financially. People from all the sectors of society, come forward to help the needy whatever they can physically

do at that time that is more important rather than to announce and send financial support. Along with this we should take care of natural resource because nature will provide what one will ask. As the Swami said, "The best way to serve and seek God is to serve the needy, to feed the hungry, to console the stricken, to help the fallen and the friendless, to attend upon and serve those who are ill and require service." (Sundaram Iyer in Reminiscences) Reminiscences, 87.

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SYMBOLISM IN E. M. FORSTER'S "A PASSAGE TO INDIA"

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Abstract

E.M. Forster in his novel "A Passage to India" combines narrative with rich symbolism. His novel do tell a tale but the tale implies more than what is told in the narrative. Like Virginia wolf and D.H. Lawrence, Forster insists on the world of ideal beauty which can be realized only through art. A symbolist intimates rather than states plainly. He communicates incommunicable feeling through a special language, through a set of metaphors. Frank Kermode calls E. M. Forster, "symbolist" who is in quest of an order beneath disorder and harmony in separation through a special language and techniques, Forster's is a symbolist because he uses certain terms, phrases and incidents which imply more than what they mean on the surface. Hence outside the context they lose their meaning and relevance. "A Passage To India", abounds in such terms such as wasp, echo, water, cave, serpent, the sound of the cave 'dum baum'.

Key Words: Spirituality, Purification, Re-birth, Metaphors, Symbols

If we read "A Passage To India" from deeper angle we find that the whole structure is symbolic. On the surface it seems to be story of Mrs. Moore's journey to India along with Adela. But on symbolic level, it is a passage to more than India, a spiritual of Mrs. Moore which in turn may be a spiritual passage of E.M. Forster or any western intellectual who tries to understand India as an oriental land of wisdom and understanding. Significantly, the title of this novel has been taken from Walt Whitman's poem 'A Passage to India' which refers to India as the spiritual head of the world. Thomson points out that like 'The waste land', "A Passage To India" is a study in the spiritual condition of the 20th century man. To fashion and unfold his theme Forster employs powerfully ordered symbols which are outwardly in keeping with narrative and inwardly charged with suggestion and meaning. "A Passage To India" is composed of three sections – 'Mosque', 'cave' and 'temple'. Not only the title of novel "A Passage To India" is symbolic but also the titles of the three sections have symbolic suggestions. The 'Mosque' a symbol of brotherhood and friendship. There is a

collective prayer on the Mosque. Significantly it is in this section all the friendships take place. Dr. Aziz becomes friendly with Mrs. Moore, Adela, Mrs. Fielding and Prof. Godbole. The Bridge party given by Mrs. Turton in the club and the tea party given by Mr. Fielding at his house are symbols of friendship, get-together and personal relationships. The 'caves' represents a kind of spiritual wasteland, where friendships developed in the first, section are either strained or broken. The 'temple' is a symbol of universal love and devotion which is a powerful means of salvation. Forster writes that these sections represents three seasons of the Indian year Autumn, Summer and Rains. But actually they are more than this. They are symbols of birth, death and rebirth of friendship. In another way, we may say that they represent thesis, anti-thesis and synthesis. Significantly there is a heavy rain in the third section and rain is itself a symbol of fertility. Not only these three sections are titles, but also the very structure is symbolic of the three stages of mankind's spiritual history or the three stages of the individual's spiritual development. The first stage is one of

optimism, the archades of mosque, Mrs. Moore's simple minded belief in oneness with the universe-all these may be taken as man's dynamism. Dr. Aziz, who through all his experience remain both young in heart and enlightened in spirit. The section registers both the success tea party and failure bridge party in the development of personal relationship. But the note of optimism has been continued. Dr. Aziz invites Mrs. Moore, Adela, Mr. Fielding and Prof. Godbole to see the Marabar caves.

The second stage is one of disillusionment and negation. The caves the central part of the novel constitutes the core of India. In fact the visit of Mrs. Moore and Adela and also Dr. Aziz is central to the narrative and symbolic implications and functions of the novel are complex. Middleton Murray writes "A caves of Malabars" is the symbol of the universe for Mr. Forster. R.L. Clubb writes that the caves signify "mysteries of our universe which human begins because are after all finite-will never understand." V. Woolf says that the cave is "the soul of India". For E.M. Forster, caves are a place where concentration takes place. The characters take a journey to the cave and make different reactions. After the arrest of Dr. Aziz they are clearly divided into two groups.

One of the views about the cave is that they represent primitive and primeval India, when the world of God or the Gospel of religion had neither been uttered nor heard by any. The caves are older than anything in the world," they are older than all spirit." It is here that Mrs. Moore realizes the smallness of Christianity is confined between "let there be light and let it be finished". The sound "dum baum" which does not carry any meaning to any normal man has important poetic suggestion. G. M. White believes that the caves signify the voice of negation the voice of chaos and old night. Mrs. Moore is so much annoyed with the arrest of Dr. Aziz whom she thinks to be innocent and with her own son who wants to rule over India by force that she decides to return to her country and dies on the way.

The 'Temple' is the destination of the spiritual passage. The section may be superfluous and irrelevant for Edwin Muir, but for J.K. Jonstone, the third section is an architectural necessity. Prof. Godbole the

voice of "bhakti-cult", becomes the chief instrument of Forster's theme. Significantly it is in this section that the festival Janmastami is celebrated with all sincerity, sanctity and devotion. God is reborn to purify mankind. The rain shows that the wasteland like situation has been overshadowed by rain. It purifies both the outside and the inside. Mrs. Moore is a symbol of the union between intellect and intuition, prose and poetry. The procession of the day image of lord Krishna and the throwing of the four outsiders Mr. Fielding, Ralph, Stella, and Dr. Aziz into water due to a collusion of boats are also symbolic acts of union and baptismation. However the ending of the novel on the note not yet is a symbolic hint there cannot be a friendship between the ruler and ruled, between England and India, so long as India is a slave.

Thus we find that "A Passage To India" is a symbolic novel however one thing is very clear that Forster is not D.H. Lawrence and V. Woolf. He does not use the rich poetic symbols which we find in the novel of Lawrence and V. Woolf. Most of the symbols of the Forster are of traditional type. The whole novel is like the sonata having three movements, symbolized by Mosque, caves and temple symbolizing emotion intellect and mysticism. "A Passage to India" has however a richer symbolism than earlier novels such as "where angels fear to tread, A room with a view and Howard's End".

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