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Dr. Mithilesh Kr Choubey
Editor-in-Chief

EDITOR'S

MESSAGE

Let me first of all take this opportunity to wish all our readers a very happy, peaceful and prosperous 2015.

This is the 9th issue of Jamshedpur Research Review. A total of 12 articles have been presented in this issue. The first research paper entitled, "Measuring occupational stress and job satisfaction among nurses of Manipur" is an attempt to present empirical evidences on levels of job satisfaction and occupational stress being experienced among nurses randomly represented from across different departments of government and private hospitals in greater Imphal city of Manipur. The paper has two objectives. First, to evaluate the factors contributing to job satisfaction and occupational stress among government and private hospital nurses in Imphal city. Second, to compare the levels job satisfaction among government and private hospital nurses and its resulting influence on occupational stress. Second article of this issue, explains the impact of FDI in our neighboring country Bangladesh. Third article of the issue briefly explains the changing dimensions of commercialization of the surrogacy services in India. The paper explains the two concerns about this trend in India. The first is the misuse of technology causing serious problems such as a declining sex ratio, rising caesarean sections and over diagnosis leading to unnecessary medical procedures. The second is the commoditization of body parts such as in the clandestine trade in kidneys, placentas. When these trends are combined as in reproductive technologies-the results are disturbing. The Fourth paper of this issue is primarily focused on the influence of talent management policies like employee attraction, transition policies and employee retention practices in pharmaceutical sector. The paper concludes that more efforts and extra working hours are not yielding the salary of pharmaceutical sector employees. The employees are under constant stress to achieve their targets. The organizations are not giving adequate job security and even the appointees are entering into the pharmaceutical sector on their choice, however, it is preferable if the percentage increases. The Fifth paper of the issue entitled "Dynamics of corruption and its negative impact on overall economic development in India...." Gives a very critical views on this burning topic. The objective of the paper entitled "Corporate social responsibility and value creation with special reference to Indian companies" theoretically explains the benefits that the companies derive from adopting Corporate Social Responsibility and what challenges a company has to face in Implementing Corporate Social Responsibility. The paper entitled "Social security among workers in the printing industry at Ranchi" attempts to investigate the system of Social Security and problem of indebtedness among workers of Printing Industry in Ranchi.

Many of us are not much aware of Caspian regions. The paper entitled "US policy in the post Caspian region" could be a great help for them in this regard. The paper reveals that focusing U.S. policy in the Caspian on containing Russian and Chinese influence has done little to advance U.S. security interests, and reduced its standing in the region to its lowest level in decades. The Obama administration needs a new approach that provides opportunities for local leaders to engage with the United States in economic and political development.

Khushwant Singh was a senior prominent Indian novelist cum journalist and short stories writer. the paper entitled "Khushwant Singh : a historian cum novelist" is an attempt to the in-depth study of Khushwant Singh as a historian cum novelist. The paper entitled "Changing trends of composition of gross domestic product in India" provides an overview of the growth of Indian services sector. The last contribution of the issue entitled "Dwindling forests: increasing distress[state, society, forest and tribal women of Jharkhand in historical context]" explains the conditions of tribal women as forest workers in Jharkhand in historical context. Jharkhand serves as an appropriate state for such a study for the reason of its being rich in tribal population as well as in forest resources.

I sincerely hope that each one of these papers will provide some significant stimulation to a reasonable segment of our community of readers

With Best Wishes.....

(Dr. Mithilesh Choubey)
Editor -in Chief

December 2014-February 2015

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OUR OBJECTIVES

JRR is a high-quality journal devoted to the advancement of basic and applied field in all disciplines of education and research. It is published by Gyanjyoti Educational and Research foundation Trust. The Editorial Board is very committed to build the Journal as one of the leading multi-disciplinary international journals in the country. Gyanjyoti Educational & Research Foundation is an establishment for management of research information through publishing of standard research results in JRR. The journal's one of the core aims is to provide a platform to the researchers, academicians, resource persons, and practicers of the country in general and Jharkhand in particular to come together and share their research findings with the rest of the world thereby facilitating informed decisions to improve businesses and society as a whole. JRR aims to provide a highly readable and valuable addition to the literature which will serve as an indispensable reference tool for years to come. The coverage of the journal includes all new theoretical and experimental findings in the fields of all disciplines of education and research. JRR therefore is a refereed international journal to be of use to all those concerned with research in various fields of education and research.

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MEASURING OCCUPATIONAL STRESS AND JOB SATISFACTION AMONG NURSES OF MANIPUR

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Abstract

This study is an attempt to present empirical evidences on levels of job satisfaction and occupational stress being experienced among nurses randomly represented from across different departments of government and private hospitals in greater Imphal city of Manipur. The paper has two objectives. First, to evaluate the factors contributing to job satisfaction and occupational stress among government and private hospital nurses in Imphal city. Second, to compare the levels job satisfaction among government and private hospital nurses and its resulting influence on occupational stress. Statistical analytical tools like correlation, t-test and other descriptive statistics scores have been used to quantify the qualitative variables of the stress and job satisfaction.

Key words: *Occupational stress, nurses, coping behaviour and. job satisfaction*

Introduction

Stress has been regarded as an occupational hazard since the mid-1950s (Kahn, et al., 1964). Occupational stress has been called "21st Century disease" (Katyal & Katyal, 2013). Researchers have shown that health professionals are a group at significant risks from the negative effect of stressful workplace (Mark & Smith, 2011; Kickcaldy & Martin, 2000; Tyler & Cushway, 1998). Health care workers are facing large number of new challenges, resulting from increased workload, on top of occupational health risks such as infectious disease, confrontation with death and suffering, poor communication and social support, shift work, and emotional demands of patients and families (Firth,

2001). Among health care workers, nursing is thought to be the most stressful profession. Nursing is a challenging profession due to the significant emotional demands placed on workers, and the likelihood that strong emotional states will be experienced. Nurses can be exposed to psychosocial stressors on a daily basis to a large number of potent stressors, including conflict with physicians, discrimination, high workload, and dealing with death, patients, and their families (French, Lenton, walters, & Eyles, 2000), thus, are at risk from stress-related problems, with high rates of turnover, absenteeism, and burnout (Clegg, 2001; Kirkcaldy & Martin, 2000). Studies indicated that mortality rates, suicide, stress related diseases, burnout and psychiatric and physical illness are more prevalent among nurses than among the general population (Firth, 2001; Tummers et al., 2002).

Strong relationship has been found between nurses' occupational stress and job satisfaction (Blegan, 1993; Mrayyan & Acorn, 2004). Researchers have shown that nursing is strenuous job and occupational stress is much prevalent among nurses (Lavanco, 1997; Lee & Wang, 2002). This work, as identified and established, a relationship between job satisfaction and occupational stress (Blegan, 1993), also is an attempt to relate occupational stress and job satisfaction being experienced among female nurses in greater Imphal city and to explore the relationships between the principal independent measures (job satisfaction and occupational stresses) with pertinent dependent variables such as type of hospital, age and years of experience, qualifications, salary, marital status and working shifts.

Nurse's Job Satisfaction

Growing occupational stress and declining job satisfaction among nurses are major concerns of nursing managers and educators (Jaradat, 2012). Nurse's job satisfaction has received escalated attention and enhancing nurse job satisfaction has been emphasized as a major strategy to recruit and retain qualified nurses. An extensive finding worldwide from both qualitative and quantitative research has been revealed with regard to sources of job satisfaction among nurses. These sources include working conditions, interactions with patients/co-workers/managers, work itself, remuneration, growth and promotion, praise and recognition, control and responsibility, job security, leadership style and organizational policies (Lu, et al., 2007); recurrent changes in work environment, like changing colleagues, supervisors, tasks, working hours and work place (Verhaeghe, et al., 2008); less favourable job characteristics such as high work and time pressure, high physical demand, low support from colleagues (Pisanti et al., 2011), and personal accomplishment (Janssen et al., 1999). More importantly, occupational stress has been found to be a major factor related to the job satisfaction of nurses (Blegen, 1993).

Nurse's Occupational Stress

Nursing is generally considered to be a stressful and demanding profession (Carson, Barlett & Croucher, 1991; Coeffey & Coleman, 2001), and highly susceptible to burnout (Pisanti et al., 2011). Nurses are seen to have more stress than most people due to the nature of the job and the system within which they work (Bond, 1986). Nurses use the word stress to describe a combination of unpleasant situations and unpleasant inner personal experiences (Bond, 1986). Different job characteristics, such as physical and psychological workload, have received attention in occupational stress research among nurses (Verhaeghe, et al., 2008). Cavanagh (1997, cited in Rothmann, Colff & Rothmann, 2006) divides stressors within the nursing profession in three categories, namely personal, interpersonal and work environment stressors. Personal stressors include an inability to manage home, work and

study responsibilities. Interpersonal stressors reflect on relationship with doctors, supervisors, other senior personnel and colleagues. Work environment stressors include a high work load and long working hours, caring and dealing with pains suffering and dying of patients, the strain of being exposed to making mistakes and managing demanding responsibilities, role conflict and ambiguity and under-staffing. The emotional demands associated with caring for patients also contributed to occupational stress in nursing (Bond, 1986; Obholzer & Roberts, 1994). Lack of resources is another source of stress for nurses (James, 2002). Resources include staff, linen, food and equipment. Varied factors attributed to be highly stressful for nurses' are identified, such as, Effort-reward imbalance (Seigrist, 1996); workload and understaffing (Hall & Kiesners, 2005); low salary, low career opportunity, less time for direct patient care (Tummers, 2001); conflict with managers, doctors, seniors and colleagues (Govender, 1995); and shift work. A vast number of stressors were identified. But not all of them are applicable to all nurses at all times. In most of the study, the researchers focussed on stress of nurses on intensive care unit, surgery medical ward (Verhaeghe et al., 2008), specific health care unit, psychiatric or mental wards, gynaecology, general nurses, HIV/AIDS units, and health management (cited in Rothmann, Colff & Rothmann, 2006). This study is an attempt to present empirical evidences on levels of job satisfaction and occupational stress being experienced among nurses randomly represented from across different departments of government and private hospitals in greater Imphal city.

Aims and objectives

The study aimed to explore nurses' view about stress and job satisfaction. The following objectives were set:

- i. To evaluate the factors contributing to job satisfaction and occupational stress among government and private hospital nurses in Imphal city.
- ii. To compare the levels job satisfaction among government and private hospital nurses and its resulting influence on occupational stress.

Hypothesis

H₀₁: Job satisfaction levels of government hospital nurses will not be equal to that of private hospital nurses.

H₀₂: There is no significant correlation between job satisfaction and occupational stress among government and private hospital nurses.

Participants and procedures

The participants were nurses drawn from hospitals in Imphal city alone, to limit confounding variables exerting from differing external environmental influences confluence to exist. A cross-sectional survey design utilising questionnaire was selected to accomplish the research objectives. Data were collected from 166 (Government 65, Private 101) self-administered questionnaires. Participation in the study was voluntary and anonymous. Personal characteristics like age, marital status, education, mode of employment, working arrangement, experience and monthly salary were documented.

Measures

Two instruments were incorporated to fulfil the purpose of this study:

- i. Job satisfaction was measured with the Job satisfaction scale (Warr et al.,

1979): a five-point Likert type scale (1 = very dissatisfied, 5 = very satisfied) with 15 items. Cronbach's alpha test was 0.88 in this study and

- ii. Nurses' Occupational Stress Scale (Hingley & Cooper, 1986): a five-point likert type scale (1 no pressure, 5 extreme pressure) with 24 items. The Cronbach's alpha was 0.907 in this study.

Both the measurement scales met the standards of acceptable reliability coefficient of 0.70 as Nunnally (1978, cited in Lim, 2013) has indicated.

Data Analysis

The data collected were entered and processed using the Statistical Product and Service Solutions (IBM SPSS –Statistics) the English version 21.0. The study used descriptive statistics, chi-square, regression analysis to analyse the data. The descriptive statistics (mean, frequency, percentage, standard deviation and rank) provide information on the data of the sample respondents. The standard deviation shows the variability of scores for each of the scales. Frequency and percentage analysis gives information to determine the number of respondents among the categories across the parameters of the demographic variables.

Results and Discussion

Table 1: Profile of the study participants

Variables	Parameters	Category		Total (N=166)
		Government (N=65)	Private (N=101)	
Age Group (in Yrs)	Upto 20	1(0.6)	3(1.8)	4(2.4)
	21-30	22(13.2)	85(51.2)	107(64.4)
	31-40	33(19.8)	11(6.6)	44(26.5)
	41-50	8(4.8)	1(0.6)	9(5.4)
	Above 50	1(0.6)	1(0.6)	2(1.2)
Marital Status	Unmarried	14(8.4)	71(42.7)	85(51.2)
	Married	51(30.7)	30(18.1)	81(48.8)
Education & Training	Hospital Training	35(21.1)	31(18.6)	66(39.7)
	Graduate Nursing Program	23(13.8)	60(36.1)	83(50)
	University Degree	2(1.2)	1(0.6)	3(1.8)
	Others	5(3.1)	9(5.4)	14(8.4)
Mode of Employment	Full Time	57(34.3)	43(25.9)	100(60.2)
	Part Time	8(4.8)	58(34.9)	66(39.7)

Working Arrangements	Morning Shift Only	4(2.4)	7(4.2)	11(6.6)
	Night Shift Only	0(0)	1(0.6)	1(0.6)
	Rotated Morning, Afternoon & Night Shift	61(36.7)	93(56.1)	154(92.8)
Experience (in Yrs)	Upto 5	21(12.6)	73(43.9)	94(56.6)
	6-10	28(16.8)	23(13.8)	51(30.7)
	11-15	13(7.8)	4(2.4)	17(10.2)
	Above 16	3(1.8)	1(0.6)	4(2.4)
Monthly Salary (in ₹)	Upto 5,000	1(0.6)	44(26.5)	45(27.1)
	5,001 – 10,000	6(3.6)	45(27.1)	51(30.7)
	10,001 – 15,000	2(1.2)	4(2.4)	6(3.6)
	15,001 – 20,000	10(6.1)	6(3.6)	16(9.6)
	Above – 20,000	46(27.7)	2(1.2)	48(28.9)

*Figures in the bracket indicates percentages

A total of 65(39%) government and 101(61%) private female nurses employees drawn from hospitals in Imphal city constitute the sample of the study. Brief profiles of the subjects according to the category of employment are depicted in Table 1. Most of the respondents (64.4%) are in the age group of 21 – 30 years with a mean age of 29.99 (± 6.729) years, 19 years being the youngest and 60 years the oldest. Just below half (48.8%) of the participants were married and the other rest are unmarried nurses. Regarding respondents' characteristics across educational programmes, 39.7% had hospital training, 50% had attended graduate nursing programmes, while a meagre 1.8% had received university education and the remaining others (8.4%) had acquired different technical and non-technical education and skills.

With regard to mode of employment majority 57(87.7%) of the government nurses were employed full time in contrast to 43(42.5%) part time employees in the private sector. Assessing on the working arrangements, almost all 154(92.7%) respondents are engaged in rotation as morning, afternoon and night shift nurse. Considering experience of nursing in their present work place 43.1 percent of the government employees have engaged in between 6 to 10 years whereas most of the private nurses 73(72.3%) are still beginners with an experience ranged between just 1 to 5 years. Collectively, the minimum working experience of the nurses was 1 year while the maximum was 32 years, with the mean experience of 6.33 (± 4.604) years. Economically, government nurses are better paid off with 46(70.7%) drawing a monthly salary of more than 20,000 comparing to just 2(1.9%) private nurses getting less than 20,000 in a month.

Table 2: Significance of Difference in Mean Scores of Job Satisfaction Scale between Government and Private Hospital Nurses

ITEMS	GOVERNMENT		PRIVATE		t value	P value
	Mean	SD	Mean	SD		
1. The physical conditions in which you work	3.25	1.118	3.10	1.21	0.786	0.433#
2. Freedom to choose your own working method	3.34	1.163	2.71	1.160	3.387	0.001*
3. Your fellow workers	3.71	.964	3.64	0.955	0.421	0.674#
4. The recognition you get for good work	3.34	1.004	3.58	0.908	-1.632	0.105#
5. Your immediate manager/administrator	3.58	.934	3.24	1.021	2.209	0.029*
6. The amount of responsibility you are	3.58	.950	3.16	1.138	2.508	0.013*

given						
7. The rate of pay for nurses	2.92	1.350	2.12	1.275	3.876	0.000*
8. The opportunity to use your abilities	3.35	1.037	3.19	1.093	0.973	0.332#
9. Relations between management and staff	3.45	1.076	3.36	0.986	0.552	0.582#
10. Future chance of promotion	3.14	1.97	2.84	1.286	1.491	0.138#
11. The way the hospital is managed	3.02	1.082	3.18	1.203	-0.885	0.378#
12. The attention paid to your suggestions	3.08	1.020	2.98	1.086	0.573	0.567#
13. The hours of work	3.38	1.085	3.05	1.252	1.771	0.078#
14. The amount of variety in your job	3.20	1.049	3.04	1.009	0.984	0.326#
15. Your job security	3.20	1.202	3.17	1.141	0.171	0.864#
16. Overall Job Satisfaction	49.54	10.41	46.36	10.06	1.962	0.051#

* **Significant 5% level ($P < 0.05$), # = Not Significant**

Table 2 presents mean and standard deviation of nurses' job satisfaction scale along with its components. The results revealed that there was no significant difference ($t=1.962$, $p=0.051$) in the overall job satisfaction level between government and private hospital nurses, meaning which, the null hypothesis (H_{01}) was failed to reject, though government nurses having slightly higher mean score of job satisfaction level as compared to their counterpart in the private sector. Concerning the components of job satisfaction scales, the scores of government hospital nurses are

higher as compared to private hospital nurses on various sub scales, except on two sub scales, that is, The recognition you get for good work and The way the hospital is managed, which means, private hospital nurses are getting more recognition and better managed compared to government hospitals. It is further observed that there is high significant differences in the mean scores of Freedom to choose your own working method ($t=3.387$), your immediate manager/administrator ($t=2.209$), the amount of responsibility you are given ($t=2.508$) and the rate of pay for nurses ($t=3.876$). Therefore, the first hypothesis was partially accepted with respect to item number 2, 5, 6, and 7.

Table 3: Mean, Standard Deviation, Frequency and Percentage of Each Item in the Occupational Stress Scale (N=166)

ITEMS	Mean	S.D.	NP	SP	MP	CP	EP
1. Time pressures and deadlines	2.59	1.134	22 (13.3)	71 (42.8)	43 (25.9)	13 (7.8)	17 (56.0)
2. Workload	2.96	1.200	14 (8.4)	51 (30.7)	57 (34.3)	15 (9.0)	29 (17.5)
3. Work under load (needing to look busy)	2.78	1.309	34 (20.5)	41 (24.7)	40 (24.1)	30 (18.1)	21 (12.7)
4. Task outside of my competence	2.69	1.297	36 (21.7)	46 (27.7)	37 (22.3)	28 (16.9)	19 (11.4)
5. Fluctuations in workload	2.75	1.164	25 (15.1)	50 (30.1)	46 (27.7)	32 (19.3)	13 (7.8)
6. Unrealistically high expectations by others of my role	2.52	1.210	35 (21.1)	61 (36.7)	31 (18.7)	26 (15.7)	13 (7.8)
7. Coping with new situations	2.45	1.109	37 (22.3)	54 (32.5)	47 (28.3)	20 (12.0)	8 (4.8)
8. Uncertainty about the degree or area of my responsibility	2.50	0.977	24 (14.5)	63 (38.0)	57 (34.3)	16 (9.6)	6 (3.6)
9. Security of employment	2.54	1.329	45 (27.1)	47 (28.3)	34 (20.5)	20 (12.0)	20 (12.0)

10. Involvement with life and death situations	2.77	1.397	37 (22.3)	45 (27.1)	33 (19.9)	22 (13.3)	29 (17.5)
11. Coping with new technology	2.57	1.257	37 (22.3)	54 (32.5)	36 (21.7)	22 (13.3)	17 (10.2)
12. Exposure to death	2.30	1.389	68 (41.0)	37 (22.3)	23 (13.9)	20 (12.0)	18 (10.8)
13. Staff shortages	3.48	1.417	22 (13.3)	25 (15.1)	25 (15.1)	40 (24.1)	54 (32.5)
14. Poor physical working conditions	2.64	1.308	40 (24.1)	45 (27.1)	33 (19.9)	31 (18.7)	17 (10.2)
15. Lack of support from senior staff	2.61	1.447	49 (29.5)	41 (24.7)	30 (18.1)	17 (10.2)	29 (17.5)
16. Lack of privacy	2.21	1.264	66 (39.8)	39 (23.5)	33 (19.9)	16 (9.6)	12 (7.2)
17. Shortage of essential resources	3.07	1.360	33 (19.9)	24 (14.5)	31 (18.7)	54 (32.5)	24 (14.5)
18. Poor quality of supporting staff	2.68	1.406	47 (28.3)	32 (19.3)	39 (23.5)	23 (13.9)	25 (15.1)
19. Unsocial hours	3.02	1.454	31 (18.7)	38 (22.9)	36 (21.7)	19 (11.4)	42 (25.3)
20. Lack of specialized training for present work	2.43	1.223	49 (29.5)	38 (22.9)	49 (29.5)	18 (10.8)	12 (7.2)
21. Lack of participation in planning/decision making	2.54	1.404	54 (32.5)	32 (19.3)	40 (24.1)	16 (9.6)	24 (14.5)
22. Difficult patients	3.08	1.407	32 (19.3)	27 (16.3)	36 (21.7)	37 (22.3)	34 (20.5)
23. Dealing with relatives	2.54	1.324	48 (28.9)	41 (24.7)	31 (18.7)	31 (18.7)	15 (9.0)
24. Bereavement counselling	2.25	1.300	66 (39.8)	39 (23.5)	27 (16.3)	22 (13.3)	12 (7.2)
25.Overall Occupational Stress	2.66	0.753					

*Figures in the bracket indicates percentage

NP = No Pressure, SP = Slight Pressure, MP = Moderate Pressure, CP = Considerate Pressure, EP = Extreme Pressure

Data provided in Table 3 shows the mean values of all the 24 items of occupational stress of both government and private hospital nurses. The mean scores of item number 13(3.48), 17(3.07), 19(3.02), 22(3.08) lies between 3 to 4 in the five point Likert-type scale indicating that nurses have moderate to considerate pressure when they are exposed to these situations. Scores of the remaining occupational item ranges between slight pressures (2) to moderate pressure (3). The overall occupational stress of the nurses lies between slight pressure (2) to moderate pressure (3), inclining towards moderate pressure. Statistically significant correlation was found between job satisfaction and occupational stress (-0.288 , $p=0.000$) at 0.01 level. Therefore, job satisfaction and occupational stress was negatively correlated, and the null hypothesis (H_{02}) was accepted.

Conclusion

Comparatively government nurses are

older than the private nurses, more of them are married and better off economically with higher package of monthly salary, more congenial with their managers/administrators, lesser amount of responsibility/workload and availing greater exposure to choose one's own working method. On the other side, private hospital are better managed and nurses engaged in this sector are getting due recognition for their services. There were no significant differences in the overall job satisfaction scores between private and governmental hospital nurses. Nurses were moderately exposed to stress. Job satisfaction and occupational stress were inversely correlated. The more the satisfaction level the lesser is the occupational stress level and vice versa.

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INDIAN ECONOMY: FACT FILE

According to the International Monetary Fund (IMF), as of 2014, the Indian economy is nominally worth US\$2.047 trillion; it is the eleventh-largest economy by market exchange rates, and is, at US\$7.277 trillion, the third-largest by purchasing power parity, or PPP. With its average annual GDP growth rate of 5.8% over the past two decades, and reaching 6.1% during 2011–12, India is one of the world's fastest-growing economies. However, the country ranks 140th in the world in nominal GDP per capita and 129th in GDP per capita at PPP. Until 1991, all Indian governments followed protectionist policies that were influenced by socialist economics. Widespread state intervention and regulation largely walled the economy off from the outside world. An acute balance of payments crisis in 1991 forced the nation to liberalise its economy; since then it has slowly moved towards a free-market system by emphasising both foreign trade and direct investment inflows. India's recent economic model is largely capitalist. India has been a member of WTO since 1 January 1995.

The 486.6-million worker Indian labour force is the world's second-largest, as of 2011. The service sector makes up 55.6% of GDP, the industrial sector 26.3% and the agricultural sector 18.1%. Major agricultural products include rice, wheat, oilseed, cotton, jute, tea, sugarcane, and potatoes. Major industries include textiles, telecommunications, chemicals, pharmaceuticals, biotechnology, food processing, steel, transport equipment, cement, mining, petroleum, machinery, and software. In 2006, the share of external trade in India's GDP stood at 24%, up from 6% in 1985. In 2008, India's share of world trade was 1.68%; In 2011, India was the world's tenth-largest importer and the nineteenth-largest exporter. Major exports include petroleum products, textile goods, jewellery, software, engineering goods, chemicals, and leather manufactures. Major imports include crude oil, machinery, gems, fertiliser, and chemicals. Between 2001 and 2011, the contribution of petrochemical and engineering goods to total exports grew from 14% to 42%. Averaging an economic growth rate of 7.5% for several years prior to 2007, India has more than doubled its hourly wage rates during the first decade of the 21st century. Some 431 million Indians have left poverty since 1985; India's middle classes are projected to number around 580 million by 2030. Though ranking 51st in global competitiveness, India ranks 17th in financial market sophistication, 24th in the banking sector, 44th in business sophistication, and 39th in innovation, ahead of several advanced economies, as of 2010. With 7 of the world's top 15 information technology outsourcing companies based in India, the country is viewed as the second-most favourable outsourcing destination after the United States, as of 2009. India's consumer market, currently the world's eleventh-largest, is expected to become fifth-largest by 2030. **JRR Reports**

IMPACT OF FOREIGN DIRECT INVESTMENT (FDI) IN BANGLADESH

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Abstract

In order to keep pace with its development needs, there is need for rapid industrialization in Bangladesh. FDI plays a major role in this regard in accelerating the economic growth of the nation. Despite some reforms in the existing policies, the performance of FDI inflow in the nation is not very attractive. This paper analyzes the present status of FDI, major obstacles in attracting FDI and possible remedial measures to overcome these problems in the context of the Bangladeshi economy.

Keywords

FDI, Board of Investment (BOI), Export Processing Zone (EPZ)

Introduction

Bangladesh, being a developing nation requires FDI for its development process. It is the crucial factor for developing a nation and achieving the socio-economic objectives. It helps in generating employment, increase productivity, transferring of skills and technology, enhancing exports, and contributing to the long-term economic development of any nation.

Definition of FDI

The term FDI refers to the investment made to acquire lasting interest in enterprises operating outside of the economy of the investor. It is a type of investment in which a firm acquires a substantial controlling interest in a foreign firm or set up a subsidiary in a foreign country.¹ According to IMF and OECD, FDI is referred as long term investment by a foreign

investor in an enterprise in an economy other than where the foreign direct investor is based.²

Overview of FDI Inflow in Bangladesh

Economic liberalization in Bangladesh took place in the early 1990s with the introduction of investment incentives for the purpose of creation of a favourable climate for FDI. According to the Bangladesh Board of Investment, FDI has contributed to the rejuvenation of the economy since liberalization. Except nuclear energy, defence equipment, reserved forest area, security printing and mining, and railway, all other sectors are open for FDI. The country has a low level of investment due to low level of domestic savings. Hence FDI is considered to be an important tool for the industrial development of the nation. Currently there are eight EPZs in the nation, the first one being in Chittagong. The annual FDI inflow has increased from \$0.090 million in 1972 to \$666 million in 2007.³

Bangladesh receives FDI from both developed and developing countries. The major investors come from 36 different nations, out of which 21 are from developing and transition economies. An interesting fact in this regard is that about 70% of the total FDI inflow is received from only 11 countries.⁴ The data for the top 9 country-wise sources of FDI to Bangladesh are shown in Table 1 below.

¹ Chen, 2000

² Baskaran, A. et al, 2008

³ Bangladesh Bureau of Statistics, 2008

⁴ Nasrin, S. et al, 2010

Table 1: Sources of FDI or Bangladesh---Country-wise FDI Inflow between 1998 and 2007 (in US\$ in millions)

Country	FY1998	FY99	FY00	FY01	FY02	FY03	Fy04	FY05	FY06	FY2007
USA	232.90	66.94	29.30	29.10	24.50	32.10	61.80	105.90	187.60	161.51
UK	40.93	35.61	157.00	52.90	18.50	83.60	91.00	153.50	77.88	123.74
UAE	0.18	1.58	0.00	0.90	0.00	16.70	12.80	12.81	100.5	62.02
Singapore	0.50	1.10	1.90	1.60	12.70	3.20	2.30	97.55	26.32	11.78
South Korea	70.94	101.36	31.40	16.80	30.70	24.50	18.50	26.26	50.14	30.06
Hong Kong-China	13.14	20.52	14.80	5.80	17.10	11.70	13.90	39.32	43.33	62.49
Egypt	0.00	0.00	0.00	0.00	0.00	0.00	19.90	48.40	67.39	123.46
Norway	23.71	3.31	0.00	0.00	26.40	21.90	59.60	53.50	82.96	25.67
Malaysia	5.01	2.91	6.20	0.30	11.40	13.40	39.00	33.10	44.47	19.55

Source: Bangladesh Bank (various years), Annual Reports, Dhaka: Government of Bangladesh, Bangladesh Bank (2008), FDI Survey Reports, Dhaka: Government of Bangladesh

The sector-wise FDI stock in Bangladesh⁵ is shown in Table 2 below.

Table 2: FDI Stock in Bangladesh, by Sector, 2009 (Source: UNCTAD FDI/TNC Database, 2012)

Serial Number	Sector	FDI Stock (in Percentage)
1	Mining and Quarrying	23
2	Food Products	4
3	Textiles and Garments	21
4	Chemicals	3
5	Manufacture of Mineral Products	3
6	Other Manufacturing	5
7	Electricity, Gas and Water	5
8	Telecommunications	16
9	Finance	16
10	Other Services	3
11	Agriculture	1

⁵ Bangladesh: Sector Specific Investment Strategy and Action Plan, UNCTAD, September 2012

FDI Policy in Bangladesh⁶

The country has a comprehensive set of policies to guide its development strategy. The overall framework is defined with respect to the government's Vision 2021 electoral platform, the national policy reduction strategy, and the sixth five-year plan (2011-2015). One of the overall development objectives set in Vision 2021 is to transform Bangladesh into a middle-income country. In this regard, the major role of private investment is widely acknowledged. But the irony is that the country does not have a well-defined FDI policy or an investment policy. Bangladesh has failed to define what it could gain from foreign investment and what it would need to do to achieve FDI attraction objectives. The country claims to be open to FDI, providing a welcoming environment for foreign investors. But in reality, the Board of Investment has taken very less initiatives in FDI promotion by way of promoting the country in the international market.

Bangladesh has put a number of restrictions to entry in the past, and continues to do so till date. These are not specified in the Foreign Private Investment Promotion and Protection Act (1980), but interspersed in a number of sectoral laws, regulations or policies.

Private investors in Bangladesh also face continuously significant challenges of a regulatory and structural nature, which include the poor quality of infrastructure access to skills and governance. The government is keen to promote public-private partnerships in developing the infrastructure, and to involve foreign investors in the process. The country has also taken help of UNCTAD to come up with a full-fledged policy of FDI promotion and attraction.

⁶ Government of Bangladesh FDI Survey Report, 2008; Government of Bangladesh Industrial Policy, 2009; Government of Bangladesh, The Foreign Investors (Promotion and Protection) Act, 1980

Problems Associated with FDI in Bangladesh⁷

The major problems faced by the economy from the perspective of FDI inflow are:

- **Unsound Ratio between Saving-GDP and Investment- GDP:** The gap which prevails between these two ratios is not beneficial for the growth of the Bangladesh economy.
- **Market Instability:** There is fluctuation in the market rate which has unable to attract the FDIs. Moreover, the purchasing power of the people in Bangladesh is also low.
- **Natural Disasters:** The country remains under the constant pressure of natural calamities; making the investors skeptical about investing their money.
- **Political Instability:** Over the last couple of years it is very much evident that the political unrest in the nation has discouraged the foreigners to invest their capital in Bangladesh.
- **Corruption:** High level of corruption in the nation has also resisted the investors.
- **Bureaucratic Difficulties:** FDI implementation in Bangladesh requires a lot of formalities and time; thereby discouraging the investors.
- **Economic Indicators:** Most of the indicators like GDP, GNP, Per Capita Income, Growth Rate, Balance of Trade and Balance of Payments etc are not so attractive as compared to the rest of the world.
- **Power Generation:** Insufficiency of Power generation along with gas, fuel and water supply has also been unable to attract the investors so far.
- **Public Private Partnership (PPP):** The concept of PPP would be a great achievement for any nation, if introduced properly, as it is considered to be an effective project. But in case of

⁷ Saha, A.,2012

Bangladesh, it cannot happen according to the present needs.

- Besides the above mentioned factors, inefficient labor, poor infra-structural condition, lack of joint effort, in-cooperation of local investors, suspicious sentiments, regional and international politics are also considered to be the hindrances in getting the sound FDI in Bangladesh.

Remedial Measures

In order to ensure that there is an investment climate that can attract more FDI inflow in the nation, the following policy areas needs to be given due importance:

- **Quality of Bureaucracy and Governance**→ Minimization of bureaucratic control and interference in business and investment activities should be done on a priority basis.
- **Improvement of Law and Order Situation**→ There is need for social consensus for establishing the rule of law, avoidance of political confrontation and reduction in corruption.
- **Development of Infrastructure and Human Resource**→ The government as well as the private sector should both come forward to invest in infrastructure as well as skill development under Public Partnership arrangements.
- **Improvement of port services**→ There is scope for future improvement in the efficiency of all the port services, including customs clearance procedures by way of appropriate measures.
- **Privatization and further reforms**→ The privatization program of the state owned enterprises needs to be equipped that would stimulate domestic and foreign investments.
- **Modernization of business law**→ There is urgent need for modernization and revamping of all laws relating to business and investment from the point of view of the international practices and requirements of globalization.
- **Setting up Industrial Parks**→ Efforts should be made by both the government as well as the private sector to set up new EPZs.
- **Improving the Country's Image in Abroad**→ Government should take

initiatives to make positive developments in the country's economy, society, and future prospects, in order to dispel off the negative image of the nation from the minds of the foreign investors.

- **Policies regarding macroeconomic stability**→ Government should implement appropriate policies for ensuring macroeconomic stability, promote growth and growth accommodating policies, and undertake further actions to reduce poverty at a faster rate.
- **Economic and Commercial Diplomacy**→ Improving the bilateral relations with the potential as well as the existing investor countries will act as a catalyst to increase FDI inflows to Bangladesh.⁸

Conclusion

Bangladesh has put forth a relatively investment-friendly policy which has resulted in attracting a significant FDI flow since 1990s. If these policies are effectively implemented by the government with the help of an effective management system, then there will be a possible increase in both the volume and outcome of the FDI which would ultimately foster and contribute to the growth of the economy of the country.

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⁸ Ahmed, QM., 1993; Ali, M. et al, 2008

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 12. UNCTAD, 2012. *Bangladesh: Sector Specific Investment Strategy and Action Plan* (September)

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CHANGING DIMENSIONS OF COMMERCIALIZATION OF THE SURROGACY SERVICES IN INDIA: A DISCOURSE

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Abstract

Of the estimated 8-10% infertility in Indian women 98% have secondary sterility. They have been pregnant at least once before but are unable to conceive again. Their problems are due to untreated disease, poor health care practices or malnutrition. Most of these can be avoided through effective antenatal and postnatal care and through good primary health care with basic facilities to diagnose and treat infertility. All this can be done without distorting public health priorities. Though a significant percentage of babies in developed countries in the West are born through IVF, yet, some of these involve surrogacy, and reproductive tourism takes place within the US and in some parts of Europe. In that part of the world, the debate is focused on the ethics of surrogacy rather than on the economic advantage of any particular region.

But unfortunately there are two concerns about this trend in India. The first is the misuse of technology causing serious problems such as a declining sex ratio, rising caesarean sections and over diagnosis leading to unnecessary medical procedures. The second is the commoditization of body parts such as in the clandestine trade in kidneys, placentas and aborted fetuses. When these trends are combined as in reproductive technologies-the results are disturbing.

Keywords: Surrogate mothers, legal rights, Adoption rules, Child development

Introduction

Service marketing is a sub field of marketing which covers the marketing of both goods and services. Marketing of goods include the marketing of fast moving consumer goods (FMCG) and durables. Services marketing typically refer to the marketing of both business to consumer (B2C) and business to business (B2B) services. Common examples of service marketing are found in telecommunications, air travel, health care, financial services, all types of hospitality services, car rental services, and professional services. One such new service has cropped up in this field of surrogacy which falls in the domain of medical science over a period of time. This paper attempts to highlights the problems of commercialization of this service due to a number of reasons.

Objectives

The objectives of this paper are to:

1. Highlight the menace of commercial surrogacy.
2. Compare and contrast the aspects of surrogacy in India and abroad and,
3. Recommendations to overcome the difficulty.

Definition of Surrogacy

The word surrogate means 'substitute'. That means a surrogate mother is the substitute for the genetic-biological mother. In common language, a surrogate mother is the person who is hired to bear a child, which she hands over to her employer at birth. Surrogacy has also been defined by the Warnock Committee as the practice whereby one woman carries a child for another with the intention that the child should

be handled over after birth. This implies that the carrying woman acts at the request of another woman who is usually unable to have a child herself. Over a period of time, there has emerged changing paradigms of this surrogacy services world-widely. The surrogacy has taken an ugly turn by converting altruistic surrogacy into commercial surrogacy. Commercial surrogacy is where a woman is paid to carry a child, while no money is exchanged in altruistic surrogacy. Commercial surrogacy remains controversial and is banned in many countries. But in India, a socially conservative society, surrogacy has thrived since the supreme high court legalized the practice in 2002. A report by the Confederation of Indian Industry estimates that this practice will generate \$2.3bn a year by 2012.

Definition of Commercial Surrogacy

Commercial surrogacy is the process in which an individual or couple pays a fee to a woman in exchange for her carrying and delivering a baby. At birth, the child is turned over to the individual or couple, either privately or through a legal adoption process. Couples with fertility problems, same sex couples, and single people who wish to be parents are the most common types of people who seek surrogate mothers. Precisely, it can be mentioned that surrogacy need not be limited to situations where a woman has been robbed of the opportunity to carry her own child. Surrogate users might be gay couples, single men, or even women who are able to carry a child but choose surrogacy due to convenience.

Historical Background

The history of surrogacy goes back to the dawn of time. But modern surrogate pregnancy got its big start in the late 1970's. Infertility is not a new problem experienced only by modern women. Women in all times leading up to ours have had trouble conceiving, and one way in which they were able to start a family was through the assistance of a surrogate mother. The first documented case of surrogate

pregnancy comes from the bible. Approximately, half of all surrogate mothers are initially unknown to the commissioning couple, while friends, sisters, and sister-in-law are the most common known surrogates.

Surrogates may be relatives, friends, or previous strangers. Many surrogate arrangements are made through agencies that help match up intended parents with woman who want to be surrogates for a fee. The agencies often help manage the complex medical and legal aspects involved. Surrogacy arrangements can also be made independently. In compensated surrogacy the amount a surrogate receives varies widely from almost nothing above expenses to cover \$ 30, 000. Careful screening is needed to assure their health as the gestational carrier incurs potential obstetrical risks.

Review of Literature

Various studies have been conducted that have become deterrents in the developed countries but as far as the onslaught of the human beings in the form of allowing the proliferations of the commercial surrogacy in India is concerned, it is menace.

When it comes to surrogacy, there are two types currently used: "traditional" and "gestational". Traditional surrogacy is done via artificial insemination, with the surrogate using her own egg and another man's sperm. Gestational surrogacy is done via In-Vitro Fertilization (IVF), where fertilized eggs from another woman are implanted into the surrogate's uterus. Choosing which route to take is one of the most important and earliest decisions a surrogate and the intended parents will have to make. Antagonists of traditional surrogacy often have a problem with the genetic link between the surrogate and the baby she carries. Most gestational surrogates believe that they would never be able to relinquish a child that they are genetically related to. Another reason to opt for gestational surrogacy instead is that some people might feel comfortable with their children having half siblings out and about in the world (Weller, 2001).

Proponents of traditional surrogacy often argue that although there is a genetic link, this link is not as important as the link between the commissioning parents and their child to be. Those who do choose traditional surrogacy most commonly describe their feelings on the matter as being similar to egg donation: there is a genetic link, but that link is less important than the link between the intended parents and their child to be. Some intended parents worry about the legal ramifications of traditional surrogacy; but in reality this has never proven to be a problem (Weller, 2001). It is stated that judges are, to some extent, more likely to rule in favour of the traditional surrogate if conflicts arise. Since the surrogate is genetically related to the child, the intended mother will typically need to adopt the baby through a stepparent adoption process.

Traditional surrogacy was previously the only way to conceive a child via a surrogate mother. Since artificial insemination is easy, not painful, and importantly, significantly less expensive than IVF, traditional surrogacy continues to be used by many people (Pande, 2009). Another argument for traditional surrogacy is the high success rate when the surrogate mother has proven to be fertile. Also, in general, traditional surrogates do not have to be on any special medication. Keeping track of their menstrual cycle and timing the inseminations around when they naturally ovulate will usually suffice. However, in order to increase the chances for twins or to fine-tune the timing of ovulation, some surrogates do take some mild fertility drugs (Weller, 2001).

Gestational surrogacy on the other hand is a more complex and more expensive process. Nevertheless, the reason that an increasing number of intended parents settle on gestational surrogacy is because that procedure can offer one thing that traditional surrogacy cannot: the chance to raise a child that is genetically completely their own. Surrogates can carry embryos that have been created from the commissioning mother's eggs and the commissioning father's sperm. The eggs are retrieved from the intended mother and fertilized

with the sperm, allowed to grow, then transferred, via IVF, into the surrogate's uterus. In some situations the intended parents cannot produce the necessary sperm and/or eggs. If that is the case a donor may also be used.

Although this procedure may seem to be surprisingly straightforward, the transfer of the embryos requires heavy medical intervention and weeks of preparation. In the United States surrogates usually receive daily injections for weeks. Firstly the surrogate own ovulatory cycle has to be suppressed. This is done by taking birth control pills and hormone shots. This procedure will be followed by oestrogen shots to build her uterine lining. Once she is impregnated the surrogate must take daily injections of progesterone until her body realizes it is pregnant so it can sustain pregnancy on its own (Beski et al. 2000). These medications often have significant side effects the surrogate must live with. Examples are mood swings, headaches, hot flashes and drowsiness.

Originally surrogacy happened within families and friends. Known surrogates would give birth for infertile family members or friends. This was an altruistic deed as these surrogates were generally not paid for it. Over the last few decades however, there is a noticeable trend of the commercialization of surrogacy. Some say that this is an undesirable development as giving birth to a child should not be regarded the production of a commercial product. They feel that surrogacy is similar to baby selling and that a law comparable to the one prohibiting the sale of human organs should apply to the sale of childbearing.

Others argue that surrogacy arrangements are a win-win situation. On the one hand, the intended parents benefit from finally having what they have desired for so long. At the same time, surrogate mothers profit from the agreement through the opportunity to increase their economic solvency and are thus able to take better care of their families. Therefore, the needs of two desperate women are both met in a surrogacy transaction.

Arguments in favour of surrogacy

Advocates of surrogacy argue that the surrogacy agreements are beneficial for all parties involved as the needs of two desperate women are met. It is often said that in the surrogacy arrangement „the barren gets a baby, the broke gets a bonus“. The surrogate mothers often really utilize the money they earn. Others claim that the right to procreate is an important right. For example, in the United States this right is protected by the Constitution (Field, 1990). The couple may exercise this right in the most practical way available to them given their infertility. However, Cline (2008) states that this right is not literally spelled out in the constitution. Margaret Jane Radin (1988) argues that if men are to donate sperm and receive money for that transaction, then surrogacy should also be allowed as an analogous transaction for women. This constitutional argument can also be used as an argument against surrogacy. Due to the substantive due process privacy right the birth mother has a right to companionship of her children which cannot be overridden by contract.

The liberal argument for surrogacy is autonomy and free choice. As long as one does not harm others, one has a wide sphere for doing what one wants. This relates to the intended parents as well as the surrogate mothers. Practice often tends to be slightly different though, because duress and coercion affect the extent to which someone has free choice.

An economic argument, expressed by Judge Posner (1987), is that efficiency will improve with free trade. This will happen when there are parents who are eager for children and women - anxious to be surrogates. However, once this trade of parental rights is prohibited, black markets will come into existence. Posner (1987) states that due to the complicated adoption regulations in many countries, people go to other countries to evade the regulations creating a vast black market. As a result, it is better to acknowledge the existence of such a market in order to better control it and make it more efficient.

Arguments against Surrogacy

According to Kembrell (1988) the practice of surrogacy exploits women economically, emotionally and physically. An important factor is that most women who get involved as surrogates do so because they are in desperate need of the money to maintain their family. In addition, agents are often involved and arrange contracts of questionable legality. Those contracts require the women to undergo all the rigors of childbearing, and eventually they have to give the child away (Kembrell, 1988). The surrogate mothers are often unaware of their legal rights and due to their financial situation they cannot afford the services of attorneys. Once the surrogate mother has signed the contract, it is impossible for them to escape. Kembrell (1988) goes even further saying: —the practice of surrogacy represents a new and unique form of slavery of women. This a view supported by Davis (1993).

Horsburgh (1993) is opposed to women because he believes surrogates are physically exploited once they have signed contracts agreeing to give birth to babies for clients. If there is a reason to abort the foetus, because of medical reasons or client's demands, the surrogate mother must comply. To make matters worse, if the pregnancy is indeed aborted, the surrogates often receive just a fraction of the original payment (Horsburgh, 1993). The contracts can also place liability on the mother for risks including pregnancy-induced diseases, death and post-partum complications (Kembrell, 1988).

Foster (1987) states that many surrogate mothers face emotional problems after having to relinquish the child. She recalls a woman who said that she started praying not to go in labour so that she and her child could stay together. However, other authors disagree with Foster. A study by Jadva, Murray, Lycett, MacCallum and Golombok (2003) showed that surrogate mothers do not appear to experience psychological problems as a result of the surrogacy arrangements. Although they do acknowledge that some women do experience emotional problems in handing over the baby or

as a result of the reactions around them, these feelings appeared to lessen during the weeks following the birth.

Other authors take a different stance. Radin (1996) raises the issue of surrogacy in fact as being baby selling. She states: —if it were okay to think of children as property, then it would be okay to buy and sell them; and if it is not done to buy and sell them, then may be its not done to think of children as property. A New Hampshire judge ruled the following in a custody case: —At birth the father does not purchase the child. It is his own biological genetically related child. He cannot purchase what is already his (1987). Radin (1996), however, believes that even if there is a genetic relationship between the adopters and the child this does not necessarily make it a non-sale. If some (surrogate) children are conceived as market commodities because there is a practice of paying money for relinquishing parental rights, then every child can be considered a commodity. As a matter of fact, we all are commodities, because we used to be children ourselves. If children are viewed as exchangeable market commodities, it might make the self-conception of those children as persons impossible. Therefore, if conceiving children as commodities has a negative effect on personhood, it means that baby selling, and surrogacy for that reason, is wrong (Radin, 1996).

Others might reason that commissioned adoption, in which someone pays a woman to conceive, gestate, give birth and subsequently relinquish the parental rights to this person, is illegal. The idea is that surrogacy, legal in some countries, is just commissioned adoption under certain special – a contribution of genetic material – circumstances. As a consequence: to permit surrogacy would be an irrational exception to the baby selling laws if that distinction is based on genetic relationship does not hold good. If legislation is passed which enables legal surrogacy arrangement, then the laws against baby selling in general should also be reconsidered.

Surrogacy: A Clinch

While opponents of surrogacy would like to ban surrogacy completely, some supporters would like countries to declare surrogacy fully legal. Neutrals, which seem to have the upper hand, feel surrogacy is a controversial subject and also acknowledge that the present situation, in which laws are non-existent or poorly enforced, is unfavourable. Field (1990) agrees with Posner and she is very articulate about it. She is worried that if surrogacy was made illegal, surrogacy altogether would not disappear, but instead surrogacy would be driven underground, which would cause more harm than good. Like Behm (1999), Field (1990) believes that surrogate mothers should always have the option to withdraw from the contract, until they voluntarily give the baby to the intended parents.

Legal Aspects of surrogacy abroad

Nowadays, a parent's surrender of a child for a fee, known as baby selling, is a crime all over the world. In addition, many countries have regulations limiting or prohibiting compensation of intermediaries related to the transfer of a child (Field, 1990). Although gestational surrogacy is (partially) legal in several countries around the globe, in most jurisdictions it is not. Going to another country to avoid local prohibitions is not always an option. Sometimes the nation's provisions apply only to that country's residents. People who want to take advantage of the laws in that particular country must, therefore, first establish residency there. The surrogacy situation of the world is analyzed here to give a better understanding of the legal provisions across the globe. Some of the different (sub) continents are discussed below.

North America

An estimated 25,000 surrogate babies were born in the US from 1976 to 2007. A typical payment for a surrogate ranges from between US\$ 20,000 and US\$25,000. States that allow but regulate surrogacy are: California, Arkansas, Florida, Illinois, Nevada, New

Hampshire, Texas, Utah and Virginia. Commercial surrogacy in Canada has been illegal since 2004, although altruistic surrogacy is allowed.

Western Europe

Although surrogacy is legal in the United Kingdom, no commercial arrangements are allowed and the surrogate mother can only receive expenses – in thousands of pounds through the Surrogacy Arrangement Act – for medical and pregnancy related expenses. Most women become surrogate mothers for altruistic reasons. Only married couples can participate in a surrogacy agreement. Countries in the European Union who have banned all forms of surrogacy include Germany, Sweden, Norway and Italy.

South Asia

When the Indian parliament passes the Assisted Reproductive Technology (Regulation) Bill & Rules, 2008, surrogate mothers may receive money for carrying the child and as well as all their expenses paid during the pregnancy.

South East Asia

Unclear laws regulating assisted reproductive services make Thailand, Malaysia and Philippines an ideal option for foreigners seeking surrogacy services in this part of the world. However, all forms of surrogacy are banned in Singapore.

East Asia

In Japan, there is no law to regulate surrogate births. Medical councils, including the Japan Society of Obstetrics and Gynaecology as well as the Science council of Japan have called for surrogacy to be banned. In 2008, it is reported that more than 100 Japanese couples have used surrogates to have children in the United States. Meanwhile, a law to regulate surrogacy is being studied. Last year, media reported on a 61-year-old Japanese woman who became a surrogate mother to her own grandchild – possibly the oldest surrogate

mother in Japan. Gestational surrogacy is banned in China.

Oceania

In Australia, the state of Queensland bans all forms of surrogacy. In the other Australian states such as Victoria, the Australian Capital Territory, Tasmania, and South Australia commercial surrogacy is prohibited, except altruistic surrogacy. In order to prevent the commercialization of surrogacy, changes to Australian laws have been introduced. Effective from March 1, the Surrogacy Act 2010 has made it illegal for New South Wales residents to pay surrogates, whether in Australia or overseas, or to advertise for prospective surrogate mothers. Penalties can include large fines of over \$A100,000 and/or up to two years in prison. Commercial surrogacy is banned in New Zealand as well.

Eastern Europe

Russia and Ukraine are the only European countries where surrogacy is fully legalized. Foreign couples are allowed to pursue surrogacy arrangements in both countries.

Legal Aspects of Commercial Surrogacy in India

Commercial surrogacy has been legal in India since 2002. India is emerging as a leader in international surrogacy. So far the Indian perspective is concerned; it has left no doubt with the room that Indian surrogates have been increasingly popular with fertile couples in industrialized nations due to the relatively low cost. At the same time, Indian clinics are becoming more competitive, not only in the matter of pricing, but also in the hiring and retention of Indian females as surrogates. Actually, surrogacy in India is much simpler as well as less costly. So, people from western countries are gathering to India to get a baby of their own genes.

Pangs in the Implementation of Surrogacy in India

The surrogate mothers and child are at the receiving end as the unregulated surrogacy industry booms in India without enough legal provisions to safeguard their interests which lead to exploitation of these women who are generally from poor background and violation of medical guidelines. Due to the commercialization of surrogacy, the plight of the surrogate mother and the unborn child is often ignored. There is a need for a concrete legal framework to monitor and regulate the existing surrogacy system to safeguard the interests of surrogate mother and the child. Surprisingly, the surrogate mothers are not given a copy of the written contract which is signed between surrogate mother, the commissioning parents and fertility physicians because of which they are not even aware of the clauses of the contract. Moreover, some surrogate mothers are also impregnated without their knowledge to ensure high success rate. In case of unhealthy pregnancies, abortions pills are given by the doctor to terminate the pregnancy and the surrogate simply thinks that she had a spontaneous abortion. Most of the commissioning parents are NRIs from western countries where surrogacy is illegal.

The ICMR guidelines suggest that maximum three IVF sessions for a surrogate mother to become pregnant for a particular commissioning parent, violations takes place as surrogate mothers usually are poor, illiterate or semi literate, in need of immediate fortune and not in a position to understand the medical procedures their bodies are subjected to. According to the report submitted by the Centre for Social Research, there are at least 10-20 agencies which act as facilitators for surrogacy arrangements. They keep the mothers in shelter homes during their pregnancy and take care of their food and clothing during the surrogacy period. Doctors and clinics are often dependent on these agencies.

Women's section advocates that the lack of a clear law on surrogacy and the commercialization of an unregulated sector have left room for unethical medical practices and the exploitation of both surrogates and infertile couples. Partly due to pressure from campaigners, the government set out a draft bill last year to limit the age of surrogate mothers to 35, set a maximum of five pregnancies – including their own children – and to make medical insurance mandatory. A further proposal would make it compulsory for prospective parents to show that a child born to a surrogate mother will have automatic citizenship in their home country. The bill also aims to stop clinics sourcing, supplying and taking care of the surrogate mothers themselves.

One of the main attractions of surrogacy in India is the price. Most of clients are from the US, Canada and Europe, where it is legal but surrogacy in western countries can cost more than \$90,000. On the other hand, such an economic advantage is seen in India, which is perceived as a hub of quality ART services that can be had for one-fourth of the price in the West. This explains the rush of foreign couples seeking surrogacy (most commissioning parents in Indian clinics are from outside the country) and ART, and the proliferating medical tourism market in ART.

Therefore, surrogacy is becoming more common in India though it is the only option in just a fraction of IVF cases. One factor in this rise is reproductive tourism as people travel to India to commission a baby. Another is the economic compulsions of the not so well off. A third is the growing number of experts within the medical market who see profits in this procedure. The three factors have pushed surrogacy with Artificial Reproductive Technology (ART) beyond its legitimate place in priorities. They have allowed the medical profession to exploit the economically needy.

However, such services are not available to the majority of people in India and women who are unable to have children face suffering and social ostracisation. Further, the desire for children is laced with the eugenic notion of

genetic belonging in patriarchal societies. These conditions are used by the medical profession and medical market to promote ARTs.

Reasons for the popularity of surrogacy in India

Many people are now globally choosing India as convenient destination for surrogacy as the following factors are prominent:

- Entire surrogacy package is economical in India
- Availability of best of IVF Doctor in India
- Easy to find surrogate mother in India
- Legal aspects of surrogacy as law are in favour of surrogacy treatment.

India is foremost in surrogacy because of the low cost treatment and availability of women opting to be surrogate for childless couples. In India, surrogacy costs about \$ 20,000 compared to US where it is \$ 50,000. The fees for the rest of the process-including fertility clinics; lawyers, medical fees and agencies and/or egg donors (if they're used) generally cost more than the fee going to the surrogate. Gestational surrogacy costs more than traditional surrogacy, since more complicated medical procedures are required. Surrogates who carry a baby for a family member (i.e., sister or daughter) usually do so for expenses only.

Moreover, laws in US and UK do not allow the surrogate woman to charge the childless couples; whereas in India there are no laws preventing a surrogate woman in accepting compensation for renting her womb. A childless couples offer Rs. 3, 00,000 to Rs. 4, 00,000 or more and sometimes even funds for education to the surrogate woman and there should be laws in India protecting not just the couple but also the woman opting to be surrogate keeping in mind the economic compensation and help that it offers to not just the illiterate women but also their families in India.

Social Norms and the Application of Artificial Reproductive Technology (ART)

Here, we explore the conflicts emerging out of the practice of ARTs and the extent to which the proposed legislation contains them by reasserting ethical principles. When a society changes rapidly, its ethical norms face various challenges. They are challenged by the biases of new knowledge and by the conflicts created as new practices threaten these norms. Ethics is the notion of what is good and right in society that guides human action. In periods of transition new understandings emerge of what is ethical practice. This emergence is not a linear process but a trajectory interspersed with conflicts of ideas and interests in various arenas of the technology-society interface. In medicine, for example, the principles of beneficence, non-maleficence, consent, confidentiality and patient autonomy have guided clinical practice. The discipline of public health added social responsibility and justice to the ethics of medical practice and research.

Stumbling Block put forward by the surrogates

There are cases of the surrogate refusing to part with the baby, but being unable to pay back the sum received. There are also instances of the surrogate changing her mind about the pregnancy and opting for abortion. Such actions conflict with the interests of the commissioning parents and the reputation and profits of the facilitators. They, therefore, seek regulation through legislation. These interests are well represented in the drafting of the ART Bill.

Problems associated with the surrogacy in India

Surrogacy can also affect older children's perception of the values and integrity of their family unless there is transparency and involvement of the commissioning/social mother right through the pregnancy. Secrecy and anonymity create a negative environment that affects human relations within and outside families. Yet another issue that emerges is children's right to information about the identity

of their parents. At present this right may be exercised in adulthood, though the sense of belonging and socialisation begins very early. The global experience of adoption teaches us that the urge to know one's roots brings young adults back to unknown people. Why then fit surrogacy in the old patriarchal mould of secrecy and anonymity, instead of changing norms and making the process more transparent? For the commissioning mother, being involved with baby care right from the beginning while it is breastfed, and knowing the surrogate through the pregnancy, might be a step forward. It might make adaptation less difficult for all concerned.

These questions need to be examined and not set aside simply to push the surrogacy markets. Secrecy and anonymity are rooted in the social value of the primacy of "blood relations". This in itself derives from notions of exclusivity and superiority-the very essence of eugenics. The present practices, instead of openly questioning these values, harm children by letting them grow up with false notions of belonging and then pushing them into a search for identity, a sense of shame and anger against their social parents. An open and frank environment could be much more conducive to accepting their status.

Again, the present restrictive policy towards the sexuality of same sex couples denies them open access to ART despite sufficient scientific basis establishing the biological validity of their distinct sexualities. The legislation chooses to remain silent on their need for a family, reflecting a lack of initiative to question obsolete social mores.

Surrogacy as it is practiced is heavily biased against the baby. It requires the surrogate mother not to get too involved with the growing baby in her body. The baby has no say in the matter and has to live the consequences of the social process. The baby's right to bonding and breast feeding for a minimum period of three to six months is denied. Also the very right to survival of all babies born out of ART-whether disabled or one of a multiple pregnancy-is undermined as they are not treated at par with

other babies but depend upon the whims of their commissioning parents for survival.

Steps taken by the state

A huge infrastructure is proposed for registration and standardization of clinics and sperm banks. However, there will be little effort to regularly monitor the success rates of different techniques. The focus is on research and popularization of ART rather than on stopping the misuse of technology and the exploitation of donors and surrogates.

An extremely inadequate and open format for a private contract between surrogates and commissioning parents permits the continued exploitation of surrogates. It does not address concerns such as issues of health, informed consent, compensation and legal assistance. This is despite the fact that the Bill recognizes surrogacy as "pregnancy achieved in furtherance of ART", and therefore acknowledges its imperfection. These emerging social practices protect the interests of the market and negate almost all the principles of medical ethics enunciated earlier.

Summary and conclusion

The desire for motherhood leads infertile couples/single persons/gay couples to search for alternative solutions, and surrogacy presents itself as the most viable alternative. In some cases surrogacy is the only available option for parents who wish to have a child that is biologically related to them. Slowly but steadily India is emerging as a popular destination for surrogacy arrangements for many rich foreigners. Cheap medical facilities, advanced reproductive technological know-how, coupled with poor socio-economic conditions, and a lack of regulatory laws in India in this regard combine to make India an attractive option.

However, with the entry of financial arrangements in exchange of the surrogate child, surrogate motherhood has raised difficult ethical, philosophical, and social questions. Surrogacy arrangements have made child a 'saleable commodity', and complications have arisen regarding the rights of the surrogate

mother, the child, and the commissioning parents. As there is no legal provision to safeguard the interests of the surrogate mother, the child, or the commissioning parents in India, looking at such an issue from commercial or business point of view has complicated the matter further. Though the Assisted Reproductive Technology (ART) Regulation Bill, 2010 did bring forth certain important points for the legal framework to be based on, it has left out on many crucial issues relating to surrogacy arrangements.

The lack of research on surrogacy also poses a problem for Government agencies when it comes to initiating legal provisions and taking substantive action against those found guilty. A number of surrogacy related questions remains unanswered, including: Is it legal to become surrogate mother in India? Will the child born to an Indian surrogate mother be a citizen of this country? Who arranges the birth certificate and passport required by the foreign couple at the time of immigration? Whose name will appear on the birth certificate? How will the commissioning parents claim parenthood? What happens if the surrogate mother changes her mind and refuses to hand over the baby or blackmails for custody? Who will take the responsibility of the child if the commissioning parents refuse to take the child? What would happen if the child is born disabled? What would happen if the sex of the child is not to the liking of the commissioning parents? Such questions need thorough analysis before any policy related to surrogacy is designed and legal provisions are made.

The commercialization of surrogacy, however, creates several social conflicts rather than resolving a few. It generates family pressure on poor women to offer their wombs for a price. Almost one third of Indian women are extremely vulnerable due to poverty, marginalization in labour and job markets, patriarchal social and family structures and low educational levels. For them, in particular, the financial gain through surrogacy becomes a key push factor. It is well known that most surrogate mothers are from not so well-off sections and

their primary motive to become surrogates is monetary. This makes their economic exploitation easy for the agents working for commissioning parents.

The technologies of human organ donation and of surrogacy have shaped definitions differently. Human organ donation is restricted to a non-commercial transaction by the Human Organ Transplant Act, 1994. However, temporary lending of uterus on payment has not been objected to by the state. This irrational distinction between human body parts donated and those rented, and the equating of goods and living beings in commercial surrogacy, undermines the sacrifice made by surrogates, and their autonomy. Medical providers view it as an industry where the cheap "labour" of the Indian surrogate makes it a profitable venture for them. Their logic obfuscates the distinction between the product of social human labour (consumable commodities) and the product of woman's procreative labour (a human baby). This distortion is the product of market liberalization pushing profit-oriented, techno-centric solutions for infertility instead of addressing its social determinants.

By using healthy women as means of reproduction for the infertile, on a commercial basis, the experts create the same inequality of power and control in ART clinics as in patriarchal society. Even when surrogacy is seen in the market framework a key issue is the definition of compensation. To understand this, the irrationality of blurring the definitions of production and procreation needs to be underlined. There is no way to put a value on the product of the latter (a baby), except arbitrarily. Therefore, its value has to be the same as anywhere else in the world even if the Third World provides cheap human labour and technological services such as ART.

In the US not only is surrogacy many times more expensive than it is in India, the surrogate is provided better facilities than in India. In addition to medical expenses related to the pregnancy, the surrogate is given health insurance for the period of involvement, medical insurance for her family as she is the caretaker

for them and expenses including for maternity care and clothing. In addition expenses for the independent lawyer that she would employ are paid by the commissioning parents. As a country claiming to have "international standards" and "world class" institutions, India should strive for these norms and no less. The reality is that while in the US up to 50% of the cost of ART with a surrogate arrangement goes to the surrogate, in India most of the money is appropriated by the sperm banks, clinics and lawyers.

Recommendations and suggestions

To regulate the functioning of the surrogacy in India, following recommendations and the suggestions can be put forward:

- Commercialization of surrogacy should be dissuaded, as there is a need for a concrete legal framework to monitor and regulate the existing surrogacy system.
- There should be legislation directly dealing with the subject of surrogacy, involving all the three parties i.e. the surrogate mother, the commissioning parents and the child.
- A clearly defined law needs to be drafted immediately which will pronounce in detail the Indian government's stand on surrogacy; so that discrete activity leading to exploitation of the surrogate mother can be stopped.
- Although bearing a child for another couple may be a noble idea, but, then relinquishing it for adoption, not regulated by law may raise a number of confusions.
- It has to be regulated whether paying the mother a fee for adoption beyond medical expenses is a crime (like in some countries) or not. In case it is recognized as a crime and one pays extra charges then it should prevent the adoption from being approved.
- There should be substantial regulation designed to protect the interests of the child.
- Legal recognition of termination and transfer of parenting rights.
- There should be an interpreter (other than doctor) for the communication between the surrogate and intended parents in order to convey the message from surrogate mother from time to time. When doctors speak on behalf of surrogate mothers, there is no guarantee that their interests will be conveyed without any misinterpretation.
- Typically, after the birth the surrogate mother is left without any medical support. It is recommended that there should be a provision of intensive care and medical check-up of their reproductive organs during the 3 months after pregnancy.
- In case surrogate mother gives birth to twins she should be paid double amount or at least 75% of the price for the second child.
- The commissioning couple should try to establish a relationship of trust with the surrogate, yet such a relationship creates reciprocal rights and duties and might create demands for an undesired relationship after the birth.
- The citizenship right of the surrogate baby is also of crucial importance. The Indian government needs to take a stand in terms of conferring the surrogate baby Indian citizenship as s/he is born in the womb of an Indian (the surrogate mother) and in India.
- The rights of the child should be protected and in case s/he is not taken by the commissioning parents, then the child should be given Indian citizenship.
- To ensure healthy life, health Insurance for both the surrogate mother and the child is essential.
- The government needs to monitor the surrogacy clinics, which generally charge arbitrary prices for surrogacy arrangements. Regulations would enable the government to ensure that the clinics charge a fair price.
- Proper Monitoring Committee should be established under the ART division of the Ministry of Health & Family Welfare (MOHFW) to control and regulate all surrogacy arrangements.
- The surrogate mother should be provided with the copy of the contract as she is a party in the agreement and her interests should be taken into account. If often happens that the decision is taken by the intended parents and

clinic, while surrogate mother does not have any say in the matter.

- There is a need of debate and discussion of the stance that public policy and the law should take toward surrogate mothering. Actually, there exists a range of choices from prohibition and regulation to active encouragement.

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New Arrivals

Title: Private India: City On Fire

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Axi Moore is a "good girl": She studies hard, stays out of the spotlight, and doesn't tell anyone that what she really wants is to run away from it all. The only person she can tell is her best friend, Robinson--who she also happens to be madly in love with.

When Axi impulsively invites Robinson to come with her on an unplanned cross-country road trip, she breaks the rules for the first time in her life. But the adventure quickly turns from carefree to out-of-control...

A remarkably moving tale with its origins in James Patterson's own past, First Love is testament to the power of first love--and how it can change the rest of your life.

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A STUDY ON TALENT MANAGEMENT PRACTICES IN PHARMACEUTICAL SECTOR IN TELANGANA

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Abstract

The study primarily focuses on the influence of talent management policies like employee attraction, transition policies and employee retention practices in pharmaceutical sector. Out of 150 employees, 100 employees have been taken as sample for the present study from four districts of Telangana state i.e., Nizamabad, Adilabad, Karimnagar and Warangal. The data was collected through a questionnaire. It is found that 84 percent of the respondents are aware of the policies and procedures in their organizations, 73 percent of pharma employees accepted that their organizations implement HR policies, majority of them i.e., 85 percent of respondents accepted that the organization recognizes their talent and offers adequate rewards. 47 % of the employees opined that if given a chance they are ready to transit to another organization which will provide them a comfortable working environment. Some of them also expressed that if given a chance they are ready to transit to another organization with good salary package. It is concluded that more efforts and extra working hours are not yielding the salary of pharmaceutical sector employees. The employees are under constant stress to achieve their targets. The organizations are not giving

adequate job security and even the appointees are entering into the pharmaceutical sector on their choice, however, it is preferable if the percentage increases.

Key words: Talent Management, Employee Retention, Attraction, Transition, Employee stay.

1. Introduction of the study

There is lack of clarity on the term "Talent Management" which makes researchers and practitioners left to define the term to suit to it to their requirements. Talent Management according to Lewis and Heckman's (2006) comprises of three different conceptions which are as a collection of typical human resource department practices, the flow of human resources throughout the organization, and thirdly sourcing, developing and rewarding employee talent. There have been many practices adopted by different industries in order to manage the talent available with them such as team building, training, identifying talent, talent development, constant feedback etc. Talent management starts with recruitment process, alignment of the workforce to the organization, develop the people and get constant feedback to help in performance of an individual or an

organization. The practices adopted generally differ from industry to industry in many cases and certain practices are more suitable for certain industries over others. At the same time there are some practices which are prevalent in most of the industries.

Corporate sector and industries are concerned much on the talent to march forward in the business in the competitive era. In India, a 25 percent difference in attrition rate translates into a million-dollar organizational expense to replace these professionals for every 50 positions in the firm. Talent management has become a central component of corporate human resource strategies and has recently gained increasing interest in the area of HRM/HRD research. And also it's better to develop talent rather than acquiring talents. But the industries do develop and recruit the talents and manage. Hence the importance of talent and talent management has been prioritized in life cycle of human resource activities.

The following are Five Talent Strategies for Indian Pharmaceutical Companies¹

1. **Help Employees Stay:** Retaining employees is crucial to long-term success, so make it easy for your best people to stay. Adopt best-in-class human resource practices. Define career paths. Make clear to employees what the company's competency needs will be in the future and help them acquire those skills.
2. **Focus on "Fit":** Every organization has a unique personality. Define yours. Are you entrepreneurial? Or is your culture management driven, similar to that of a multinational? When selecting candidates, consider how their personal ties will align with your corporate culture. For example, Stephen Kaplan, vice president, human resources of Ranbaxy USA, said the firm's entrepreneurial spirit is what attracted him to join the firm from Pharmacia.
3. **Ease Transitions:** Entering a new environment is always difficult,

especially if relocation is involved. Create mentoring programs for all new hires so they will acclimatize quickly. Consider assimilation coaching for individuals who are crossing cultures. Not only will it make them more comfortable, but it will also make them productive sooner.

4. **Make the Position Attractive:** High-level professionals, either from India or abroad, want to know there will be a robust career path for them in the company. Let them know what opportunities the company provide. They will also want to know that they can work on cutting-edge projects, such as the development of new molecules and that they will have the authority to manage those projects.
5. **Manage the "Folklore Factor":** People talk. It's a fact of life. In the talent marketplace, companies have their own reputation. For example, the talent pool "folklore" may be that the company is a creative organization where scientists are encouraged to take risks. Or perhaps the firm is known for "Founder's Syndrome", a situation in which the founder's heavy involvement leads to frequent direction changes or similar work routine disruptions.

An attempt has been made in the present research study to know the strategies and practices of talent management and their impact on talent management practices and effectiveness in pharmaceutical companies located in Telangana (i.e., Nizamabad, Adilabad, Karimnagar and Warangal).

Objectives

The following objectives of the present study depict the talent management practices in pharmaceutical industry:

- To study the talent management practices in select companies.
- To measure the effectiveness and execution of talent management.

- To identify the various challenges of talent management.
- To measure the level of employee satisfaction with that of the practices of talent management.
- To obtain the best possible suggestion in order to increase the effectiveness of talent management practices.

2.0. Literature Review

Literature survey is the documentation of a comprehensive review of the published and unpublished work from secondary sources data in the areas of specific interest to the researcher. The library is a rich storage base for secondary data and researchers spend several weeks and sometimes months going through books, journals, newspapers, magazines, conference proceedings, doctoral dissertations, master's theses, government publications and financial reports to find information on their research topic.

The talent management is one of the primary management tools in 21st century human assets management. A.Arun Kumar, V.Shekhar (2014)⁵ communicated a research paper on "A Study on Employee Retention in the Pharmaceutical Sector in city of Pearls" and described about talent management strategies and practices. The present survey is conducted to understand the processes that are necessary for implementation of talent management and employee retention in an organization. Retention of key employees is critical to the long term success of an organization in pharmaceutical sector as it ensures customer satisfaction, product sales and satisfied co-workers, reporting staff, effective succession planning and a deeply embedded organizational knowledge and learning culture. A comprehensive questionnaire was developed for the proposed study to establish the opinions of MRs and ASMs towards talent management and staff retention in pharmaceutical organizations situated in twin cities of Hyderabad and Secunderabad. The collected data was analyzed and significant tests, such as t-test and ANOVA wherever necessary,

were used to know the significant difference on the basis of their gender, age, cadre, qualification and experience. The results showed no significant difference in the opinions of the respondents on the basis of different variables. However, the mean values were found to be higher among male employees and employees of 35 years and above age group when compared to the other groups. Medical Representatives were found to have higher mean when compared to Area Sales Managers. Graduate employees and employees who have 6-10 years' experience have higher opinions than the other group employees.

The 1990s ended with a call-to-arms to fight "the war for talent." While the war for talent clearly has cooled in the early stages of the 21st century, dampened by economic doldrums and concerns with global security, the real battle to attract, develop, motivate, and retain talent is going to heat up considerably. Talent management practices have developed and adapted throughout the years in response to many changes in the pharmaceutical organization. The pool of available talent, particularly those with the necessary skills and experience, is running extremely low. As a result pharmaceutical and biotech firms are facing fierce competition to find staff for their projects. With dwindling revenues in the mature markets of the US and Europe, more and more companies are looking towards Asia to address this issue. This primary research tries to examine the ways to identify new talent for the pharmaceutical industry in general, along with methods to secure talented professionals and then keep them productive and committed once they are on board. Also this paper covers a number of the trends that have shaped current talent acquisition practices in pharmaceutical industry as well as those that will contribute to future strategies. Pharmaceutical Industry is fast growing business concern at global level and Indian contribution to this sector of four decades after enactment of Indian Patent Act 1970, liberalization efforts of General Agreement of Tariff and Trade and World Trade Organization for making global market on competitive basis. India is one of the beneficiary in view of world

class talented personnel and companies of repute recognized at global level. India could stay in global market due to low cost of manufacturing and patent facilities of formulations and process work. Indian medicines are recognized in developed and developing countries in view of low cost and safe manufacturing practices. India is able to meet 97 percent of country requirements and able to export in developed and developing nations in view of global level quality and cost. Various developed countries are providing outsourcing facilities to India.

3.0. Methodology

The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analysing the collected data. With a view to analyze the strategies and practices of talent management and its impact on employee retention in pharmaceutical industries like Cipla,

Glaxo Smithkline, Sun pharma, Mankind situated in four districts of Telangana (i.e., Nizamabad, Adilabad, Karimnagar and Warangal). For the present research purpose the investigator prepared a questionnaire with 15 questions. The survey questionnaire was framed in such a way that the answers reflect the ideas and thoughts of the respondents on employees' retention. The researcher has chosen 100 employees both Medical Representatives and Area Sales Managers in Telangana, the sample size is 100. The respondent has to choose their answers on the basis of 'Yes' or 'No'; Good, Satisfactory or Unfavorable; Strongly agree, Agree or Disagree. The researcher has chosen the Simple Percentage analysis for the present study. It is the simplest tool and easy method for expressing the data in percentage which is also used to compare the data.

4.0. Data analysis and interpretation

Table 1: Talent Management and Attraction

Sl. No.	Item		Medical Representative		Area Sales Managers		Total	
			Count	%	Count	%	Count	%
(i)	Awareness of the organization policies and procedures	Yes	64	80.0	20	100.0	84	84.0
		No	16	20.0	0	0.0	16	16.0
(ii)	Employee centred HR policies in the organization	Yes	56	70.0	17	89.5	73	73.0
		No	24	30.0	3	10.5	27	27.0
(iii)	Working hours	Yes	68	84.8	15	78.9	83	83.0
		No	12	15.2	5	21.1	17	17.0
(iv)	Rewards	Yes	69	86.2	16	78.9	85	85.0
		No	11	13.8	4	21.1	15	15.0
(v)	Favourable environment	Strongly Agree	29	36.2	13	65.6	42	42.0
		Agree	45	56.2	6	31.6	51	51.0
		Disagree	6	7.5	1	2.8	7	7.0

Graph 1

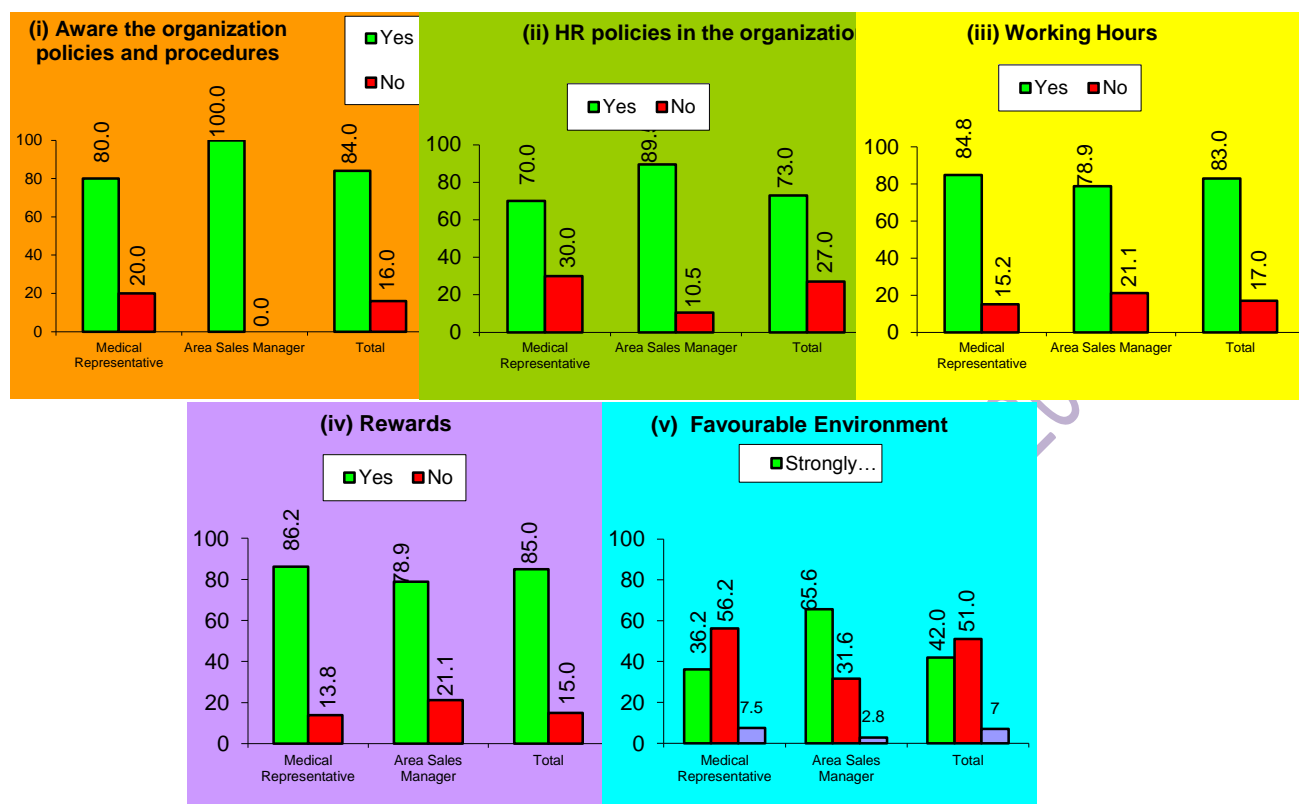


Table 1 illustrates the opinions of the staff working in pharmaceutical industries with regard to organization policies and procedures under talent management i.e., (i) Awareness of the organization policies and procedures, (ii) HR policies in the organization, (iii) Working hours, (iv) Rewards and (v) Favourable Environment with 'yes' or 'no' and 'Strongly agree' or 'Disagree' responses.

- i. **Awareness of the organization policies and procedures:** Out of 100 respondents, 84 (84%) respondents opined that they are aware of organization's policies and procedures. Only 16 (16%) are not aware about their companies policies. Among 80 Medical Representatives, 64 (80%) are aware of the policies and only 16 (20%) are not. Whereas, all Area Sales Managers are aware about their companies policies and procedures.

- ii. **Employee Centred HR policies in the organization:** Among 100 respondents, 73 (73%) respondents expressed that their organization implements employee centred HR policies for the employees benefit and organizational growth & development, and only 27 (27%) do not. The Medical Representatives consist 80, among these 56 (70%) positively opined it, and 24 (30%) negatively represented. The Area Sales Managers are 20, from them 17 (89.5%) accepted and 3 (10.5%) did not accept.
- iii. **Working hours:** With regard to working hours, out of 100 respondents, 83 (83%) respondents are satisfied and 17 (17%) are not satisfied. Among 80 MRs, 68 (84.8%) are satisfied and 12 (15.2%) are not satisfied with the organization working hours. Similarly, among 20 ASMs 15 (78.9%) are

- satisfied and only 5 (21.1%) are not satisfied.
- iv. **Rewards:** Among 100 respondents, 85 (85%) of them accepted that the organization encourages employees with rewards and only 15 (15%) did not. Both type of respondents i.e., Medical Representatives (86.2%) and Area Sales Managers (78.9%) accepted the same view in this regard.
- v. **Environment to Talented Employees:** The investigator wanted to know the organisation's interest on favourable

environment to its talented employees, the investigator posed a question on "My organization encourages and provides most favorable environment to its talented employees". With regard to this, the responses of the respondents are as follows: 51 per cent agreed, 42 per cent strongly agreed and only seven per cent disagreed. Similarly, most of the respondents agreed with the statement and their percentages are 56.2% (Medical representatives) and 31.6% (Area Sales Managers).

4.2.0 Talent Management and Transition

Sl. No.	Item		Medical Representative		Area Sales Managers		Total	
			Count	%	Count	%	Count	%
(i)	Work environment	Yes	70	87.5	20	100	90	90.0
		No	10	12.5	0	0	10	10.0
(ii)	Plan further career with same organization	Yes	64	80.0	18	89.5	82	82.0
		No	16	20.0	2	10.5	18	18.0
(iii)	Transition	Yes	39	48.8	9	42.1	48	48.0
		No	41	51.2	11	57.9	52	52.0
(iv)	Preference of transition	Salary package	51	63.7	7	35.0	58	58.0
		Comfortable environment	29	36.3	13	65.0	42	42.0
(v)	Entering into Pharma sector	Chance	40	50.0	8	42.1	48	48.0
		Choice	40	50.0	12	57.9	52	52.0

Graph 2

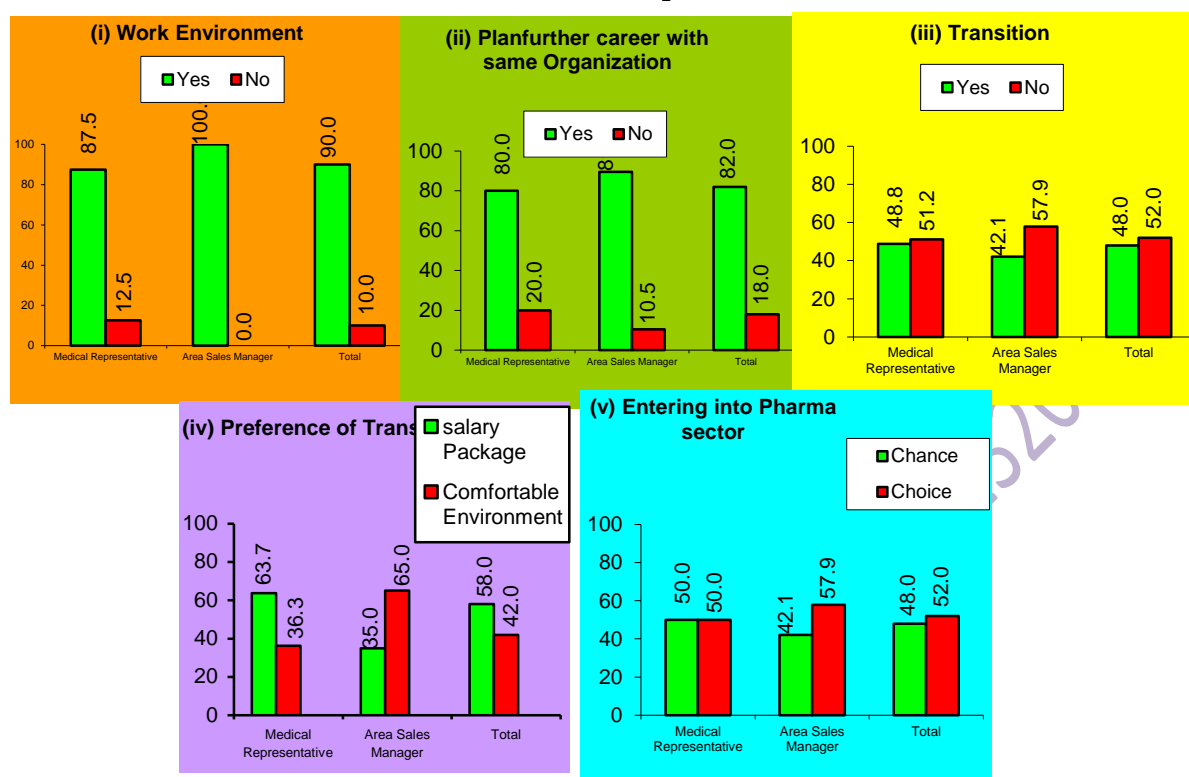


Table 2 shows the data on the opinions of Medical Representatives and Area Sales Managers working in pharmaceutical industries on transition dimension. The transitions based on the following were studied: (i) Work Environment (ii) Plan further career with same organization, (iii) Transition (Yes/No), (iv) Preference of Transition (Salary package/Comfortable environment) and (v) Entering into pharmaceutical sector (by chance/choice).

- i. **Work Environment:** The sample consists of 100 respondents. Among these, 90 (90%) respondents said that they are happy with their working environment and the remaining 10 per cent are not satisfied. Among 80 Medical Representatives, 70 (87.5%) are happy with their working environment. Similarly, 20 (100%) of Area Sales Managers are happy with their working environment in their organizations.
- ii. **Plan further career with same organization:** All employees are almost

planning their further career with same organization. In this regard, the responses are eighty two percent employees are planning further career with same organization. Whereas the individual responses of Medical Representatives are 80.0 per cent and Area Sales Managers responses are somewhat higher 89.5.

- iii. **Transition:** Among 100 respondents, a fifty percent of respondents answered that they need to transit into another organization in the pharmaceutical industry. In this regard, the percentage of Medical Representatives (48.8%) is less when compared to Area Sales Managers (42.1%).

- iv. **Preference of Transition:** The investigator wanted to know the preference of transition regard to this, the responses of the respondents are as follows: high of 58 per cent are looking for salary package, 48 per cent are looking for comfortable environment. Similarly, most of the respondents agreed with the salary package,

their percentages are 63.7% (Medical representatives) and comfortable environment 65.0% (Area Sales Managers).

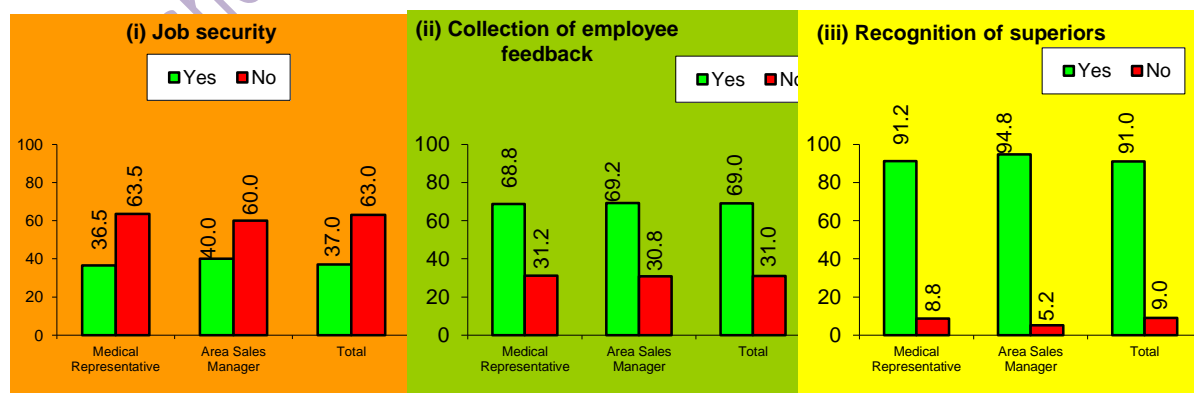
- v. **Entering into Pharmaceutical sector:** In general, to join a company the interest of an individual depends on his own choice or by chance. Out of 100 sample respondents, 48

per cent of them joined in the pharmaceutical industry on their choice. From the data it can be found that more number 12 (57.9%) of Area Sales Managers entered into organization on their choice.

4.3.0 Talent Management and Employees Stay

Sl. No.	Item		Medical Representative		Area Sales Managers		Total	
			Count	%	Count	%	Count	%
(i)	Job security	Yes	29	36.5	8	40.0	37	37.0
		No	51	63.5	12	60.0	63	63.0
(ii)	Collection of Employee feedback forms by the organization	Yes	55	68.8	14	69.2	69	69.0
		No	25	31.2	6	30.8	31	31.0
(iii)	Recognition of superiors in the organization	Yes	73	91.2	18	94.8	91	91.0
		No	7	8.8	2	5.2	9	9.0
(iv)	Level compatibility with seniors	Good	37	46.2	12	57.9	49	49.0
		Satisfactory	41	51.2	7	36.8	48	48.0
		Unfavourable	2	2.5	1	5.3	3	3.0
(v)	Under Constant Stress to achieve target	Yes	52	65.0	11	57.9	63	63.0
		No	28	35.0	9	42.1	37	37.0

Graph 3



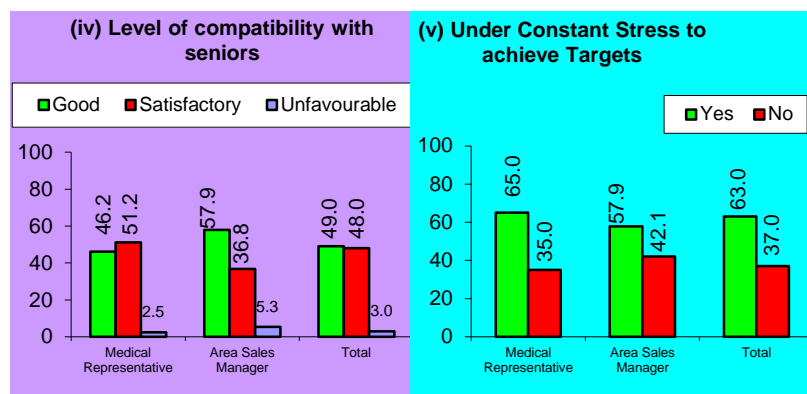


Table 3 illustrate the information on Medical Representatives and Area Sales Managers opinions on the aspect of employees stay. The employees stay depends on the following factors. Some of these are: (i) job security (ii) gathering information through feedback forms (iii) Recognition of superiors (yes/no opinions), (iv) Compatibility with seniors (Good, Satisfactory and Unfavourable) and (v) Under constant stress to achieve targets (yes/no option).

- i. **Job Security:** On the whole, 37 (37%) respondents said that the organization provides job security and 63 (63%) have insecurity on their jobs. The positive responses of Medical representatives and Area Sales Managers on job security are 36.5 per cent and 40 per cent, respectively. The remaining 63.5 per cent of MRs and 60 per cent of ASMs have negatively responded with regard to their job security in pharmaceutical sector.
- ii. **Collection of Employee feedback forms by the organization:** Out of 100 respondents, 69 (69%) of them accepted that the organizations gather the information through feedback forms on employees stay. Among 80 Medical Representatives, 55 (68.8%) agreed and 25 (31.2%) are not in this aspect, whereas 14(69.2) % Area Sales Managers accepted the same.

iii. **Recognition of superiors in the organization:**

Recognition of the work by the superiors is one of the most important factors to retain in the same organisation. In this regard an overwhelming response has been received from the respondents. Out of 80 Medical Representative respondents, 91.2% agreed and only 8.8 have not. Similarly, 94.8 per cent agreed and 5.2 % have not from the Area Sales Managers.

- iv. **Level compatibility with seniors:** The responses with regard to level of compatibility among the respondents is good (49%), satisfactory (48%) and unfavourable (3%). Among 80 Medical Representatives, 46.2% opined well, 51.2% are satisfactory and only 2.5 % of them unfavourable. Similarly 20 Area Sales Managers 57.9% have opined good and 36.8 % are satisfied.

- v. **Under constant stress to achieve targets:** On completion of targets set by their organization and whether they play an important role among the employees by putting them under constant stress, in the present study, the responses of Medical Representatives opinions are 65% for 'yes' option and 35% for 'no' option. As well as the Area Sales Managers' opinions are 57.9% and 42.1%, respectively.

5.0. Findings

(i) Talent Management and Attraction

- 1.84 (84%) respondents on the whole and 64 (80%) MRs and 20 (100%) ASMs opined that they are aware of organization's policies and procedures.
- 2.73 (73%) respondents on total and 56 (70%) MRs and 17 (89.5%) ASMs expressed that their organization implements employee centred HR policies.
- 3.83 (83%) respondents on whole and 68 (84.8%) MRs and 15 (78.9%) ASMs satisfied with regard to working hours.
- 4.85 (85%) on the whole and 86.2% MRs and 78.9% ASMs accepted that the organizations encourage with rewards.
- 5.42 (42%) on the whole and 36.2% MRs and 65.6% ASMs strongly agreed that the statement "My organization encourages and provides most favourable environment to its talented employees".

(ii) Talent Management and Transition

- i. 90 (90%) respondents on total 70 (87.5%) of MRs and 20 (100%) ASMs have accepted that they are having good working environment.
- ii. The responses are high for planning further career with same organization.
- iii. The responses are fifty-fifty for transition.
- iv. 58 per cent on whole, and 63.7% MRs and 35% ASMs agreed only with regard to the transition for salary packages.
- v. On the whole 48 per cent, and 40 (50%) MRs and 8 (42.1%) ASMs joined in the pharmaceutical industry on their choice.

(iii) Talent Management and Employees Stay

- i. On the whole 37 (37%) respondents, 29 (36.5%) MRs and 8 (40%) ASMs positively responded with regard to their job security in pharmaceutical sector.
- ii. 69 (69%) on the whole and 55 (68.8%) MRs and 69.2% ASMs accepted on collection of employee feedback forms.
- iii. 91 on total and 91.2% MRs and 94.8% ASMs agreed on work recognition by superiors.
- iv. The responses with regard to level of compatibility among the respondents is good (49%), satisfactory (48%) and unfavourable (3%).
- v. With regard to under constant stress to achieve targets, the responses are 65% MRs and 57.9% ASMs on the whole it is 63% positively.

6.0 Conclusions

From the present study, it is concluded that more efforts are not in compliance with the favorable environment to its talented employees of pharmaceutical sector and employees are under constant stress to achieve their targets. The organizations in pharmaceutical sector are providing better rewards to their employees. The organizations are not giving adequate job security and even the appointees are entering into the pharmaceutical sector on their choice, however, it is preferable if the percentage increases.

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DYNAMICS OF CORRUPTION AND ITS NEGATIVE IMPACT ON OVERALL ECONOMIC DEVELOPMENT IN INDIA: A CRITICAL REVIEW

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Abstract

The present study examines that corruption is an insidious plague that has a wide range of corrosive effects on Indian economy. Today, the growing number of scams and scandals poses a serious socio-economic development challenge. The negative impact of corruption on development is no longer questioned. Corruption hinders economic development, hurts the poor disproportionately by diverting funds intended for development, undermining a Government's ability to provide basic services, and diverts investment in infrastructure and social services. It also generates economic distortions in the public sector by diverting public investment into capital projects where bribes and kickbacks are more plentiful. Officials may increase the technical complexity of public sector projects to conceal or pave the way for such dealings. Corruption also lowers compliance with construction, environmental, or other regulations, increases in the cost of government-subsidised services, reduces the quality of government services and infrastructure etc. Corruption manifests itself in the form of tax evasion that causing a great loss to the revenue department and its results in proliferation of 'Black Money' in Swiss Banks which poses a grave threat to our economy today. Though anti-corruption laws and other organizations are there in India but these laws are not properly utilized to their potential and eventually results in inadequate implementation. To free the Indian nation from this menace there are needed some revolutionary changes and reforms in the socio-economic, political, administrative and legal

system of our country. The present study seeks to deal with these subjects in detail.

Introduction

Corruption has deep struck roots in every soil from macro to micro level .The literal meaning of corruption is moral deterioration of fraudulent activity which comes from the Latin word "corruptus." The term denotes all forms of improper or selfish exercise of power and influence attached to a public office or to the special position one occupies in public life. According to World Bank and Transparency International, corruption is operationally defined as the misuse of entrusted power for private gain or the use of public office for private gain. In fact it is a multi-faceted evil, which gradually kills a system. It is considered to be one of the greatest impediments on the way towards economic progress and development for developing countries like India. Corruption in India has become pervasive and concerous which distorts welfare goals,marginalizes development process and material progress , and brings disasters to the well being of the country. Extensive academic research over many years and across many countries supports the view that corruption in its many forms is an evil which negatively impacts overall economic development and hurts the poorest of those in our societies. In India, economic growth and development is affected negatively by corruption activities such as bribery, fraud, stealing in public resources, nepotism, misappropriation, patronage and seizure of public assets for private use etc. in a number of ways. A mistrust

of government will have negative consequences for 'international trade relationships' and 'Foreign Direct Investment' (FDI), both of which are key drivers of long term economic growth, especially in developing and emerging economies. At the same time corruption within the government sector encourages greater bureaucratic hurdles that lead to an overall rise in the burden of conducting business – contrary to the view of some commentators that it can serve to 'grease the wheels of commerce.' However, from the point of view of economic growth and development, there seems to be a clear cut correlation between corruption and the economic development. The present study deals with this subject in detail.

SECTION - 1

Corruption in India and Its Negative Impacts

Corruption in India is a serious issue as it adversely affects the country's economic development and achievement of development goals. It promotes inefficiencies in utilization of resources, distorts the markets, compromises quality and destroys the environment. It adds to the deprivation of the poor and weaker sections of the economy. In this context, various attempts have been made to indicate the impact of corruption in quantitative terms. Some estimates show that government loses about Rs. 2 lakh crores annually due to tax evasion while about Rs. 40,000 crores is lost due to delay in projects. Transmission and distribution losses in the Power Sector are estimated to be about 50%, out of which about 30% is attributed to theft in connivance with the Electricity Boards employees. According to one estimate if corruption was not there, the Public Sector Enterprises would have improved their profit margin by almost 20%. According to Paolo Mauro, a renowned economist, if corruption in India is reduced, then investment would rise by 12% annually and GDP would grow at an additional 1.5 per cent.

In the Book *corruption in India : DNA and RNA* authored by professor Bibek Debroy

and Laveesh Bhandari say that the public officials in India may be cornering as much Rs. 92,122 crore or 1.26 per cent of GDP, through corruption. The book estimates that corruption has virtually enveloped India growing annually by over 100 per cent and most bribery is accrued from the transport industry, real estate and "other public services". Pegging the figure of bribery from "other public services" at Rs. 14,594 crores (\$2.92 billion), the authors say this is mainly accounted for by leakages from official welfare programmes. Side by side, real estate and related business services involving registration of property and stamp duties account for Rs. 12,534 crore (\$2.5 billion) in corruption, says two economic experts. Bribery at multiple checkpoints and by revenue officials, police and customs in the transport sector generate Rs. 11,267 crore in corruption, the authors say. The book estimates bribery amount from illegal mining, theft from public mines and licensing at Rs. 9,578 crore (\$1.91 billion). This is followed by corruption in government procurement. Bribe taking by inspectors, police and local bodies in unregistered manufacturing total Rs. 6,600 crore.

On the other hand, a study conducted by 'Transparency International' (TI) in 2005 found that more than 62 per cent of Indian had first-hand experience of paying bribes or 'influence peddling' to get jobs done in public offices successfully. In its study conducted in year 2008, TI reports about 40 per cent Indians had first-hand experience of paying bribes or using a contact to get a job done in public office. It is noted that most of the largest sources of corruption in India are entitlement programmes and social spending schemes enacted by the Indian government. A few examples in this regard include 'Mahatma Gandhi National Rural Employment Guarantee Act' (MGNREGA) and 'National Rural Health Mission' (NRHM). In this connexion, it can undoubtedly be said that despite its best intentions, the MGNREGA is beset with controversy about corrupt officials pocketing money on behalf of fake rural employees. Other

daily sources of corruption include India's trucking industry which is forced to pay billions in bribes annually to numerous regulatory and police stops on its inter- states highways. Indian media has widely published allegations of corrupt Indian citizens stashing trillions of dollars in Swiss Banks.

SECTION- II

Current Situations

It is true that the list of scams and scandals in our country is endless. In recent centuries India has earned a place among the three most corrupt countries in the world. Side by side, in 2013, India has ranked 94th out of 177 countries in Transparency International's 'Corruption Perception Index (CPI), tied with Colombia, Greece, Moldova, Mongolia and Senegal. The growing number of scams poses a serious development challenge. In this connexion, the recent situation in India may be classified in the following categories:

- I. As on the 9th January 2011, according to the information of S.Y. Qureshi, the former Chief Election Commissioner of India, in the 15th Lok Sabha 2009, 162 of India's 543 parliament members were accused of crimes, under India's 'First Information Report' procedure where in anyone can allege another of committing a crime. Many of the biggest scandals and scams in India since 2010-11 have involved very high levels of government, officials including Cabinet Ministers and Chief Ministers, such as in the 2G Spectrum scam, Colgate scam, S-Band Distribution scam, Adarsh Housing Society scam, Military Instruments import scam, mining scandal in Karnataka, cash for vote scam and Rs. 2 Lakh crore foodgrain scam in Uttar Pradesh etc.
- II. A 2009 study by 'Transparency International,' the leading economies of Asia, revealed 'Indian Bureaucracy' to be not just least efficient out of Singapore, Hongkong, Thailand, South Korea, Japan,

Malaysia, Taiwan, Vietnam, China and Indonesia. Further it was also found that working with India's civil servants was a 'slow and painful' process. Corruption among Indian civil servants found not only in one or two departments but also it to be in many department like Health, Income Tax, Sale Tax, PWD, Electricity and now even in Education etc. Likewise, taxes and bribes are common between state borders; TI estimates that truckers pay annually Rs. 25,000 crores (US \$ 5 billion) in bribes. Government regulators and police share in bribe money, each to the tune of 43 per cent and 45 per cent respectively.

- III In a recent telecast of 'Aaj Tak' news channel, it was observed that hundreds of tonnes of wheat, to be distributed among the poor through PDS shops, goes to flour mills in Delhi.
- IV. Officials are alleged to steal state property. In Bihar more than 80% subsidized food aid to poor is stolen. In cities and villages throughout India, *mafia raj* consisting of municipal and other government officials, elected politicians, Judicial officers, real estate developers and law enforcement official, acquire, develop and sell land in illegal ways.
- V. In government Hospital corruption is associated with non-availability of medicines or duplicate medicines, getting admission, consultations with doctors and availing diagnostic services. There have been cases of diversion of medical supplies from government hospitals and clinics as well as supply and distribution of medicines of inferior quality. On the other hand, 'National Rural Health Mission' (NRHM) is another healthcare- related government programme that has been subject to large scale corruption allegation. This social spending and entitlement programme has been managed since 2005 by the 'Ministry of Health', hoped to improve healthcare delivery across rural India.

VI. Government officials having discretionary powers in awarding contracts engage in preferential treatment for selected bidders, display negligence in quality control processes. Many state-funded construction activities in India, such as road building, are dominated by construction *mafias*, which are groupings of corrupt public works officials, materials suppliers, politicians and construction contractors. Shoddy construction and material substitution (e.g. mixing sand in cement while submitting expenses for cement) result in roads and highways being dangerous, and sometimes simply washed away when India's heavy monsoon season arrives.

VII. Corruption is rampant in the judicial system of India. According to 'Transparency International' judicial corruption in India is attributable to factors such as "delays in the disposal of cases, shortage of Judges and complex procedures, all of which are exacerbated by a preponderance of new laws."

The 'Indian Armed Forces' have witnessed corruption involving senior armed force officers from the Indian Army, Indian Navy and Indian Air Force. Many officers have been caught for allegedly selling defense stores in the black market in the border districts of Indian states and territories. In this regard, a number of scandals in the 2000-2010 period damaged the military's reputation, such scandals included skimming of armed forces money, re-selling of government property, and faking combat missions.

SECTION – III

Indian Black Money in Switzerland

Black money is referred to the money which is unaccounted for and untaxed cash. It affects the economic, social and political progress of the whole nation. Continuing generation and accumulation of black money poses a grave threat to our economy and is likely to threaten the very security and survival of the country. However, black money refers to money that is not fully legitimately the property

of the 'owner'. A white paper on black money on India suggests two possible sources of black money in India. The first includes activities not permitted by the law, such as crime, drugs trade, terrorism and corruption, all of which are illegal in India. The second, more likely source is that the wealth may have been generated through a lawful activity but accumulated by failing to declare income and pay taxes. Some of this black money ends up in illicit financial flows across international borders, such as deposits of tax-haven countries. A November 2010 report from the Washington-based 'Global Financial Integrity' (GFI) estimates that over a sixty year period, India lost US \$ 225 billion in 'illicit financial flows' beginning in 1948, adjusted for inflation, this is estimated to be \$ 500 billion in 2012, or about \$ 8.5 billion per year. The report also estimated the size of India's underground economy at approximately US \$ 640 billion at the end of 2008 or roughly 50 per cent of the nation's GDP.

It is noted that if corruption levels in India were reduced to the levels in the developed economies such as the United States, India's GDP growth rate could increase by an additional 4-5 per cent, to 12-13 per cent each year. In this connection, C.K. Prahalad, the management guru, estimates that the lost opportunity cost caused by corruption, in terms of investment, growth and jobs for India, is over US \$ 50 billion a year.

According to a 2010, 'The Hindu' article, unofficial estimates indicated that Indians had over US \$ 1456 billion in black money stored in 'Swiss Banks'. While some news reports claimed that data provided by the 'Swiss Banking Association (SBA) Report' (2006) showed India had more black money than the rest of the world combined, a more recent report quoted the SBA's Head of International Communications as saying that no such official Swiss Banking Association statistics exist. Another report said that Indian owned Swiss Bank account assets are worth 13-15 times to country's national debt. Once this huge black money comes back to India, the

entire foreign debt can be repaid in 24 hours. In this context, James Nason of Swiss Bankers Association in an interview alleged black money from India, holds that "The black money figures were rapidly picked up in the Indian media and in Indian opposition circles, and circulated as gospel truth. However, this story was a complete fabrication". In a separate study, 'Devkar' of "Global Financial Integrity" concludes media reports circulating in India that Indian nationals held around US\$ 1.5 trillion in illicit external assets are widely of the mark compared to the estimates found by his study. This includes corruption, bribery and kickbacks, criminal activities, trade underpricing and efforts to shelter wealth by Indians from India's tax authorities.

At present, India stands at top for black money in the world and most of its part is dumped in Swiss Banks. The intervention of the Hon'ble Supreme Court in 2011 and the International treaties of Indian Government with various foreign countries and also the recent initiative of Narendra Modi Government have created new hopes for bringing back this black money in the country.

SECTION-IV

Corruption and its Effects on the Indian Economy

India has witnessed paradigm shifts that paved way for tremendous economic growth and development ever since attained independence and economic liberalization. According to figures backed by the 'International Monetary Fund' (IMF) published in a 2012 report, the Indian economy is the 10th largest economy in the world by Nominal GDP and is the 3rd largest economy by 'Purchasing Power Parity' (a theoretical concept used to value currencies). Corruption has also emerged across these two paradigms license raj acted as an incubation period for the sort of graft we see today. Of course, it has escalated to such a level that it has infiltrated every social sphere, directly and indirectly hampering our growth and development as a country.

There are two types of corruption that exist at different levels: Retail corruption that has pervaded every stratum of the society and wholesale corruption, the kind of graft our politicians and bureaucrats are getting infamous for. Yet, retail corruption is much harder to track as this form of graft is systemic that requires change in the system and polity. Black money stems from bribery by those holding public office such as by grant of business, leakages from government social spending programmes, 'speed money' to circumvent or fast-track procedures, black marketing of price-controlled services and altering land use to regularize unauthorized construction.

Corruption adversely affects the socio-economic system in the following manner: Corruption indirectly affects every other citizen. The widening divide between the rich and poor can also partially be blamed on corruption economic programmes are meant to alleviate poverty among citizen. These programmes usually get mired in corruption as politicians end up pilfering large sums of money allotted by the government. For example 'National Rural Employment Guarantee Act' (NREGA) scam in which the money allocated to create job opportunities for the under privileged across the country was embezzled by corrupt officials in the state of Uttar Pradesh, Gujarat, Odissa, and M.P. government as revealed by an evaluative study conducted by V.V. Giri National Institute.

Substandard and inadequate infrastructural facilities in our country are another factor dampening the mood of a foreign investor who intends to invest in our country; this again can be blamed on corruption. Funds allocated to build roads; government building and logistics are siphoned off indiscriminately. The 'Taj' corridor scam displayed precisely this in which U.P. Government was caught pilfering Rs. 175 crore meant to build a shopping corridor next to the 'Taj Mahal'.

Corruption has a snowball effect on the entire system. It acts as a fodder for the various economic imbalances such as inflation. The country then experiences disturbance even in the

political circle with one party slinging mud at the other for their respective involvement in some corruption scam or the other, resulting in adversarial politics. Such rampant corruption can repel investors from investing in our economy owing to instability plaguing the whole system, leading to stunted economic growth.

Corruption manifests itself in the form of tax evasion. High tax rates lead to corporates fending off taxes causing a great loss to the revenue department. Companies liable to pay taxes skirt the payment by projecting incorrect profit and saving statements. An estimate shows that government loses about Rs. 2 lakh crores annually due to tax evasion. Side by side, the government introduced 'Minimum Alternative Tax' (MAT) to levy taxes on companies' book profits. On the other hand, people have got into the habit of evading taxes and do not want to pay any taxes. Instead, they bribe the politicians, bureaucrats and other concerned officers and this results in proliferation of black money. If this practice does not come to an end, the accumulation of black money cannot be stopped. However, there are various factors that have contributed to the country's dismal state of economic affairs, flawed economic policies, the inability to check and control spiralling rates of corruption, cut-throat competition in the corporate sector feeding the growing corruption rates and economy affect each other in different ways as illustrated above. Arriving at a definite cause and effect relation may not be viable. However, keeping corruption rates low in all its forms will certainly give the Indian economy a chance to redeem its growth rates as witnessed in 2006-07.

SECTION-V

Causes of Corruption in India

There is no denying the fact that our country is marching towards achieving the growth rate of 9 per cent after the global recession, but everybody is apprehensive that corruption may prove an obstacle in its target. This fact has come to light after a survey of KPMG in 2011. The survey has hinted that different scams and other corruption-related

matters will badly affect the image of the country globally. This survey is important, because India's economic consolidation has been attracting the attention of all the nations across the globe for some time. However, one of the world's largest audit and compliance firms KPMG notes several causes that encourage corruption in India are as follows:

Firstly, the report suggests high taxes and excessive regulation bureaucracy as a major cause. India has high marginal tax rates and numerous regulatory bodies with the power to stop any citizen or business from going about their daily affairs. This power to search and question creates opportunities for corrupt public officials to extract bribes; each individual or business decides if the effort required in due process and the cost of delay is worth not paying the bribe demanded. In case of high taxes, paying off the corrupt official is cheaper than the tax. This, claims the report, is one major cause of corruption in India and 150 other countries across the world.

Secondly, in real estate industry, the high capital gains tax in India encourages large-scale corruption. The correlation between high real estate taxes and corruption, claims the KPMG report, is high in India as well as other countries including the developed economies; this correlation has been true in modern times as well as for centuries of human history in numerous cultures. The desire to pay lower taxes than those demanded by the state explains the demand side of corruption. The net result is that the corrupt officials collect bribes, state fails to collect taxes for its own budget, and corruption grows. The report suggests regulatory reforms, process simplification and lower taxes as means to increase tax receipts and reduce causes of corruption. In addition to tax rates and regulatory burden, the KPMG report claims corruption results from opaque process and paper work on the part of the government.

Thirdly, lack of transparency allows room for maneuver for both the demanders and suppliers of corruption. Whenever objective standards and transparent processes are missing,

and subjective opinion driven regulators and opaque processes are present, the conditions encourage corruption.

Fourthly, 'Vita Tanzi' in IMF study suggests that in India, like other countries in the world, corruption is caused by excessive regulations and authorization requirements, complicated taxes and licensing systems, mandated spending programmes, lack of competitive free markets, monopoly of certain goods and service providers by government controlled institutions, bureaucracy, lack of penalties for corruption of public officials and lack of transparent laws and processes. A Harvard University study finds these to be some of the causes of corruption and underground economy in India.

SECTION-VI

Anti-Corruption Efforts in India

The main efforts made by the government and other organizations to control the corruption of India are as follows:

Anti -Corruption Laws:

India is also a signatory to the 'UN Convention against Corruption' since 2005 (ratified 2011). The convention covers a wide range of acts of corruption and also proposes certain preventive policies. Recently, the outcome of veteran anti-corruption crusader Anna's fast, the Lokpal Bill, that was passed by Rajya Sabha and Lok Sabha on 17th and 18th December, 2013 respectively and the Hon'ble President Shri Pranab Mukherjee on January 1, 2014 gave his assent to the Lokpal Bill. Apart from the Lokpal, at present, there are no legal provisions to check graft in the private sector in India. Government has proposed amendments in existing acts and certain new bills for checking corruption in private sector. Big-ticket corruption is mainly witnessed in the operations of large commercial or corporate entities. In order to prevent bribery on supply side, it is proposed that key managerial personnel for company's and also the company shall be held liable for offering bribes to gain undue benefits. 'The Prevention of Money Laundering Act,

2002' provides that the properties of corrupt public servants shall be confiscated. However, the Government is considering incorporating provisions for confiscation or forfeiture of the property of corrupt public servant in the 'Prevention of Corruption Act, 1988' to make it more self-contained and comprehensive.

A committee headed by the Chairman of Central Board of Direct Taxes (CBDT), has been constituted to examine ways to strengthen laws to curb generation of black money in India, its illegal transfer abroad and its recovery. The committee shall examine the existing legal and administrative framework to deal with the menace of generation of black money through illegal means including *inter-alia* the following: 1) Declaring wealth generated illegally as national asset; 2) Enacting/amending laws to confiscate and recover such assets; and; 3) Providing for exemplary punishment against its perpetrators. 'The Companies Bill, 2012' will regulate fraud by corporations and is intended to avoid the 'accounting scandals' such as Satyam scandal which have plagued India. It replaces 'The Companies Act, 1956' which has proven outmoded in terms of handling 21st century problems. Its need to be noted several important anti-corruption laws in India are as follows : i) Indian Penal Code (IPC), 1860 (public servants in India can be penalized for corruption under this act); ii) Prosecution section of 'Income Tax Act, 1961'; iii) The Prevention of Corruption Act, 1988 ; iv) The Benami Transactions (Prohibition) Act, 1988 (To prohibit benami transactions) ; and, v) Prevention of Money Laundering Act, 2008 etc.

Right to Information Act 2005

The 2005 Right to Information (RTI) remains one of the most potent modern legal weapons to fight opacity in public office and to hold officials accountable for wrongdoing. The RTI Act was praised as a 'great and revolutionary law'. According to a study published by the Government of India RTI site, the 'Right to Information Act' (2005) and equivalent Acts in the States that require government officials to provide information

requested by the citizens or face punitive action, computerization of services and various central and state government acts that established Vigilance Commissions have considerably reduced corruption or at least have opened up avenues to redress grievances.

Ideally the RTI Act was to usher in a new age of transparency, maturity, dignity and solidarity into India's participatory democracy – qualities which together promote justice and equality, thus enhancing the conditions for development. Report shows that since its implementation, the RTI Act has been used effectively to fight mismanagement and corruption and to improve general government responsiveness to development concerns.

The Institutional Framework

There are various bodies in place for implementing anti-corruption policies and raising awareness on corruption issues. At the federal level, the Supreme Court, the Central Vigilance Commission (CVC), the Central Bureau of Investigation (CBI), the Directorate General of Income Tax Investigation, the Office of the controller & Auditor General (CAG), and the Chief Information Commission (CIC) – all deals with anti-corruption initiatives. At the state level, local anti-corruption bureau have been set up. In this context, certain states such as Andhra Pradesh (Andhra Pradesh Anti-Corruption Bureau), Karnataka, U.P., Uttarakhand and Gujarat (appoint Lokayukta) also have their own anti-corruption agencies and courts. In U.P. until 19th January, 2012 Mayawati Government removed as many as twenty Ministers of her Cabinet either on recommendation of Lokayukta of U.P. or on the grounds of facing corruption charges. On recommendation of Karnataka Lokayukta, Mr. B.S. Yeddyurappa had not only to step down from the high office of the Chief Minister in the year 2011, but even had to go behind the bars in corruption case of mining. Andhra Pradesh Anti-Corruption Bureau (ACB) has launched a large scale investigation into the 'cash for bail' scam. CBI Court Judge Talluri Pattabhirama Rao was

arrested on June 19, 2012 for taking a bribe to grant bail to former Karnataka Minister Gali Janardhan Reddy, who was allegedly amassing assets disproportionate to his known source of income. A case has also been opened against seven other individuals under the IPC and the 'Prevention of Corruption Act.'

SECTION – VII

Inadequacy of Anti-Corruption Laws in India

Though anti-corruption laws and other organizations are there in India but still corruption is not curbed which has consequently resulted in economic loss to the nation with several other critical problems which requires proper attention to control corruption. Although anti-corruption laws such as Prevention of Corruption Act and Right to Information (RTI) act exists to check corruption in various departments still there exists lacuna in laws due to which these laws are not properly utilized to their potential and eventually results in inadequate implementation. Prevention of Corruption Act lacks provisions for protection of whistle-blowers and witnesses. The Prevention of Corruption Act does not contain any provisions to deal with the cases where Indian citizens engage in corrupt activities with a foreign public official. It is well known fact that the provisions of the Prevention of Corruption Act regarding confiscation of property are inadequate since confiscation is only permitted after prosecution for the relevant offence.

Though the RTI act offers significant hope towards eliminating the harmful effects of corruption on development, there have in practice been a number of difficulties associated with its implementation. The application of the Act far has thrown up many challenges including public awareness. A lack of awareness about rights, particularly among marginalized groups is a key barrier to overcoming corruption via the RTI Act in rural areas in India. On the other hand, the RTI act has had dangerous repercussions as well – there have been violent attacks on RTI activists, and some have been

killed. In this regard, a few RTI activists like Amit Jethava of Gujarat was murdered, Shashidhar Mishra of Bihar was shot dead in 2010 and Shehla Masood of Madhya Pradesh was shot dead in 2011. Since many big scams are being unearthed using RTI, people from affected organizations often resort to violent means and they try to intimidate RTI activists. Side by side, Lokayuktas at state level are working but still they have very limited jurisdiction and scope with very little powers. However, these are few lacunas in our law which requires amendment to empower the laws to govern corruption. These Acts are technically drafted, but it has not effectively come to the aid of the government to curb corruption.

SECTION-VIII

Suggested Measures

The main efforts made by the government and other organizations to curb the corruption of India are not enough. We are still nurturing many laws that have lost their relevance today. However, some suggestions which would be helpful in achieving the said goal are given below :

- a. Simplifying and classifying of administrative procedure in all matters in which citizens are directly involved.
- b. Reducing political intervention in public administration.
- c. Powers of the politicians should be reduced so that they do not interfere unnecessarily in the functioning of the different government departments.
- d. Politicization of bureaucracy should be check and assessment of performance is needed.
- e. Leaders and persons in position should file a return of their assets and incomes which should be subjected to scrutiny by a special agency created for this purpose.
- f. Lowering of tax rates so that tax evasion becomes unnecessary. Tendency to

evade tax creeps in when tax rates are high.

- g. Controls, licenses, and permits should be reduced to minimum. If necessary, they should be made available without under the table payments.
- h. Government should subsidies election expenditure of political parties and other electoral reforms are necessary to put a break on the limitless expenditure during the elections by the parties.
- i. Registration fees in relation to property and other real estate should be lowered.
- j. Every manufacturer and importers should be in surveillance under the Maximum retail price committee. A new committee which scrutinizes the MRP price, they print in the product and its cost. This will avoid the price rigging game played by the retailers and manufacturers.
- k. Corrupt officials who receive bribes, their property should be seized.
- l. To effectively discourage public servants from engaging in corrupt activities, it is important that the very possession of properties disproportionate to know legal sources of income of a public servant be declared as an offence and such properties be confiscated by the state even pending prosecution. Adequate provisions in this regard need to be introduced through amendments or a separate legislation that allows for civil forfeiture.
- m. Re- organization of Vigilance departments and to be attached with Lokayukta organization.
- n. Anti-corruption branch of C.B.I. should be freed from political interference and also enlarged power and functions.
- o. Improve legal system so that the quick punishment is meted out to the corrupt.
- p. RTI Act (2005) should be implemented honestly.
- q. Make stringent laws for corruption, minimum punishment to get dismissed

from job, cancelling Ration Cards, passport, and no pension, no provident fund will be distributed for them and if any caste quota or scholarship for their children's, just scrap that too, no more government jobs for their children's and maximum punishment, up to death sentences, and no more government benefits should be provided to them.

- r. In order to enable the Lokpal to enhance its effectiveness and to increase the trust the public has in the institution, it is essential for the Lokpal to establish mechanisms for effective interaction with the public in general and the private sector and the civil society particular. Such association would also help better understanding of the environment, build checks and balances in its functioning, and prevent abuse of authority by investigating agencies by bringing them to the Lokpal's notice.

SECTION – IX

Concluding Remarks

From the foregoing analysis it is clearly evident that the greatest challenge mankind is facing today is that of economic development. In this era of globalization we are shifting towards market economy and in it, development depends on investment. But the rise in corruption obstructs the initiatives that create opportunities. Corruption discourages investment from both the sources internal and external. In place of raising the level of capital inflow, corruption helps in capital flight. In this way corruption lowers total investment in infrastructure and social services. Obstruction by corruption to the market mechanism and investment perpetuate low productivity, low income, low viable employment and ultimately low level of development.

Should we not treat financial corruption and scams as an act equal to treason? Is it not exigency of the present times? Do we not deprive the common people of their rights by

allowing corruption? We all know that billions are stashed away in Swiss Bank which can solve all the problems of the country facing the poor masses languishing in shanties and on the roads. A significant fact is that many of the ambitions plans are not executed, because we have no funds. We are not able to provide even basic facilities to our poor countrymen due to lack of funds. A very large section of our population is living below the poverty line even after 67 years of Independence. Is it not a national shame ?

It is high time that these scams were declared to be in category of treason and the people involved, especially the kingpins were meted out the same treatment which is prescribed for such acts. As per a survey report, in the Gulf countries, the rate of crime is very little in comparison with that in other countries of the world. The reason is cited as the severity of punishment for such crimes. Can our country not frame such laws that can make difference between the petty crimes and scams of such a big dimension. Therefore, today it is needed that if corrupt persons fiddling with public money are punished strictly according to the degrees of their crimes, nobody can dare indulge in corrupt practices. In order to think of doing so we will have to first include scams into the category of treason. In the public interest, such scamsters and corrupt politicians or bureaucrats should be brought under the purview of strict laws like TADA and POTA. They need to be punished in order to convince the masses that the law of the land does not make any difference according to the social or political status. In this regard, we are hopeful that the introduction of Lokpal to combat corruption will be eradicating corruption from society.

Side by side, it can be said that corruption can be ceased and economic growth can take place when some of the requirements for fast economic growth like strong institutions, political stability, fast and reasonability in decision taking are undertaken. On the other hand, the problem of corruption can be resolved by listening to our inner voice and acting according to the conscience. All of us should remember the Atharveda sloka:

**“The wealth through pious means flourishes;
Those who earn through dishonest means
destroyed.”**

Let us take a pledge to make our governance transparent, participative and welfare oriented.

Finally, the main conclusion to be drawn is that undertaking reforms both economic and political by reducing institutional weaknesses offers the best hope to overcome corruption. But reforms will bring it under control and minimize its adverse consequences so that the country can proceed with its efforts to become a modern, developed nation with a good chance of attaining that goal.

Last, but not least, we can conclude with the saying that huge Indian money is outstanding in safe tax heavens abroad which need to be brought back in to our country. With the total amount lying idle in the tax heavens India can built huge world class infrastructure for its people. We can establish new IITs, IIMs, AIIMS and other premier institutes for imparting world class education. Today, everyone is talking about good governance, but instead of paying mere lip service and/or indulging in symbolic gestures, the time is most opportune for powers that be (and / or aspirants to the positions of power) to demonstrate their commitment to the cause by proposing to take concrete action. It is now time for active citizenship, to create awareness and raise its voice against the relentless menace of black money and evil manifestation in Swiss Bank accounts. This means citizens must demand action from Parliament, Judiciary, executive and civil society organizations – all of whom must advocate quick action from administration that will resolve this problem forever.

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CRONY CAPITALISM

Crony capitalism is a term describing an economy in which success in business depends on close relationships between business people and government officials. It may be exhibited by favoritism in the distribution of legal permits, government grants, special tax breaks, or other forms of state interventionism. Crony capitalism is believed to arise when business cronyism and related self-serving behavior by businesses or businesspeople spills over into politics and government, or when self-serving friendships and family ties between businessmen and the government influence the economy and society to the extent that it corrupts public-serving economic and political ideals.

The term "crony capitalism" made a significant impact in the public arena as an explanation of the Asian financial crisis.¹ It is also used to describe governmental decisions favoring "cronies" of governmental officials. In this context, the term is often used interchangeably with corporate welfare; to the extent that there is a difference, it may be the extent to which a government action can be said to benefit individuals rather than entire industries.***

ETHICS IN ADVERTISING IN PRINT MEDIA

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Abstract

One of the most important tools of marketing, advertising is the driving factor when it comes to buying and selling of goods and services. An advertisement is basically a message designed by the marketer to persuade the targeted consumer segments. There are several types of advertisements, channelized through different means of mass media. At the end of the day, these messages are meant to persuade the consumer, and therefore they need to be appealing. Advertising helps to make the product appeal to a person's basic motives, and influences their behavior and attitude towards the product. But it should be designed to conform to the laws of the country and should not offend against morality, decency and religious sentiments of the people. Such type of advertisements is termed as ethical advertisements which contribute to a good corporate reputation, heighten morale and, thus, increase the business for the advertised product.

Although, the types of media for advertisement are endless ranging from banner and balloons to online and mobile advertising, print and electronic media are the most popular and have highest reach ability.

The present study is focused on the ethical values followed in the advertisements presented in Print media. The study has been conducted with primary data comprising of 150 sample respondents who are the readers of advertisements in print media. The study revealed that majority of the respondents gives high-level of importance to print media when compared to electronic media for ethical advertisements. Thus, it can be concluded from the study that the ethics in advertisements of print media improves the quality of the

advertisements and enhance the brand image for the advertised product.

Keywords: Advertisements, Electronic media, Ethics, Print media.

Introduction

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day, hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business. Advertisement has been defined differently by different persons.

According to Wood, "Advertising is causing to know to remember, to do." According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy." According to Richard Buskirk, "Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor." According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."

The above definitions clearly reveal the nature of advertisement. This is a powerful element of the promotion mix. Essentially,

advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume. Such media communicate to large audience through various means ranging from banner and balloons to online and mobile advertising. Types of media from which the advertisers can choose include the following:

- **Print Media**-Newspapers, Magazines, Journals, Yellow Pages and Newsletters.
- **Electronic Media**- Radio, Television, Web, E-mail, Digital and Mobile Phones
- **Outdoor Media**-Film, Hoardings, Pamphlets and Balloons and Events, Road show etc

These different types of media do have a different balance of the three factors of advertising – Everyday Culture, Entertainment and Information delivered in an ethical way (Sally Ford Hutchinson and Annie Rothwell, 2002). The magnitude of these three factors and the code of conduct followed in advertisements influence the popularity of an advertisement among the audience to a great extent.

The press in modern times has become a powerful social institution known as '**Fourth Estate**'. It facilitates the exchange of thoughts and helps to solve many complex processes on a large scale in the shortest time. The press becomes an indispensable weapon to stir the conscience of the people, to enlighten them with new ideas. The press is also an instrument to develop modern culture ushered in the science and arts. Newspaper reading is a habit. The importance of print media has not diminished with the advent of electronic media. The fact remains that the print media still holds its own position which can never be threatened by the onslaught of new media.

Review of literature

Calvin Coolidge in the New York Public Library puts his view "Mass demand has been created almost entirely through the development of Advertising" Nageshwara Rao.S.B. (1987) in his study on "The code of ethics in advertising",

suggested that the advertising should make the life of the consumer easier, more comfortable and pleasant. Thus, he emphasizes on ethics and honesty in advertising. Comparative Analysis on Ethics in Advertisements of Print and Electronic Media by Dr. N.A. Anbarasan and Dr. K. Pongiannan published in International Journal of Multidisciplinary Research Vol.2 Issue 1, January 2012, ISSN 2231 5780

Similarly, Anandsen Gupta (2002) in his research on "Ethics in advertising" stated that the success of advertising depends on public confidence and no practice should be permitted to resort to immorality and indecency. Advertisers should fulfill their obligations towards the society. To further validate his findings Subhash Chander and Rishi Raj (2003) found that unethical advertisements irrespective of the positive perceptions, unethical advertisements create a negative impact on the society.

Thus, the review on these past studies has revealed the importance of ethical codes of conduct in advertising which dictates the success of any advertisement. Hence, the present study focuses on the level of ethics followed and presents in print media.

Problem Statement

Advertising has become important marketing tool of modern market economics after globalization worldwide. It also introduces new product in the market vis e vis making society aware about the commercial happenings around. Anything which over exaggerates or misleads the product information, indecency, vulgarity, abusive, annoyance and harmful effects are unethical and leads to immoral values about the product among the consumers. As a result the product value is decreased and affects the sustainability of the product in the market. It is thus, the responsibility of the advertisers to follow the ethics in advertising and hence the research problem for the present study has been formulated for solving the following questions:

- i. Does the advertisement published in print media follow the standards and code of conduct fixed for advertisements?
- ii. How the various attributes of ethical advertisements contribute towards standards and code of conduct for advertisements?
- iii. Does the advertisement enhance the social standards and moral values of the consumers and, measure the effectiveness?
- iv. What is the opinion of the respondents about the ethical advertisements published in print media?

Objectives of the study

In accordance with the research problem stated above, the paper aims to investigate the following objectives:

- To evaluate the level of importance for the various attributes of ethical advertisements in print media.
- To offer suggestions and recommendations for enhancing the ethical values in advertisements.

Data collection

The study was based on primary data collected through a formally designed questionnaire. The sample size taken for the survey was 150.

Instrumentation

The questionnaire had specific questions to capture the background characteristics of the respondents, their order of preference for the various print media that strictly adheres to ethics in advertising and the level of importance of various attributes for ethical advertisements in print media. The required data was collected by identifying the target group of respondents who were the general public, agents, traders, consumers, customers who watch and read the advertisements.

Area of the study

The geographical area of Ranchi city was chosen as the Universe. The main reason for choosing Ranchi city is that the investigator is located here and is familiar with the city. In this city, the

researcher has chosen the residents of Lalpur and Kokar as the sampling unit. Accordingly, 500 dwelling units out of which 300 units in Lalpur and 200 Units in Kokar were identified. The questionnaire was administered at random and thus 300 questionnaires were administered. The age groups of the respondents were not so emphasized; however, the data was collected from whoever was available at home by issuing the questionnaire. A few questionnaires were not returned and unusable. Accordingly there were 150 usable questionnaires with a yielding rate of 50 % only.

Analysis on the order of preference of various print media for ethical advertisements

To analyze the respondents' order of preference of the different media based on the level of ethical values in its advertisements was fulfilled by ranking. For this purpose the study was mainly concentrated on print media. Further, among the print media, newspapers, journals, magazines, pamphlets and hoardings were taken in to consideration for ranking. These were subjected to Friedman Two-Way ANOVA and test of significance was performed using Chi-Square analysis. The results are tabulated in Table given below:

Table 1:O of preference for the various print media based on ethical values in advertisements

S.N.	Opinion	Mean Rank (N=150)	Chi-Square(Sig at 5%)
1	News Papers	2.28	42.158 p=0.000 df=4
2	Journals	3.14	
3	Magazines	3.03	
4	Pamphlets	3.32	
5	Hoardings	3.24	

On analysing the Table, it is apparent that newspapers with the mean rank of 2.28 ranks first among the other types of print media due to its ethical values in advertisements. Similarly, magazines (mean rank = 3.03), journals (mean rank = 3.14), hoardings (mean rank = 3.24) and pamphlets (mean rank = 3.32) follow the rank order.

Further, Chi-Square test was used to test the significant difference in the respondents' order of preference for the various print media based on the ethical values in advertisements with the following null and alternative hypotheses:

- H₀: There is no significant difference in the respondents order of preference for the various print media based on the ethical value in advertisements.
- H₁: There is a significant difference in the respondents order of preference for the various print media based on the ethical value in advertisements.

The Chi-Square results (42.158; $p=0.000$) indicates that there is a significant difference in the respondents order of preference for the various print media based on the ethical value in advertisements at 5% level of significance for 4 degrees of freedom. Thus, the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

Findings of the study

The major findings of the present study based on the above analysis and interpretations:

- The newspaper with the is highly preferred by majority of the respondents due to its standard in adhering to the ethical values in its advertisements compared to other print media.
- Majority of the respondents are having the habit of reading newspapers which ranks first among the other types of print media due to its ethical values in advertisements.

- However, few attributes such as use of unparliamentarily words, precautionary message for risky advertisements, there is a high level of importance for ethical advertisements in electronic media than print media

Implications of the study

- Along with the standards and codes laid down by the statutory body for ethics in advertisements, the present study suggests the following implications to be followed for maintaining ethics in the advertisements in print media:
- Value of the products should be endorsed in the advertisements in all type of print media.
- The real facts about the product must be given in the advertisement, to avoid over exaggeration.
- It is strongly suggested to follow the dress code to the models for maintaining the traditional values of the country.
- Kids and children should not be used as models for unwanted advertising that matches to the adults.
- Hence, use of unparliamentarily words and vulgarity should be strictly prohibited to adhere to ethical values in advertisements for all type of print, outdoor and electronic media.

Conclusion

Honesty, integrity and quality are the important features of ethical advertising. These features create value to all the stakeholders of the advertising media. Now-a-days only ethical based advertisements are highly welcomed by all the audience. Ethicality in advertising improves the quality of the advertisements in any media and enhances the brand image for the advertised product. Thus, it can be concluded that strictly adhering to ethical values in advertisements will increase the market share for the advertised product which is the need of the hour for all existing advertising media particularly – the Print.

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MULTI-CHANNEL RETAILING

Multi channel retailing is the use of a variety of channels in a customers shopping experience including research before a purchase. Such channels include: retail stores, online stores, mobile stores, mobile app stores, telephone sales and any other method of transacting with a customer. Transacting includes browsing, buying, returning as well as pre and post sale service. Multichannel retailing is often said to be dictated by systems and processes when in fact it is the customer that dictates the route they take to transact. Systems and processes within retail simply facilitate the customer journey to transact and be served. Pioneers of multichannel retailing include Macy's, Next PLC, John Lewis and Neiman Marcus, though specialist businesses such as ChannelGrabber have made the concept the success that it is in modern e-commerce. The pioneers of multichannel retail built their businesses from a customer centric perspective and served the customer via many channels long before the term 'multichannel' was used. Recent variations of the term include omni-channel. Multichannel retailing has created new strategic choices for firms. With respect to pricing, an important decision is whether to offer a 'self-matching policy'. Self-matching lets a multichannel retailer offer the lowest of its online and instore prices to consumers. In practice, we observe considerable heterogeneity in selfmatching policies: there are firms that offer to self-match and firms that explicitly state they will not match prices across channels. Using a gametheoretic model, we investigate the strategic forces behind the adoption (or non-adoption) of self-matching across competitive scenarios, including a monopolist, a mixed duopoly comprised of a multichannel retailer competing with a pure e-tailer, and two competing multichannel retailers. Even though self-price-matching is likely to reduce a retailer's profits, with some consumers paying the lower price, we uncover two novel mechanisms that can make selfmatching profitable in a duopoly setting. Specifically, selfmatching can dampen online and in-store competition, and its effectiveness in this respect depends on the decision-making stage of consumers....

Surprisingly, self-matching strategies can also be profitable when stores face consumers using smartphones to discover online prices. Our findings provide insights for managers on how and when self-matching can be an effective pricing strategy to embrace.

Vineet Kumar Et al

CORPORATE SOCIAL RESPONSIBILITY AND VALUE CREATION WITH SPECIAL REFERENCE TO INDIAN COMPANIES

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Abstract

Corporate Social Responsibility refers to the set of actions by the company towards various stakeholders such as employees, customers, suppliers and society at large. The very nature of Corporate Social Responsibility being voluntary raises an alarm as to does it has any role in value creation of the firm which provides motivation for the current paper. The objective of the current paper is to explain theoretically the benefits that the companies derive from adopting Corporate Social Responsibility and what challenges a company has to face in Implementing Corporate Social Responsibility.

Keywords: Corporate social responsibility, ESG (Environment Social Governance) India index, value.

JEL classification code: m140

Introduction:

Over the past few years, there has been a shift in the perception of role of the companies in the societal context in which it operates. Traditionally, corporate were meant to focus purely on economic considerations for success but over the years, there has been a revamping of the role of corporate by acknowledging their wider responsibility beyond economic considerations and encompassing their responsibility towards society and environment.

As a result of this shift (from purely economic to 'economic with social dimension'), corporates are endorsing the term Corporate Social Responsibility (CSR) and making it integral part of the corporate strategy.

Today, Corporate Social Responsibility has become a global concern where organizations are conscious of their activities and its impact on various stakeholders such as customers, employees, shareholders, communities and the environment in all aspects of their operations. It is one of the most important global issues with serious challenges and implications on almost all the sectors. Emerging economies, including India, are concerned with issues related to education, human rights, community welfare, women empowerment etc. and there is a need for a strategic initiative by corporate through CSR. Corporate social responsibility (CSR) thus provides an intelligent way to combine economically viable development and social responsibility. Undertaking CSR initiatives is beyond any legal or contractual obligation and is purely voluntary in nature. Despite the fact that CSR is voluntary, companies are adopting it at an increasing rate. This endeavour of companies towards CSR raises inquisitiveness as incorporating CSR is helpful in value creation of the firm. Realizing the importance of undertaking socially challenged activities and at the same being economically viable, the rising concern of organizations is to find whether their enhanced social performances also enhances the value of the firm.

Different stakeholders have differing opinions on what it means to be 'socially responsible'. According to Friedman, (1970), the corporation is an economic institution and thus should specialize in the economic sphere. In his view business has only one social responsibility that is to maximize the profits of its owners (to protect their property rights). Organizations are

seen purely as legal entities incapable of value decisions. A manager who uses a firm's resources for non-profit social purposes is thought to be diverting economic efficiency. He argues that ethical and discretionary considerations are irrelevant and decisions that include these factors may harm a firm's financial performance. On the other hand, amongst others, Davis (1973) opines that, "the firm's consideration of, and response to, issues beyond the narrow economic, technical, and legal requirements of the firm is to accomplish social benefits along with the traditional economic gains which the firm seeks". Donaldson, 1983 sees social responsibility as a contractual obligation firms have towards society as it is society that has permitted firms to use both natural and human resources and has given them the right to perform their productive functions and to attain their power status. "As a result, society has a claim on the firm and the right to control it. According to Epstein, (1987), CSR may be considered as the "discernment of issues, expectations and claims on business organizations regarding the consequences of policies and behavior on internal and external stakeholders. Levy, (1999) opines that corporate philanthropy and social initiatives are the heart and soul of business. He stresses that social endeavors must be consistent with business objectives for earning profit (heart) and must express the values of serving society (soul). McWilliams and Siegel, (2001) observes, CSR to be a set of actions that appear to further some social good, beyond the interests of the firm and that which is required by law.

Thus, there need not be a specific definition of CSR, but in whatever way it is defined, it definitely is beneficial for the company. In this respect, the current paper aims at highlighting how CSR activities move towards creating value for the firm. It is important to understand here is what value are we talking about?

Total value is a term that includes all forms of value that determine the health and well being of firm in the long run. Total value expands the concept of value of firm beyond

economic value to include other forms of value such as employee value, customer value, supplier value, channel partner value, alliance partner value, managerial value and societal value.

The remainder of the paper is organized as follows. Section I and II focuses on stating the problem under consideration and significance of the study. Section III gives a brief review of literature related to the topic. Section IV details out various Indian Experiences with respect to CSR initiatives, Section V enumerates the benefits of CSR and Section VI highlights the challenges of incorporating CSR. Section VII minutiae information on ESG India Index and Section III concludes the paper.

Statement of problem:

This paper will help to understand the meaning and significance of corporate social responsibility. What are the attractions for taking up CSR? Also highlighted in the paper is what are the initiatives taken up by Indian companies to understand what percentage of their earnings are spent on the CSR activities. The paper also talks about the criticism for CSR activities. And lastly, paper elaborates about the newly developed ESG index in 2008.

Significance of the study:

The current paper by signaling that CSR is an important ingredient in value creation is of utmost significance for diverse segments. First of all companies can be benefitted by this paper as they can use CSR strategically to enhance value. Second, it is of importance to the policy makers who can device a pro CSR policy which will not be anti-shareholders and company as this paper stresses upon. Finally, paper is of help for other researchers and academicians.

Review of literature:

Several studies have been conducted to find the relationship between corporate social responsibility and business performance both within India and overseas. Regarding the link between social responsibility and business performance, existing literature expresses

varying, and at times contradictory findings on the subject.

Balbanis, 1998 investigated the relationship between CSR and economic performance of firms in terms of their:

- Contemporaneous or subsequent economic performance; and
- Past economic performance

This study focused on corporations that operated in the UK environment. In total 56 firms were included in the study. The main criteria for their selection was quotation on the London Stock Exchange and the availability of CSR ratings by the New Consumer Group (NCG) – a UK public-interest research organization. The study covered more than 20 industry sectors. Each company was rated on 13 different aspects related to CSR. Measurement of economic performance included: financial (return on capital employed, return on equity and gross profit to sales ratios); and capital market performance (systematic risk and excess market valuation). The set of corporate social responsibility measures related to the period 1988-1989. Based on this period of time, economic performance data was divided into three periods: 1984-1987 (pre-assessment period); 1988-1989 (concurrent period); and 1990-1994 (post-assessment period). Findings of the study were a mixed bag. Regression analysis showed a quite strong relationship between disclosure and CSR performance. A chi square test showed that contributions to the Conservative Party were not statistically related to Economic League membership. T-test analysis failed to uncover any statistically significant ($p \leq 0.05$) differences between Conservative Party donors and non-donors, in terms of CSR disclosure or any of the CSR performance variables. One important point was the impact CSR activities with a significant cost element. In particular environment care related activities assumed to have a higher cost – were found to be negatively related to subsequent financial performance (ROCE). On the other hand less costly CSR activities, like the enhancement of women's corporate position

were found to have a positive but not instantly realizable effect on capital markets.

Verschoor, 1998 aimed at demonstrating a link between overall financial performance and code of ethics as an aspect of corporate governance. The objective of the analysis was to answer the question whether a mainstream emphasis on corporate social and ethical accountability is consistent with superior financial performance. The companies chosen for analysis were the largest 500 publicly held U.S. corporations in terms of sales or revenue as reported in the 1996 Business Week. The measure used to assess financial performance was a new ranking of large company performance, prepared by business week. BW ranked each company using eight financial measures: Total Return for 1 and 3 Years, Sales Growth for 1 and 3 years, Profit Growth for 1 and 3 years, Net Margin, and Return on Equity. Companies were divided into two groups by differentiating those who make a public commitment to the use of ethical practices in dealing with their stakeholders as a corporate-wide strategy and those who did not. Statistical analysis showed that the mean financial performance rank of companies with a stated commitment to ethical behavior is higher by a statistically significant amount when compared with the mean rank of companies that either published no management report or did not make any reference to ethics. The study showed a statistically significant linkage between a management commitment to strong controls that emphasize ethical and socially responsible behavior on one hand and favorable corporate financial performance on the other.

McWilliams, A, 2000 has discussed the correlation between CSR and R&D, and how to appropriately estimate the impact of CSR on financial performance. Investment in R&D, has been shown to be an important determinant of firm performance. Sample size constituted a total of 524 firms for which the data was used for the years 1991-1996. They hypothesized that R&D and CSP are positively correlated, since many aspects of CSR create a product innovation, a process innovation, or both. The

firm constructed the Domini 400 Social Index (DSI 400), the functional equivalent of the Standard and Poor's 500 index for socially responsible firms. Measure of CSP was taken as a dummy variable, with a value of 1 if a firm is included in the DSI 400 in a given year (for having passed the "social screen"); 0 otherwise.

The results confirmed the hypothesis regarding the importance of including R&D and industry factors in a model that attempts to "explain" corporate performance. When R&D and industry factors are excluded from the model, the coefficient on CSP is positive and statistically significant. However, when R&D and industry factors are added to the model, the magnitude of the coefficient diminishes dramatically and is no longer significant.

Van de Velde, 2005 aimed at investigating the interaction between corporate social responsibility and financial performance. Can socially responsible investors, integrating environmental, social and ethical issues in their investment policy, expect the same return as traditional investors, was the research question to be answered. The period of investigation was from 1 January 2000 to the end of November 2003. To measure the sustainability of a company, Vigeo corporate social responsibility scores were used. Vigeo is an independent corporate social responsibility agency that screens European quoted companies on CSR. To measure the impact of corporate social responsibility on performance, four different portfolios were constructed based on the companies' total sustainability rating. Based on the sustainability ratings agency Vigeo, Fama and French approach was performed to adapt for style biases in the performances. The results indicated that, on a style-adjusted basis, high sustainability-rated portfolios have performed better than low-rated portfolios, but, probably due to the short horizon, not to a significant extent. The same results were found for four out of the five sub-ratings of which the sustainability rating is composed, suggesting that sustainability is a broad and multidimensional concept that cannot be attributed to one specific theme or topic. The results also indicated that

investors are ready to pay a premium for companies with good management of their relations with shareholders, clients and suppliers.

Lamandi. I.E. (2007) emphasized on bringing a theoretical and practical evidence proving that CSR improves the business commercial and financial performance. As a case study, an international company – BDR (Romanian Development bank) was analyzed in the Romanian market that has increased its business performance by adopting different CSR measures. In order to analyze and quantify the social accountability of BRO, four main types of criteria i.e. community, diversity, employee relations and reporting was considered and then different weights were assigned according to the national and corporate culture considered. The data was gathered from Reuters and covers the 2001 – 2007 financial years. The financial performance was assessed both by accounting and market based measures. Besides accounting ratios, common stock returns was also considered as the performance measures.

In order to detect and examine causal relation between social and financial performance Granger causality tests were applied. The test addresses the issue of whether the current value of a variable y can be explained by past values of the same variable and then whether adding lagged values of another variable x improves the explanation of y_t . As such, the variable y is said to be Granger-caused by x if the coefficients on the lagged values of x are found to be statistically significant. The results with respect to Granger tests showed that the results are statistically significant and a relationship could be established between social activities and financial performance.

Mittal, 2008 aimed at exploring some indicative measures of ethical commitment/corporate responsibility and then compare them against financial performance measures over a period of four years. In this way, the research was set out to investigate whether it can be shown that a commitment to business ethics does pay. For the research, three indicators –

two of corporate financial performance (market value added, economic value added), and one of corporate social responsibility (having a code of ethics). The sample consisted of 50 companies taken from the S&P CNX Nifty for which full and comparable company data was available for the years 2001-2005. It was divided into two cohorts; those who had codes of ethics/conduct/principles listed in their annual reports and those who did not. The study investigated the relationship between ethical commitment and financial performance, through statistical regression and correlation analysis. The results indicated, correlation of CSR with EVA over the five-year period had negative correlation in three out of five years and in two years when it showed positive correlation the figure was very low indicating insignificant correlation. Correlation of CSR with MVA indicated positive correlation but again the figure was very low to indicate any significant relationship.

Lin, C.H. (2009), aimed at examining companies in Taiwan to find out the relationship between CSR and firm performance. To measure the impact of CSR on financial performance, a sample of 33 companies was extracted from the top 1000 (by sales revenue) Taiwan-based companies as evaluated by Common Wealth Magazine. For each company, financial data was retrieved from the Taiwan Economic Journal Databank from January 2002 to December 2004. The study considered donations as an indicator of CSR concern in each business, and the donation ratio as a CSR proxy variable. Return on Assets (ROA) was taken as the short-term variable of corporate financial performance (CFP). For short term period i.e. a one year period, regression analyses were undertaken and for long term period, five financial indicators were measured: the Jensen measure, the amended Jensen measure, the Treynor measure, the Sharpe measure, and the MCV measure. Results showed that in the short run, it is not a case of "the better a firm's CSR investments, the better its CFP." i.e. there was no significant relationship between CSR and financial performance. Findings suggested that even if

positive CSR activities do not increase immediate profitability, they may be instrumental in reducing the risk of damage to brand evaluations in the long run.

Samy, M. 2010. The objective of this research was to see if business can be sustainable through the use of corporate social responsibility as a strategic tool for business sustainability and profitability. The study adopted a quantitative analysis and exploratory approach. It studied the CSR practices of 20 selected UK companies and its relationship with financial performance. The data was collected for a period of five years starting from 2002 to 2006. The analysis of CSR policies was based on the global reporting initiative (GRI) guidelines. The GRI reporting guidelines were measured according to the reports on the following headings those companies were required to disclose: economic; environmental; social; human rights; society; and product responsibility. The dependent variable i.e. financial performance was measured by taking five years earning per share ratio (EPS). In analyzing if there is a causal relationship between financial performance, i.e. average earnings per share and the corporate social responsibility (CSR) policies of 20 selected UK companies, a statistical calculation known as product moment correlation coefficient was undertaken. The findings indicated that there is a causal relationship between the EPS and CSR reporting. However, in analyzing the strength of the relationship, the findings indicated that it is weak. Thus, the findings in the study indicated that EPS which is influenced by stakeholders perception of corporations had an association with CSR reporting through the measure of GRI which further influences the perceptions of stakeholders.

Moneva, J.M., 2010 conducted a study to find the relationship between the degree of corporate environmental performance (CEP) and that of corporate financial performance (CFP). Environmental and financial performance of a sample of 230 European companies across 18 countries was studied. Data for the CEP indicators were collected from the year 2004,

while those for CFP were collected from the 2005 to 2007 period. The multivariate approach was proposed for measuring CEP and CFP latent constructs which will minimize the bias of the incorrect exclusion of some variable for both the dimensions. Four CEP dimensions were identified, i.e. Environment dimension (ED), environmental management system (EMS), programs to reduce environmental impacts (PRE) and energy consumption (EC). Regarding indicators for measuring CFP, the most common reflective indicators were chosen for measuring the CFP factor: return on assets (ROA), profit margin, return on equity (ROE), as relative magnitudes, and cash-flow and operating profits as absolute magnitudes. A multidimensional perspective of the CEP and CFP dimensions was used by means of a partial least squares model (PLS). The findings suggested, companies that obtained better levels of CEP improved their internal efficiency and their CFP in the next periods. Furthermore, the link between CEP and CFP was significant in all the periods analysed, showing that it was a persistent effect and not based on short-term issues.

Mishra S (2010) examined whether corporate social responsibility (CSR) towards primary stakeholders i.e. employees, customers, investors, environment, community and suppliers influences the financial and the non-financial performance (NFP) of Indian firms. Data on CSR and NFP was collected from 150 senior level Indian managers including CEOs through questionnaire survey. Hard data on financial performance (FP) of the companies was obtained from secondary source i.e. Prowess database of CMIE. Data for each of 150 firms and each of 18 categories of industries was collected from the CMIE-Prowess database for 3 years from 2003-2004 to 2005-2006. Listing in stock exchanges, type of ownership, and firm size were the control variables. Data on stock listing status, ownership type, and annual sales were obtained from the CMIE-Prowess database. Data on number of employees was obtained from the respondents. Karl Pearson correlation and hierarchical regression analysis was used to test the hypotheses. Findings

suggested that first, listed firms had better CSR and FP than non-listed ones. Second, controlling the confounding effects, both the aggregate and segregate measures of CSR predicted FP and NFP of firms but CSR influenced the NFP of firms more potently compared to FP of firms.

Thus, on one hand there are studies (Moscowitz (1972), Verschoor, (1998), McWilliams, A (2000), Lamandi IE., (2007), Lin, CH. (2009) which say that socially responsible corporations obtain internal benefits that influence business performance i.e. confirming a positive correlation between corporate social responsibility and business performance. On the other hand, certain researches (Friedman, (1970), Ullmann, (1985), McGuire, (1988), concluded that there is an adverse relationship between CSR and business performance due to the additional costs associated with high investments in social responsibility. Some of the studies (Aupperle, (1985) havenegated the presence of any correlation between the Corporate social responsibility and business performance. Findings of the previous studies have been inconclusive about the relationship between the two variable i.e. corporate social responsibility and business performance, whether it remains negative, positive or unrelated.

The Indian experience:

The Indian business has traditionally been socially responsible, but the subject of corporate social responsibility has evolved during last about seven decades from simple philanthropic activities to integrating the interest of the business with that of the communities in which business operates. (Ministry of Corporate Affairs, Government of India, 2009). Corporate social responsibility as represented by the contributions undertaken by companies to society through its core business activities, its social investment and philanthropy programmes and its engagement in public policy, in recent years it has become a fundamental business practice and has gained much attention from chief executives, chairmen, boards of directors and executive management teams.

They understand that a strong CSR program is an essential element in achieving good business practices and effective leadership. Companies have determined that their impact on the economic, social and environmental landscape directly affects their relationships with stakeholders, in particular investors, employees, customers, business partners, governments and communities. The concept of corporate social responsibility in large industrial groups has occupied a prominent place in their policy making and strategic decision making. Corporates like Tata Group, ITC, Indian Oil Corporation, to name a few, have been involved in serving the community ever since their inception. Today, CSR in India has gone beyond merely charity and donations, rather it is considered as an integral part of corporate decision making. In today's corporate era companies have CSR teams that device specific policies, strategies, goals and budgets for their round the year CSR programs.

Practices followed by Indian Companies related to CSR are as follows:

- i. ONGC and Indian Oil Corporation has been spending 0.75-1 % of their net profits on CSR activities. In 2007008 Rs. 246.70 crores was spent by oil PSUs on CSR activities. ONGC's CSR projects focus on higher education, grant of scholarship and aid to deserving young pupils of less privileged sections of society, facilities for constructing schools etc.
- ii. SAIL has taken successful actions in environment conservation, health and medical care, education, women upliftment.
- iii. BHEL & Indian Airlines have been acclaimed for disaster management efforts. BHEL has also adopted 56 villages having nearly 80,000 inhabitants.
- iv. ITC is the only company in the world of its size to be 'Carbon positive' (sequestering nearly twice as much carbon dioxide than it emits, through extensive forestry programmes covering

over 77,000 hectares), 'water positive' (harvesting four times more rainwater than its net consumption, in the process irrigating 30,000 hectares) and close to zero solid waste discharge. Its business generates livelihoods for 5 million people.

- v. Reliance Industries initiated a project named as "Project-Drishti" to bring back the eyesight of visually challenged Indians from the economically weaker sections of the society. This project has brightened up the lives of over 5000 people so far.
- vi. Mahindra & Mahindra launched a unique kind of ESOPs- Employee Social Option in order to enable Mahindra employees to involve themselves in socially responsible activities of their choice.
- vii. GlaxoSmithKline Pharmaceutical's CSR programs primarily focus on health and healthy living. They work in tribal villages where they provide medical checkup and treatment, health camps and health awareness programs. They also provide money, medicines and equipment to non-profit organizations that work towards improving health and education in under-served communities.
- viii. Bajaj Electricals Ltd. Corporate social responsibility activities include providing education, Rural Development & Environment.

Benefits from societal concern:

Organizations irrespective of size are rapidly discovering that Corporate Social responsibility (CSR) and sustainable business practices can foster improved green programs and overall environmental stewardship. Increasing awareness and active participation by the business professionals in the development and implementation of CSR policies has proven to yield a positive return on investment (ROI). Following are the directions in which CSR benefits the company and community:

a. Customer perspective: brand image and customer loyalty:

The most significant business benefit of CSR is the positive effect it can have on brand image and customer loyalty of an enterprise. If a company is known to be socially responsible and ethical, and if it markets itself as such, then it will be well positioned in a competitive market. Consumers being a part of the society and one of the major stakeholders of the company are becoming more and more interested in supporting companies who are seen to be 'doing the right thing'.

b. Investor perspective: access to capital; Socially responsible investing

Increasingly, investors are becoming more and more interested in the CSR policies of the companies they invest in, particularly in issues relating to the environment and human rights. A good CSR policy will attract investors who will on principle no longer invest in companies who do not have a good reputation for CSR. This means that socially responsible companies will have access to a larger capital base.

b. Community perspective: goodwill and reputation building:

Another important business benefit attached to CSR is based on public perception. A socially responsible company monitors and takes responsibility for its own actions. It strives to minimize its impact on the environment. It deals with all of its stakeholders fairly. It contributes to the greater good of society through giving and volunteering programs. If the public, the media, the governments and the regulators see that all these things are genuinely happening, then the company will be building itself a reputation that will be enough to carry it through any potential turmoil.

CSR in India – challenges:

- a.** CSR has come a long way in India. From responsive activities to sustainable initiatives, companies have clearly exhibited their ability to make a

significant difference in the society and improve the overall quality of life. Today, CSR in India has gone beyond merely charity and donations, rather it is considered as an integral part of corporate decision making. In today's corporate era companies have CSR teams that device specific policies, strategies, goals and budgets for their round the year CSR programs. Nearly all leading corporate in India are involved in corporate social responsibility (CSR) programs in areas like education, health, livelihood creation, skill development, and empowerment of weaker sections of the society. Notable efforts have come from the Tata Group, Infosys, Bharti Enterprises, ITC Welcome group, Indian Oil Corporation among others. Despite these rapid advances, implementation of Corporate Social Responsibility in India has been facing numerous problems like lack of transparency, absence of well-defined CSR norms, narrow perception of government towards CSR, lack of community participation in CSR activities, low awareness level, lack of consensus for implementing CSR issues etc. In short, the challenges before CSR in India have been many-fold. Few of these challenges are listed below:

- b.** Non-availability of clear CSR guidelines: There are no clear cut statutory guidelines or policy directives to give a definitive direction to CSR initiatives of companies. It is found that the scale of CSR initiatives of companies should depend upon their business size and profile. In other words, the bigger the company, the larger should be its CSR programme.
- c.** Lack of consensus on implementing CSR issues: There is a lack of consensus amongst local agencies regarding CSR projects. This lack of consensus often results in duplication of activities by corporate houses in areas of their

intervention. This results in a competitive spirit between local implementing agencies rather than building collaborative approaches on issues. This factor limits company's abilities to undertake impact assessment of their initiatives from time to time.

- d. Lack of motivation: The biggest challenge for companies to undertake CSR activities is to justify their socially responsible behavior viz a viz their role as a shareholder's value creator. CSR in its true sense does not provide any explicit motivation for the companies to undertake it with great interest.
- e. CSR as a means and not an end: The biggest challenge for effectiveness of CSR is the lack of its entirety. It is often used by the companies to achieve some competence to benefit the community in real sense. (Karmayog. 2007).
- f. Lack of transparency: Lack of transparency is one of the key issues in effective implementation of CSR. There is an expression by the companies that there exists lack of transparency on the part of the local implementing agencies as they do not make adequate efforts to disclose information on their programmes, audit issues, impact assessment and utilization of funds. This negatively impacts the process of trust building between companies and local communities, which is key to the success of any CSR initiative at the local level.
- g. Narrow perception towards CSR initiatives: Non-governmental organizations and Government agencies usually possess a narrow outlook towards the CSR initiatives of companies, often defining CSR initiatives more as donor-driven. The companies lack in terms of integrating CSR with their strategic goals.

S&P ESG (Environment, Social & Governance) India index:

The integration of ESG issues into the financial markets in India is picking up and efforts are being done to distinguish the organizations which are depicting high level of commitment towards socially responsible initiatives. The stock exchanges, regulators and other enablers have taken some crucial steps but the enabling environment continues to remain weak. The country had its first sustainability indicator in 2008 – the IFC sponsored S&P ESG India Index. The ESG India Index launched in 1998 by Standard and Poor, CRISIL and KLD Research & Analytics comprising 50 companies, is the first investible index of companies whose business strategies and performance demonstrate a high level of commitment to meeting environmental, social and governance standards. The index is a pioneering initiative to measure environmental, social, and corporate governance practices based on quantitative as opposed to subjective factors. The index provides investors with exposure to a liquid and tradable index of 50 of the best performing stocks in the Indian market as measured by environmental, social, and governance parameters. These 50 companies are drawn from the largest 500 companies listed on the National Stock Exchange of India through two-stage screening process viz. qualitative and quantitative criteria. The performance on ESG parameters assures investors that their portfolio is consciously balancing the interests of all stakeholders and, thereby, creating a platform for strong long-term performance.

Methodology:

The index employs a unique and innovative methodology that quantifies a company's ESG practices and translates them into a scoring system which is then used to rank each company against their peers in the Indian market. The creation of the index involves a two-step process, the first of which uses a multi-layered approach to determine an 'ESG' score for each company. The second step determines the weighting of the index by score. Index constituents are derived from the top 500 Indian

companies by total market capitalization that is listed on National Stock Exchange of India Ltd. (NSE). This universe of stocks is then subjected to a screening process which yields a score based on a company's ESG disclosure practices

in the public domain. Following table shows the top 10 sustainable companies prioritized according to the index weight.

Top 10 companies according to weight

COMPANY	INDEX WEIGHT	MARKET CAPITALISTION (INRBILLION)
Mahindra & Mahindra Ltd.	2.70%	14827.91
Wipro Ltd.	2.67%	14664.40
Infosys Ltd.	2.51	1752.58
HCL Technologies Ltd.	2.44	13390.04
ITC Ltd.	2.44	13375.40
TCS Ltd.	2.40	13190.80
Tata Chemicals Ltd.	2.27	12440.46
Dr. Reddy's Lab Ltd.	2.26	12427.22
Larsen and Toubro Ltd.	2.25	12355.94
ACC Ltd.	2.15	11916.72

Source: www.nseindia.com

Conclusion:

Traditionalists see CSR as a potential distraction and loss of focus from fiduciary duty to the company and its shareholders. Yet, companies now in this camp advocated the need to focus on its broader social role and engage in philanthropic activities. The concept of corporate social responsibility is now universally acknowledged as the need of an hour. Across the globe, measures are taken by the organizations to add their contribution to the society. In India, though CSR is nothing new but to convert theoretical intention into concrete action, still many obstacles need to be overcome. The companies though are taking it up voluntarily but known to them is the fact that their interest lies in building up value of the business. Corporate Social Responsibility initiatives by the company brings a lot of benefits to the company which may not be realized in tangible terms but can be appreciated in terms of having an impact on value enhancement of the company. Looking at the benefit of CSR to the society or other stakeholders as the case may be is only one side of the coin. In this social benefit endeavor companies are also benefitted in terms

of customer loyalty, brand building, and giving company a competitive edge. However, lack of transparency and no set of guidelines is a major issue.

The spent by the companies on CSR activities have increased many fold over the years companies strategic initiatives towards society through CSR activities is one of the ways to increase value of the firm. There is a need therefore to have a set of guidelines for the CSR activities.

The newly developed ESG Index helps highly socially active companies to increase its value. A study conducted revealed that companies with ESG Score more than 55 were more stable and the firm's value and ESG Score were positively related. There is a threshold beyond which firm's value increases with increase in CG score and investors assign a premium on the firm value when the CG score crosses this threshold.

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SOCIAL SECURITY AMONG WORKERS IN THE PRINTING INDUSTRY AT RANCHI

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Abstract

The human resource management aspect of the workers and employees in a Printing Industry has remained neglected from the very beginning of industrial progress in India. The Printing Industry in Ranchi District is still in the unorganized sector. Workers and employees working in the Printing Presses are devoid of reasonable wages, good working conditions and social security. There is not much scope in the Printing Industry for skill enhancement, job enrichment and professional growth. This paper attempts to investigate the system of Social Security and problem of indebtedness among workers of Printing Industry in Ranchi.

Key words:- ESI, ILO, wage incentives, index of poverty compensation, piece rate.

Introduction

Printing is a complicated process of multiple steps and requires a wide range of related equipment. Over the years the requirements of better quality and bulk production has increased and so has the role of human skill. The printing industry has a wide range of products. From cash memos to books and periodicals and, from calendars to cartoons and labels. All the products are not produced by a single firm. The size of market for an individual product encourages specialization among firms. Newspapers have a daily and primarily local market. The conditions under which a person works have got a marked influence on health, efficiency, psychology and quality of work he does. Human resource aspects such as wages, working conditions, social security etc. have a wide effect on the

socio-economic environment of not only workers in the printing industry but also on the society at large.

Meaning and Definition of Social Security

The term 'social security' consists of two words i.e. social and security. In the political context by the term social we mean society as a whole and the neutrally meaning of security is freedom from worries. Therefore the neutrally meaning of social security will be freedom from worries. A society may worry about a large number of things, such as, external attack, internal disorder, low standard of living of the people, educational backwardness etc. But social security as it is prevalent today, rarely aims to provide freedom to the society which are above mentioned worries. For example in India the following schemes are regarded as social security measures. i.e. Employees State Insurance Scheme, Workmen's Compensation Act, 1923, Provident Fund Act, 1952, Maternity benefit scheme, etc. The main objective of these schemes is to provide security against external attack, internal disorder or to break and improvement in the standard of living of the people and so on and so forth.

The definition of the terms 'social security' is regarded as inductive definition. It is based on the observance of the objectives and the working of the various social security schemes, which are in existence in the different parts of the world. According to this definition social security is a scheme to provide alternative income to those, whose main flow of income might be stopped due to certain contingencies of life, such as accidents, unemployment, old age, sickness and maternity. All the schemes which are regarded as social security measures in our country fulfill these characteristics. For example,

workmen's compensation scheme. It aims to provide alternative income to the workers and to certain categories of their dependents in the case of employment injury. Whenever a workman is injured by the accident arising out of and in course of his employment and his main flow of income might be interpreted. His employer shall pay alternative income, so that he and his dependent might not have to undergo economic hardship. Similar is the case of with the E.S.I. Scheme. Its main objective is to provide alternative income to certain categories of workers in the case of employment injury, sickness and maternity. Similarly, if we examine any social security scheme prevalent in any part of the world, we find that it aims to provide alternative income to those whose main flow of income might be interrupted by certain contingencies of life.

Thus, for our purpose, the term 'social security' is defined as a system or and institution to provide alternative income to certain categories of workers in the case of certain contingencies of lives which are beyond their control and against which they cannot provide effectively either alone or in a private combination with his fellow workmen.

The expression 'social security' was first used officially in the United States of America and the expression caught the

imagination of the Government, planners, and employers in many a country. The expression has by now acquired a definite and standard connotation. In the U.S.A., it means a federal system of old age pension, unemployment or disability insurance financed by fund raised by the government with or without participation of employees or both the employers and the employees. In fact social security is a very wide term and today it has acquired a global character. But the irony is that it has not yet acquired any standard or uniform definition. Many a man has attempted to define the indefinable term Alexia Caryl defines it biologically. He says: 'special security is Biology'. The contingencies covered by his definition include disease, child birth, death and invalidity, for him social security enters into life. He insists that it must prevent, attend and care, But his definition is vague and incomplete anyway. The I. L. O. is to be credited for the first systematic effort to define the term 'social security'. The I.L.O. definition bears reproduction:

The security that society furnishes, through appropriate organization, against certain risks to which its members are exposed. These risks are essentially contingencies against which the individual has to cope anyhow.

Worker's view towards social security benefit available in the printing industry.

Table No. -01

Are you aware of any social security measures provided by the Management?

Firms	Total No. of Respondents.	Response			
		Yes		No	
		No.	%	No.	%
Small	110	63	57.27	47	42.72
Medium	80	49	61.25	31	38.75
Large	80	42	70.00	18	30.00
Total:	250	154	61.60	96	38.40

Under the coverage of Table No. 01 the researcher has tried to know the awareness of selected interviewed workers working in the Printing industries of Ranchi. The researcher has asked a question to the respondents that – Do you aware of any social security measures provided by the Management? The analysis of data incorporated in the above table shows that out of the total of 110 respondents interviewed from Small size Printing Presses of Ranchi 57.27% were aware about the social security measures, whereas on the other side 42.72% were not aware about social security measures.

In the second group of Medium sized firms out of 80 respondents, 61.25% respondents reported that they were aware of the measures and on the other side 38.75% persons reported that they were not aware of Social Security measures provided by the management. In the third group of Large sized firms out of 60, 70.00

percent respondents reported that they were quite aware of the social security benefits whereas on the other side 30% respondents reported that they were not aware of the social security measures. As a whole out of 250 respondents from all sizes of printing presses, 61.60% reported that they were aware of Social security measures, whereas 38.60% reported that they were not aware of the social security measures provided by the management. On the basis of above discussion the researcher came to the conclusion that majority of workers i.e. 61.60% were fully aware of the social security measures, whereas 38.44% were not aware about the measures. This is on account of poor social status of the respondents taken under the coverage of this study.

Table No. -02
Table showing knowledge of social security legislation

Firms	Total No. of Respondents.	Yes		No	
		No.	%	No.	%
Small	110	65	59.09	45	40.90
Medium	80	40	50.00	40	50.00
Large	60	38	63.33	22	36.66
Total:	250	143	57.20	107	42.80

Table shows the knowledge about social security legislation of the respondents in our study area. The analysis of table depicts that out of 110 respondents from First group of Small sized firms, a vast majority of 59.08% reported that they had knowledge about social security legislation, whereas on the other side 40.90% respondents had no knowledge about the social security legislation.

Again in the Second group of Medium sized firms out of 80 workers interviewed, 50% had knowledge about Social security legislation, whereas another 50% had not got such knowledge. In the third group of large sized firms out of 60 respondents, 63.33% respondents

were known about the Social security legislation, whereas 36.66% were not known about social security legislation. As a whole out of 250 workers from all categories of printing presses, 57.20% respondents had knowledge about Social Security legislation and 42.80% had no knowledge about it.

On the basis of above analysis it may be finally concluded that majority of respondents i.e. 57.20% reported that they were known to social security legislation and 42.80% respondents had no knowledge about it.

Conclusion

The workers/ Employees engaged in the Printing Industry are by and large men of low income. They usually come from a poor economic background having no or little family support to meet the health or other emergent social needs. So the work force in the Printing Firms is often in debt. In a country like ours where the per capital income in the unorganized sector is still very low, where wages have to travel a long way before reaching the goal of living wages. Indebtedness is but a natural outcome. Once a worker gets into the prison of miserable existence, he is sentenced for life and even beyond in indebtedness. Hence there is an ever present need of social security for workers engaged in the printing industry. Efforts have been made through legislations and schemes to provide social security but a lot more is still required.

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Tiger Reserves in India

There are 47 tiger reserves in India which are governed by Project Tiger which is administered by the National Tiger Conservation Authority. India is home to 70 percent of Tigers in the world. In 2008, the landmark 2008 report, *Status of the Tigers, Co-predators, and Prey in India*, published by the National Tiger Conservation Authority, estimated only 1411 adult tigers in existence in India. The 2010 National Tiger Assessment estimated the total population of tigers in India as 1,706. As per Ministry of Environment and Forests, the tiger population in India stands at 2226 in the year 2014, with an increase of 30.5 % since the last estimate of 2010. This exhaustive study indicated that better protected tiger source sites, especially tiger reserves, have maintained viable tiger populations, however, the area occupied by tigers outside protected areas has decreased considerably. This demonstrates the need for securing corridors for tigers to move between source sites. The existing tiger reserves represent around one-third of India's high density forest area. In 2010-11, National Tiger Conservation Authority (NTCA) in partnership with the Wildlife Institute of India (WII) undertook an independent Management Effectiveness Evaluation (MEE) of all 44 tiger reserves in the country. The reserves were categorized into 4 major categories. Karnataka has the highest number of tigers in the age group of 1.5 years with more 408 big cats. Uttarakhand has 340, Madhya Pradesh 308, Tamil Nadu 229, Maharashtra 190, Assam 167, Kerala 136 and Uttar Pradesh 117. there were 1,411 tigers which increased to 1,706 in 2011 and 2,226 in 2014.

KHUSHWANT SINGH: A HISTORIAN CUM NOVELIST

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Abstract

The study, presented here aims to evaluate the Khushwant Singh as a historian and, as a novelist. Khushwant Singh was a prominent Indian novelist cum journalist and short stories writer. His two novels, "Train to Pakistan" and, "I Shall Not Hear the Nightingale" deals with the human feelings. He also wrote about the origin of the Sikh. As Colonel Todd who was famous for "The History of Rajasthan" similarly Khushwant Singh was famous for his works on the history of Punjab".

His novel "Delhi" deals with the glorious history of the past. In this novel we are shown how our great leaders played their role before and after independence and during the time of Emergency.

Khushwant Singh made his debut as a writer more by accident than by choice. But for his compulsive inner urge he felt as an "angry middle aged man" to let out his disenchantment with long cherished human values in the wake of inhuman bestial horrors and in savage killing during the partition between India and Pakistan. He is one of the most significant authors in the field of contemporary Indian English novel. Both Indian and Western traditions shaped his mind. Though deeply rooted in the soil and in his own culture he was influenced by the western education in India and abroad.

He writes:

"I am the product of both the East and the West"

He declares:

"I am, if I may coin the word, an Orio-Occidental."

His writings reveal a happy blending of scientific rationalism and liberal humanism. His life is indeed covered by several factors, the most important of these being associated with the world of journalism. From the first journalistic assignment a series of articles on the 1965 war for The New York Times to full time journalism as Editor of the Illustrated Weekly of India which was a long step for him. Apart from this weekly he has successfully pioneered the growth of atleast three major publications in India namely Yojana, The National Herald and The Hindustan Times.

He was a versatile genius who ranks among the top of the India's best men of letters and earned international reputation as a creative writer. His achievement as a novelist, short story writer, historian, essayist and editor of various newspapers earned him a great reputation in the field of Indo- Anglian fiction. There are three kinds of atmosphere which have influenced the life of Khushwant Singh-the rural and village atmospheres of Punjab, urban situation of Delhi and the sophisticated life of London. These three atmospheres altogether have rendered dominant influences on the personality of *Khushwant Singh*.

He was born in 1915 at Hadali in British India which is now a part of Punjab. He is known for his clear-cut secularism and deep passion for poetry. His writing is so popular that his weekly newspaper column, "With Malice towards One and All" published in many Indian National Dailies is among the most widely read commentaries in the country.

He started his professional career as a practicing lawyer in 1938 at Lahore Court for eight years. In 1947 he entered Indian Foreign Service of the independent India. He started as an Information Officer of the Government of India in Toronto, Canada. He was a Press Attachee and Public Officer for the Indian High Commission for four years in London and Ottawa. In 1951 he joined All India Radio as a journalist. Between 1954 and 1956 he worked in Deptt. of Mass Communication of UNESCO at Paris. He was also a member of parliament. He was awarded the Padma Bhushan in 1974. In 2007, the Indian government awarded him the Padam vibhushan.

His first novel entitled **“Train to Pakistan”** fetched him the coveted Grove Press Indian Fiction Prize in 1976, the year the novel was published. It was first published under the title of *Mano Majra* in 1956. This book is based on the haunting memories and traumatic experiences in the wake of partition. The great carnage on the Sub-Continent was an unprecedented mad dance of insane people who had grown of the great Indian Civilization nourished by Saints and Sufis. Khushwant Singh was a disillusioned man who gave vent to his feelings through the medium of writing. The novel presents lively pictures of ghastly and inhuman incidents arising out of commercial feelings fuelled by the partition of India and sordid communal politics at the period of independence.

His second novel, **“I Shall not Hear the Nightingale”** covers the pre-partition period from April 1942 to April 1943. It was the period of the Quit India Movement and deals with the tensions and the conflicts of a well to do Sikh family of the Punjab. During this period Indian people were engaged in active struggle with the British government, naturally we see the interaction between the bureaucracy and the people. We are shown how the relations were strained between Indian officers of the British government and Pakistan was created and the next day India got its freedom. In this novel, Boota Singh is the Senior Magistrate represented as an official of the British Government and his

son Sher Singh is associated with the student terrorist group. In this group we are also shown the character of Madan, who is a brilliant cricketer. It is a cross human relationship involving officers, his terrorist son Sher Singh, his bitchy wife Champak and Madan. We have here a blend of a peculiar rather sardonic humour and an attempt would be made to identify the instances of such humour and correlate it with the content of the novel. In **“I Shall not Hear the Nightingale”** Khushwant Singh presents the colonial encounter between the Indians and the British Government against the background of the Punjab, called the land of five rivers for its distinctive geographical features, its military history and the sikhs.

His book **“History of the Sikhs”** is one of the authentic source for the scholars to know the origin of Sikh history. His classic work **“A History of the Sikhs”** is written in two volumes. His research work was based on Persian, Punjabi and English sources and drawing upon the diaries and accounts of European travellers like Moorcoft, Sir Alexander Burne, Masson, Jane and Emily Eden,. The **“History of Sikhs”** (1469- 1839, VOL.1) steps out of his raconteur shoes and adopts the role of a historian in this book. This book artfully brings to life the history of the Sikhs spanning the social, political and religious factors over 500 years which led to its formation and its sacred scriptures in the Guru Granth Sahib. This highlights the significance that Sikhs have played a great role in the formation of India and the critical role that Guru Govind Singh played in the formation of the Khalsa, all the while retaining their unique cultural entity and forming one of the most prosperous communities of India. The age old clash between Hinduism and Islam is one of the main reasons that Sikhism was born. There was an urgent requirement to resolve the conflict between the two. The book is primarily divided into three sections-the first discusses Punjab and the birth of Sikhism which includes chapters like birth of Sikhism and from the Pacifist to the Militant Khalsa. The second speaks about the Agrarian uprising, which has chapters on the persecution of the Sikhs and the reorganisation

of the Khalsa Army, the rise and the fall of Banda Bahadur and from the Indus to the Ganges. The last section revolves around the monarchy and imperialism in Punjab, which talks about the Maharaja of Punjab, consolidation of Punjab, across the Himalayas to Tibet and Europeanization of the Army.

“A History of the Sikhs” (1839- 2004 Vol.2) gives the indispensable reference point for a historical and sociological understanding of the Sikh tradition. These volumes are a tribute to the capacity for both a sympathetic and a balanced rendition of Sikh history. It also recounts the return of the community to the main stream of a national life. His book **“Ranjit Singh”** is the classic biography of one of India’s greatest ruler, Ranjit Singh who was in every way as remarkable as a man as his contemporary, Napoleon. In this classic work Khushwant Singh presents Ranjit Singh as he really was. Ranjit Singh was the most powerful ruler of his time. His empire was extended from Tibet to the deserts of Sindh and from the Khyber pass to Sutluj. His army was one of the most powerful of that time in Asia and was the first Indian force in a 1000 year to stem the tides of invasion from the North -West frontiers of Hindustan. He was the first and the only Sikh writer of the Punjab who has devoted many years of his life to the research on Sikh history.

“The Fall of the Kingdom of Punjab” is a gripping narrative depicting the downfall of the Punjab kingdom after the death of Maharaja Ranjit Singh. He was the originator of the mighty Sikh Empire in India. With his bravery, courage and strength he had build this great empire. But after his death everything was destroyed. It was a game of betrayal planning and plotting against each other. Futile wars were waged till the empire could no longer stand on its own. All his sons died except Dalip Singh, the youngest one. He ascended the throne at the tender age of five. His mother Jind Kaur tried to rule on behalf of him but the British finally captured the Empire after the First Anglo – Sikh War. Jind Kaur was imprisoned and Dalip Singh was deported from his kingdom. The British even caught hold of the priceless Kohinoor

diamond and confiscated it.

In the novel **“Delhi”** Khushwant Singh writes “I return to Delhi as I return to my mistress Bhagmati when I have had my fill of whoring in foreign lands.” Delhi is a novel where history is jettisoned with imagination. The novel spans a period of six hundred years showing the reader the vicissitudes of the ageless city of Delhi. In this historical novel the novelist tries to throw light on the reality of the birth, growth and decay that governs the lives of City and Man. While narrating the history of Delhi its people and rulers, Khushwant Singh in his typical realistic style describes the bloodshed incidents that make the story of the novel very interesting. The chapters of the novel contain the vivid picturisation of history commencing from the Mughal period of Zahiruddin Babar to the assassination of Indira Gandhi. It sometimes appears to be a travelogue when Singh presents the vivid pictures of various lanes, roads and historical places of Delhi. The novelist begins with the imagination of the past of Delhi with the times of Ghiasuddin Balban and that of sufi saint Nizamuddin Aulia. It was a transitional period and the state witnessed a continuous change. It was a time of strong beliefs and opinions and also a period of reconciliation and reintegration, through the self- sacrificing efforts of sufi saint like Nizamuddin Aulia. One of the character is Mussadi Lal who belonged to the period of Ghiasuddin Balban. His ancestors have ascribed in the service of the rulers of Delhi. Raja Anangpal, the Tomar Rajput who built Lal Kot and planted the sacred iron pillar of Lord Vishnu. They also served Prithviraj Chauhan and Muhammad Ghori. He also describes about Mahmud of Ghazni who invaded India seventeen times and plundered the wealth of the famous Somnath Temple of Gujarat.

The novelist describes about Emperor Humayun who built a tomb more than 400 years ago. Delhi was first called Indraprastha ruled by the Pandavas. Most of the violence and bloodshed can be seen during the Mughal period. The novel takes into consideration the havoc that Delhi had suffered during the pre-partition period and the post- partition. During

the period of Mahatma Gandhi and of his assassination the novelist points out the corrupting influence of the evils of bigotry and violence. The revolt of 1857 which can also be said the first war of Indian Independence along with all its intrigues Delhi finds itself in a new situation. The death of Queen Victoria in 1901 also gives a wonderful description of history. The novel presents before us the killings of Bhindrawala and Prime Minister Indira Gandhi. The riot occurred among the Sikhs in 1984 due to the assassination of Mrs. Gandhi. The novel reaches its climax with the assassination of Indira Gandhi. The novel seems to be liberating from the high-seriousness of history- the protocol of historical convention. The novel "Delhi" can be hailed as one of Singh's greatest contribution to Indian English fiction. The author's sensitive grip on history makes an impressive expression upon the reader. The novel has its own peculiar style of its own in which Khushwant Singh presents the history of India wrapped up in romance and sex.

Conclusion

This study was an attempt to the in-depth study of Khushwant Singh as a historian cum novelist. He is said to be one of the most significant writer in the field of Anglo-Indian Literature. His tempestuous relationship with Krishna Menon prompted him to enter into this very field of writing novels and short stories. His historical writing covers a period of turmoil following the departure of the British and the rise of a new post independent feudalism which could not efficiently contain the emergence of casteism, regionalism, communalism and corruption in Indian society. As he felt as an "angry middle aged man" to let out his disenchantment with long cherished human values in the wake of

inhuman bestial horrors and insane savage killings during the partition between India and Pakistan. Khushwant Singh did not become a full-time writer by choice, he had no such intention. The decision to write came to him when he had found something to write about. This was at the time of partition; he was greatly moved by the harrowing events during those turbulent days. His outlook towards life underwent a drastic change. He felt thoroughly disillusioned with the cotemporary situation. His faith in the intrinsic nobility was completely shaken. His creative urge lies in the use of irony, wit, foibles, satire and hypocrisy of society so that one may be able to understand him very well. He used pure and simple language and his description was almost lucid.

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CHANGING TRENDS OF COMPOSITION OF GROSS DOMESTIC PRODUCT IN INDIA

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Abstract

This paper provides an overview of the growth of Indian services sector. It shows that services is the fastest growing sector in India, contributing significantly to GDP, GDP growth, employment, trade and investment. The Gross Domestic Product or GDP is the indicator of the performance of an economy. At the time of Independence in 1947, India was an underdeveloped country with abject poverty and extremely poor quality of life. To eliminate poverty and raise the level of living of the masses, the government undertook the task of promoting economic development through economic planning.

Since 1951 the Indian economy has been on the move forward. Its achievements in the course of the last six decades have been reasonably impressive. Different sectors of the economy – agriculture and allied sector (agriculture, forestry, fisheries, mining), industrial sector (manufacturing, electricity, gas and water supply and construction) and service sector – have experienced different rates of growth since 1951. Therefore, contribution made by different sectors of the economy towards GDP growth has differed during different phases of economic development.

Key words: GDP, Primary sector, Secondary sector, Tertiary sector, Sectoral growth.

India is a vast country, so the sectors contributing to the country's GDP is also big in numbers. The Gross Domestic Product or GDP is the indicator of the performance of an economy. It is the value of

a country's overall output of goods and services (typically during one fiscal year) at market prices, excluding net income from abroad. Various sectors falling under the India GDP composition includes food processing, transportation equipment, petroleum, textiles, software, agriculture, mining, machinery, chemicals, steel, cement and many others. Agriculture is the pre dominant occupation in India, employing more than 50% of the population. The service sector accounts for employing more than 25% while the industrial sector accounts for more than 10%. GDP is the value of a country's overall output of goods and services (typically during one fiscal year) at market prices, excluding net income from abroad.

Gross Domestic Product (GDP) can be estimated in three ways which, in theory, should yield identical figures. They are (1) Expenditure basis: how much money was spent, (2) Output basis: how many goods and services were sold, and (3) Income basis: how much income (profit) was earned. The most closely watched data is the period to period change in output and consumption, in real (inflation adjusted) terms. If indirect taxes are deducted from the market prices and subsidies are added, it is called GDP at factor cost (total cost of all factors of production consumed or used in producing a good or service) or national dividend. If depreciation of the national capital stock is deducted from the GDP, it is called net domestic product. If income from abroad is added, it is called gross national product (GNP).

The main criticisms of GDP as a realistic guide to a nation's well-being are that,

- It is preoccupied with indiscriminate production and consumption, and,
- It includes the cost of damage caused by pollution as a positive factor in its calculations, while excluding the lost value of depleted natural resources and unpaid costs of environmental harm.

What Are the Components of GDP?

The components of Gross Domestic Product (GDP) tell that what a country is good at producing. That's because GDP is the country's total economic output for each year. The Bureau of Economic Analysis has subcategorized GDP into four major components:

- Personal Consumption Expenditures
- Business Investment
- Government Spending
- Net Exports of Goods and Services

Calculation of GDP has extremely importance to measure the performance of the economy. The results would help the country to forecast the economic progress, determine the demand and supply, understand the purchasing power of the people, the per capita income, the position of the economy in the global arena. The Indian GDP is calculated by the expenditure method.

Points to remember while calculating GDP

- Calculating India GDP has to be done cautiously pertaining to the diversity of the Indian Economy.
- There are different sectors contributing to the GDP in India such as agriculture, textile, manufacturing, information technology, telecommunication, petroleum, etc.
- The different sectors contributing to the India GDP are classified into three

segments, such as primary or agriculture sector, secondary sector or manufacturing sector, and tertiary or service sector.

- With the introduction of the digital era, Indian economy has huge scopes in the future to become one of the leading economies in the world.
- India has become one of the most favored destinations for outsourcing activities.
- India at present is one of the biggest exporters of highly skilled labor to different countries.
- The new sectors such as pharmaceuticals, nanotechnology, biotechnology, telecommunication, aviation, manufacturing, shipbuilding, and tourism would experience very high rate of growth.

The method of Calculating India GDP is the expenditure method, which is,

GDP = consumption + investment + (government spending) + (exports-imports) and the formula is

$$\text{GDP} = C + I + G + (X-M).$$

Where,

C stands for consumption which includes personal expenditures pertaining to food, households, medical expenses, rent, etc.

I stands for business investment as capital which includes construction of a new mine, purchase of machinery and equipment for a factory, purchase of software, expenditure on new houses, buying goods and services but investments on financial products is not included as it falls under savings.

G stands for the total government expenditures on final goods and services which include investment expenditure by the government,

purchase of weapons for the military, and salaries of public servants.

X stands for gross exports which includes all goods and services produced for overseas consumption.

M stands for gross imports which include any goods or services imported for consumption and it should be deducted to prevent from calculating foreign supply as domestic supply. According to The World Fact Book (Library Publication)

2013 estimation, India's sector wise GDP is as follows:

- Agriculture & Primary sector: 16.9%
- Manufacturing Industry & Secondary sector: 17%
- Service sector: 66.1%

The sectors consisting of the followings:

Agriculture	Agriculture, forestry & Fishing
Industry	Mining and Quarrying
	Manufacturing
	Electricity, Gas and Water Supply
Services	Construction
	Trade, Hotels, Transport & Communication
	Financial, Insurance, Real Estate & Business
	Community, Social & Personal Services

As we are aware, at the time of Independence in 1947, India was an underdeveloped country with abject poverty and extremely poor quality of life. Indian economy was characterized by one of the lowest per capita income and consumption level among the countries of the world. Therefore, to eliminate poverty and raise the level of living of the masses, the government undertook the task of promoting economic development through economic planning. India entered the era of economic planning with launching of the First Five-Year Plan on 1st April, 1951 for the period 1951-56. Since then India has completed eleven Five-Years Plans. We have therefore, completed six decades of economic planning in India. Since 1951 the Indian economy has been on the move forward. Its achievements in the course of the last six decades have been reasonably impressive. Different sectors of the Indian economy have made moderate to good performance. Overall economic development of the country is indicated by increase of national income – gross domestic product (GDP). Growth rate of GDP was modest initially, but in

recent years Indian economy has been growing very rapidly. Today, India is the world's second fastest growing economy after China. Different sectors of the economy – agriculture and allied sector (agriculture, forestry, fisheries, mining), industrial sector (manufacturing, electricity, gas and water supply and construction) and service sector – have experienced different rates of growth since 1951. Therefore, contribution made by different sectors of the economy towards GDP growth has differed during different phases of economic development. Now is the time for all the sectors to undertake measures to ensure that these sectors contribute appropriately to the GDP of the country. Liberal governmental policies will also ensure that India GDP composition sector wise registers a significant improvement.

Share of sector wise contribution to GDP

Agriculture makes the highest contribution to India's GDP. It has been seen in the last few years that the input of the agriculture sector has been declining, but it is still the biggest contributor. This decline in growth has

been largely attributed to the irregular climatic condition, which saw less rain this year.

Contributions from the manufacturing sector in the country's GDP have been largely along expected lines, though it was slightly down. The reasons attributed for this are the global economic recession, changing pattern of consumer consumption and a stringent liquidity policy. The service and the industrial sector have performed much better compared to the contribution from the other sectors. As we are aware, at the time of Independence in 1947, India was an underdeveloped country with abject poverty and extremely poor quality of life. Indian economy was characterized by one of the lowest per capita income and consumption level among the countries of the world. Therefore, to eliminate poverty and raise the level of living of the masses, the government undertook the task of promoting economic development through economic planning. India entered the era of economic planning with launching of the First Five-Year Plan on 1st April, 1951 for the period 1951-56. Since then India has completed eleven Five-Year Plans. We have, therefore, completed six decades of

economic planning in India. Since 1951 the Indian economy has been on the move forward. Its achievements in the course of the last six decades have been reasonably impressive. Different sectors of the Indian economy have made moderate to good performance. Overall economic development of the country is indicated by increase in national income – gross domestic product (GDP). Growth rate of GDP was modest initially, but in recent years Indian economy has been growing very rapidly. Today, India is the world's second fastest growing economy after China. Different sectors of the economy – agriculture and allied sector (agriculture, forestry, fisheries, mining), industrial sector (manufacturing, electricity, gas and water supply and construction) and service sector – have experienced different rates of growth since 1951. Therefore, contribution made by different sectors of the economy towards GDP growth has differed during different phases of economic development. While preparing the paper, I have taken different time frame of the planning period. As per the long term phase, the growth rate of overall GDP and growth rates of agriculture, industrial and service sectors can be indicated by the following table:

Sectoral growth rates (1950 – 51 to 2011 – 12) in %age

Sectors	Between 1950-51 and 1980-81	Between 1980-81 and 2011-12
Agriculture Sector	2.3	3.1
Industrial Sector	5.2	6.4
Service sector	4.4	7.8
GDP	4.0	6.5

Source: Govt. of India, Economic Survey 2011-12, Ch. 1.

Despite low growth rate, agriculture sector has made a positive contribution to growth rate of GDP in view of this being the largest sector, employing over 50% of the workforce even today. It may be noted that growth rate of industrial and service sectors have generally been higher than the GDP growth rate,

indication that these sectors have made significant contribution to the GDP growth. It is also seen from the above table that between 1950-51 and 1980-81, the industrial sector registered higher growth rate than the service sector. But between 1980-81 and 2011-12, the growth rate of service sector has been higher than the growth rate of the industrial sector. Following table shows the performance

during the planning periods while concentrating on the last decade and a-half, the period during

which Indian economy has been growing very rapidly.

Sectoral Growth Rates (1997 – 2002 and 2007 – 12) in %age

Sectors	IX Plan (1997-2002)	X Plan (2002-07)	XI Plan (2007-12)
Agriculture Sector	2.5	2.3	3.0
Industrial Sector	4.3	9.4	7.9
Service sector	7.9	9.3	10.1
GDP	5.5	7.8	8.2

Source: Planning Commission, Govt. of India: Data Tables 2012, Table 4.

From the above table it is clear that service sector has emerged as key driver of growth in the Indian economy. For the last 15 years, service with growth rate of much above overall GDP growth rate of the economy has been pushing up the growth of the economy. In fact, the service sector has outgrown both the industrial and agricultural sectors. Thus, the service sector has been a major and vital force driving growth in the Indian economy since the 9th Plan. With the help of the following table, we can overview the GDP growth rate in all the Five Years Plan of India.

Plan/ Year	Target Growth Rate	Achieved Growth Rate
1 st (1951 – 1956)	2.1%	3.6%
2 nd (1956 – 1961)	4.5%	4.27%
3 rd (1961 – 1966)	5.6%	2.4%
4 th (1969 – 1974)	5.6%	3.3%
5 th (1974 – 1979)	4.4%	5.0%
6 th (1980 – 1985)	5.2%	5.4%
7 th (1985 – 1990)	5.0%	6.01%
8 th (1992 – 1997)	5.6%	6.78%
9 th (1997 – 2002)	7.1%	6.8%
10 th (2002 – 2007)	8.1%	7.7%
11 th (2007 – 2012)	8.33%	7.9%
12 th (2012 – 2017)	8.2%	—

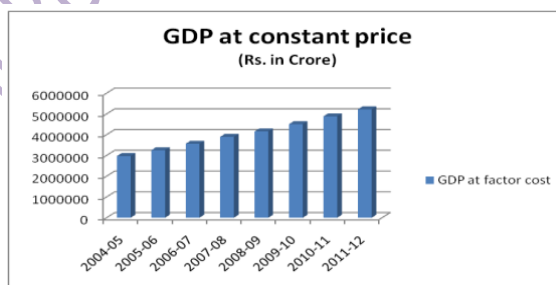
Source: Indiatstatistics.com

Due to war, lack of resources, drought and increase in inflation, failure in the 3rd plan, the government was forced to declare 'plan holidays' (from 1966 – 67, 1967 – 68 and 1968 – 69). Three annual plans were drawn during these periods. During the year 1978 Janta Party government rejected the 5th five year plan and introduced 6th Five Year Plan (1978 – 83). This plan was again rejected by Indian National Congress government in 1980 and new 6th Five Year Plan (1980 – 85) was made. Therefore the earlier was subsequently referred to as a rolling plan. The Eighth Plan could not take off in 1990 due to the fast changing political situation at the centre and the years 1990 – 91 and 1991 – 92 were treated as annual plans. Thus 1990 – 92 was taken under two annual plans. During 8th plan period (1992 – 97) the growth rate was not very significant due to LPG (Liberalization, Privatization and Globalization). In the 9th, 10th and 11th plan period, significant emphasis given on the promotion of service sector. Even though the GDP could not achieved the target but sector wise analysis shows significant improvement in the percentage of service sector with respect to agriculture and industry sector. During 9th plan period (1997 – 2002) agriculture sector achieved GDP growth rate of 2.1% against the target 4.2%. Industry sector achieved growth rate of 4.5% against targeted 3% whereas service sector achieved 7.8% growth against the target 5.4%.

During 11th plan period (2007 – 2012) again service sector crossed the targeted 7.8% GDP growth rate by achieving 9.7% GDP growth. Agriculture and industry sector could not even reached the target fixed at 4% and 10.5% respectively while actually achieved 3.7% and 7.2% GDP growth rate respectively.

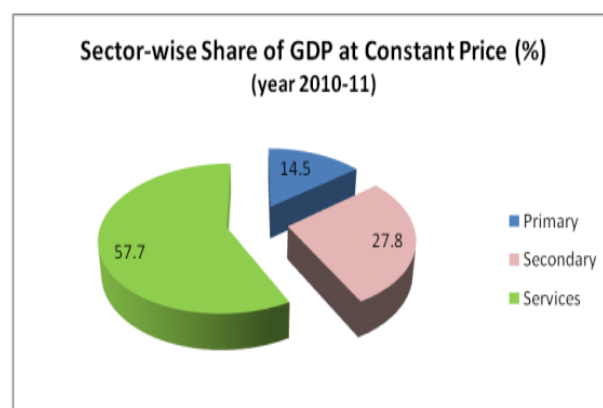
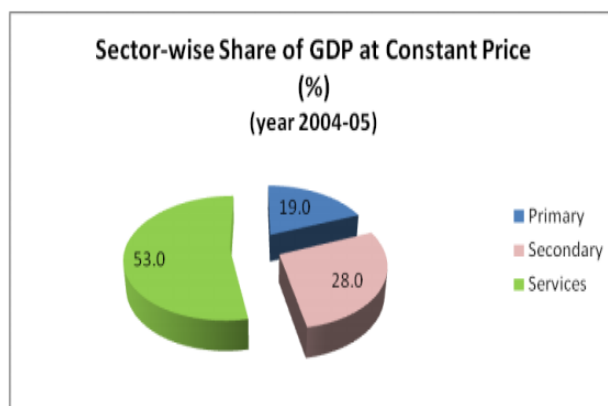
The GDP at factor cost at constant (2004-05) prices in 2011-12 has registered 6.9 % growth, against 8.4 % growth in 2010-11. The GDP at current prices for the year 2011-12 is estimated to be Rs. 82,79,976 crore, while the estimate of the National Income is Rs. 73,28,878 crore. The per capita income during 2011-12 at current prices is estimated at Rs. 60,972.

According to the Advance Estimates of National Income, 2011-12, released on 7.2.2012, the GDP at factor cost at constant (2004-05) prices in the year 2011-12 is likely to attain a level of Rs. 52,22,027 crore, as against the Quick Estimates of GDP for the year 2010-11 of Rs. 48,85,954 crore, released on 31st January 2012. The growth in GDP during 2011-12 is estimated at 6.9 per cent as compared to the growth rate of 8.4 per cent in 2010-11.



Annual report 2011-12 Government of India, Ministry of Statistics and Programme Implementation. The changes in the structure of the economy during the recent years are observed by changes in the composition of GDP in 2004-05 and 2010-11. Sectoral representation in the form

of pie-chart is shown below, wherein agriculture and allied activities are the primary sector, manufacturing and related activities are the secondary sector and the tertiary (services) sector for 2004-05 and 2010-11.



**Decadal Average of the Year on Year Share of the Different Sectors in India's GDP for the Period
1950-2010 (in %)**

Sector	1950/51- 1959/60	1960/61- 1969/70	1970/71- 1979/80	1980/81- 1989/90	1990/91- 2000/01	2000/01- 2009/10
Primary/ Agriculture	55.3	47.6	42.8	37.3	30.9	21.8
Secondary/ Industries	14.8	19.6	21.3	22.3	23.3	24.5
Tertiary/ Services	29.8	32.8	35.9	40.3	45.7	53.7

Source: Self arranged and calculated

Estimates of gross domestic product, 2011-12

The Central Statistics Office (CSO), Ministry of Statistics and Programme Implementation, has released the revised estimates of Gross Domestic

Product (GDP) for 2011-12, at constant (2004-05) and current prices. GDP at factor cost at constant (2004-05) prices in the year 2011-12 is now estimated at Rs. 52, 02,514 crore (as against Rs. 52, 22, 027 crore estimated earlier on 7th

February, 2012), showing a growth rate of 6.5 per cent (as against 6.9 per cent in the Advance Estimates) over the Quick Estimates of GDP for the year 2010-11 of Rs. 48, 85,954 crore, released on 31th January 2012. The downward revision in the GDP growth rate is mainly on account of lower performance in 'manufacturing' and 'trade, hotels, transport and communication' than anticipated. In the agriculture sector, the third advance estimates of crop production released by the Ministry of Agriculture showed an upward revision as compared to their second advance estimates in the production of rice (103.41 million Tonnes from 102.75 million Tonnes), wheat (90.23 million Tonnes from 88.31 million Tonnes) and sugarcane (351.19 million Tonnes from 347.87 million Tonnes) for the year 2011-12. Due to this upward revision in the production, 'agriculture, forestry and fishing' sector in 2011-12 has shown a growth rate of 2.8 per cent, as against the growth rate of 2.5 per cent in the Advance Estimates.

In the case of 'mining and quarrying', the Index of Industrial Production of Mining (IIP Mining) registered a decline of 2.0 per cent during 2011-12, as against the decline of 2.5 per cent during April-November, 2011, which was used in the Advance Estimates. Production of coal and crude oil registered growth rates of 1.2 per cent and 1.0 per cent in 2011-12 whereas during April to December, 2011, the growth rates were (-) 2.7 per cent and 1.9 per cent. The growth of 'mining & quarrying' is now estimated at (-) 0.9 per cent, as against the Advance Estimate growth of (-) 2.2 per cent. Similarly, the IIP of manufacturing registered a growth rate of 2.9 per cent during 2011-12, as against the growth rate of 4.1 per cent during April-November, 2011. Due to this, the growth of 'manufacturing' sector is now estimated at 2.5 per cent, as against the Advance Estimate growth of 3.9 per cent. The key indicators of construction sector, namely, cement and consumption of finished steel registered growth of 6.7 per cent and 5.5 per cent, respectively in 2011-12 as against 5.3 per cent and 4.4 per cent, respectively during April-December 2011. Consequently, the growth

of the sector is revised upwards to 5.3 per cent as against 4.8 per cent in the Advance Estimates. The key indicators of banking, namely, aggregate bank deposits and bank credits have shown higher growth of 17.4 per cent and 19.3 per cent, respectively during 2011-12 over the corresponding period in 2010-11, as compared to their growth during April-December 2011. The growth of 'financing, insurance, real estate and business services' sector is revised to 9.6 per cent as compared to 9.1 per cent made earlier in the Advance estimate. The sector 'community, social and personal services' has shown a growth of 5.8 per cent in the revised estimates, as against the growth rate of 5.9 per cent in the advance estimates.

Estimates at current prices

GDP at factor cost at current prices in the year 2011-12 is estimated at Rs. 82, 32,652 crore, showing a growth rate of 15.0 per cent over the Quick Estimates of GDP for the year 2010-11 of Rs. 71,57,412 crore, released on 31th January 2012.

Findings

Over the last six decades the primary sector's share has fallen by about 50%, while those of the secondary and tertiary sectors have increased.

Other important observations are as follows:

- i. The rate of growth of the secondary sectors has been more than double than that of the primary sector, with the secondary sector having an edge over the tertiary sector during the first two decades. In the subsequent decade, the tertiary sector grew faster than either of the other two sectors. During the 1980s, when all the three sectors were growing at a faster rate, the secondary sector was the fastest. The secondary sector maintained its lead during the 1990s, and subsequent decade also.
- ii. The fall in the growth rate of the primary sector is also wrong nothing, showing that the green revolution has

not been able to offset the comparative non-increase in the area under cultivation.

- iii. The rate of growth of the tertiary sector shows a steady increase over the earlier period, giving a rate of growth for the whole period, which is slightly higher than the rate of growth in the secondary sector and more than double of that in the primary sector.

This pattern of structural change in the Indian economy has deviated from the development pattern of Western economies. These economies experienced a direct shift from primary to secondary sector and only in their advanced stage did they experience a significant shift in favour of tertiary sector. The pattern of development enabled them to transfer growing secondary sector has not expanded fast enough to absorb growing labour force.

Causes for rapid increase in the tertiary sector

This trend can be attributed to a number of factors, among which the more important are as follows:

- i. A very important factor has been the advent of information technology and the knowledge economy. This has enhanced the growth of the high productivity segment of the service sectors as well as a variety of service activities involving low productivity activities catering to a large mass of people.
- ii. A large part of the service sector consists of infrastructure such as banking, insurance, finance, transport and communication, and social community services such as educational and medical facilities. With growth, infrastructure sector spreads fastest.
- iii. In keeping with the requirements of the growing economy there has been a fast expansion in public services.
- iv. Increasing urbanization may be regarded as another cause of expansion of the service sector in the economy. A

substantial change in the private consumption pattern of the economy is observed with increasing urbanization. Many new goods and services enter into the consumption basket.

- v. Tourism is becoming more and more international. Tourism in turn has promoted all types of services.
- vi. With the increasing complexities of modern industrial organization, manufacturing industries have become service-oriented. This has been reflected in the increasing functions of accounting, finance, legal services, advertisement, marketing, public relations etc.

Prospects and opportunities

Both domestic and international factors augur well for the growth of service sector in India.

A. Domestic Factors. Some of the important factors can be briefly stated as follows:

- (i) As real per capita GDP grows, demand for services increases more than proportionately and this, in turn, reinforces GDP growth itself.
- (ii) Within the service sector, demand for producer and government services, which constitute mainly intermediate consumption, have strong multipliers impacting in real GDP.
- (iii) The growth of such dynamic service activities which are intensive users of communication and information technology will generate employment opportunities in a rising scale.
- (iv) The process of economic growth has itself led to the emergence and expansion of new services such as advertising, publicity, marketing etc.

B. International Factors. Some of the recent global developments which provide opportunities for substantial growth as follows:

- (i) The fast growing segment of services is the rapid expansion of knowledge based services. India has a tremendous advantage in the supply of such services.
- (ii) Progress in IT is making it increasingly possible to unbundle the production and consumption of information-intensive service activities.
- (iii) World prices of transport and communication services have fallen dramatically. The cost of communication is becoming independent of distance.
- (iv) The aging of population in the developed world implies that demand for services will continue to grow.

The expansion in the service sector has wider implications for population, employment and trade prospects of the economy.

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US POLICY IN THE POST CASPIAN REGION

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Abstract

Focusing U.S. policy in the Caspian on containing Russian and Chinese influence has done little to advance U.S. security interests, and reduced its standing in the region to its lowest level in decades. The Obama administration needs a new approach that provides opportunities for local leaders to engage with the United States in economic and political development. In order to reaffirm America's priorities when dealing with Post Russian Caspian Regions, the U.S. should concentrate on its own national interests, as well as the values of freedom and justice. Facing these unchanging political realities and impeding threats to U.S. interests, the U.S. should rethink its strategy for engaging with Russia's leadership. With Washington's influence on the Caspian region at its lowest ebb in many years, the Obama administration could reverse this trend with a new approach that accepts Russia's presence and China's interest as historical and geographical givens and emphasizes short- and medium-term problem solving in multilateral and bilateral settings instead of long-term political and economic transformations. The United States can accomplish more in the Caspian region by focusing on military reform and building security capacity than on forming military alliances. The United States should switch from a multiple pipeline strategy to a policy that advances competition by promoting market pricing for energy producers, consumers, and transit states. The United States could facilitate the introduction of renewable sources of energy as a stimulus to economic recovery and source of enhanced social security.

Keywords - US Foreign Policy, Post Cold War, Caspian States,

Introduction

In the 20th century, World War I and World War II and the end of the Cold War stimulated fundamental breaks with the past and set in major transformations, providing countries with incentives to rethink seriously, the premises underlying their interests, purposes, and priorities and that the terrorist attacks on 9/11 produced a fundamental transformation in US policy. The end of cold war did not eliminate all threats to US's foreign policy and national security, but it did force the US to reexamine its foreign policies, force levels, strategies and tactics, and budget requirements in the light of current and potential threats. For the first time in almost fifty years, the United States had to design in its foreign and defense policies in absence of the dominant focus provided by the Soviet threats. The United States was one of the first states to establish diplomatic relations with the Caspian States (parts of the former Soviet Union). The main US policy principle was support for the sovereignty and independence of the newly independent states and for the advancement of liberal democracy and market economies in the post-Soviet space. Yet, as the Caspian region emerged as a strategically important region with vast energy resources, the US administration began to become actively engaged in this area, working with the newly independent states of the Former USSR in pursuit of regional development, economic growth and political stability. During those times, the US government was instrumental in

helping the Caspian States to strengthen their independence, halt regional conflicts, revive their economies and integrate into Euro-Atlantic political and economic structures. Finally, US interest in this region, as in other regions of the post-Soviet space, was driven by the shared values of democracy, a market economy and strengthening the sovereignty and independence of the post-Soviet republics. US politicians were convinced that by helping these newly independent countries, they were helping to establish long-lasting peace and stability in the region and preventing the emergence of another USSR.

This Paper "US Policy and Interest in the Post- Soviet Caspian Region reflects the aim of the study is to examine the US policy in the Caspian States in the context of their cooperation in the exploitation of energy reserves; Economic Development, their partnership in the fight against international terrorism; and to analyze the existing problems. We decided to examine these aspects of US foreign policy because in its economic interests as in Caspian's development of its oil and natural reserves and finally its global political role as in Caspian's cooperation.

Discussion -US policy towards Caspian region

Since the mid-1990s, U.S. policy in the Caspian has been primarily shaped by three important desires: to keep Russia from overwhelming its weaker neighbors, to prevent Iran from gaining any kind of economic or geopolitical advantage in the region, and to slow the pace of China's economic penetration. This gives U.S. policy-makers little choice but to take a long-term perspective, trying to maximize the likelihood that these countries will eventually develop into democracies. The US today stands out as a superpower precisely because it benefits from a combination of vast economic and military capabilities, including awesome nuclear weapons capabilities. This enables the United States to practice unrestrained globalism; its imperial reach and interventionist behavior are seemingly not limited by wealth or resources. From 1945 to 1990, U.S. foreign & defense

policies were dominated by a concern with the Soviet Union. During most of this period, the United States pursued a policy of containment based on the premise that the Soviet Union was an aggressor nation bent on global conquest. Containment policy led the US to enter into wars in Korea and Vietnam and to maintain a large defense establishment. US military forces are deployed around the globe, and the nation maintains a large nuclear arsenal. The end of the cold war however made some of this weaponry and strategic planning less relevant to US's national security. A first response to the post-cold war world was multilateralism, the idea that major nations could achieve common goals by working together, including using force as a means of arresting regional conflicts. After the collapse of the Soviet Union in 1991, only the U.S. remained as a global political power. Caspian States, at the regional level, also gained a special importance in the international arena because of its strategic position in Eurasia and its energy reserves. The Caspian region boasts some of the world's largest natural gas and crude oil reserves. Since the collapse of the Soviet Union in 1991, the landlocked region has become a major target for energy exploration and production. U.S. interests and engagement in the region since September 11, 2001, have centered on its proximity to Afghanistan and the need for coalition over flight, basing, and transit rights in support of military operations in Afghanistan. Current U.S. diplomatic and political engagement on energy security in the Caspian region reflects main goals:

- Encouraging the development of new oil and gas resources
- Supporting the economic and political independence of Caspian countries
- Supporting Europe's desire for energy security

This lukewarm start in US policy on the Caspian countries was to give way to a growing involvement in the years following the break-up of the USSR. During this process, the region attained a surprising salience in the US foreign

policy hierarchy of worries. Although the Caspian region is both geographically remote and of only derivative importance to the US's key strategic concerns, US diplomatic effort in the region has been incredibly active, starting with official visits, first by the leaders of the region to the USA and then by the US Secretary of State to the region.

After the September 11 terrorist attacks on the U.S. in 2001, the foreign policy of Post-Soviet States changed to open military cooperation with the anti-terrorist coalition initiated by the U.S. Azerbaijan and Georgia were put on the list of most favored nations with whom the U.S. increased its military cooperation and financial assistance, and for developments of bilateral relations, the further exploitation agreements of Caspian energy resources for the global market, and the growing military cooperation between Caspian States and the U.S. in the fight against international terrorism. The United States has demonstrated a sustained effort to increase its influence in the Caspian states over the last fifteen years. Although U.S. assistance focused on political and economic programs throughout the 1990s, there has been a marked increase in military assistance since 2001. Democracy and the rule of law are now being promoted by the USAID while the U.S. simultaneously provided the means to suppress dissent. Between 1992 and 1999, the USA provided the region with approximately \$1.9 billion under the Freedom of Support Act which promotes democratization and market reforms, improved health care and housing. This view has been put forth by members of Congress as well as those in the academic community. It appears that the State Department in many ways has become subordinate to the Defense Department in the conduct of foreign policy. Market reforms will suffer as well because the major form of economic interaction at the moment involves state sectors of the economy. In terms of its effect on the energy sector, current foreign policy enables the continuation of state controlled energy because it makes it easier for the U.S. to deal with a central authority. Democracy and economic reforms will remain a

priority after the current administration has ended, and after the struggle against terror has shifted either geographically or in response to the ambiguous nature of the overall threat. This does not require the U.S. to decrease its vigilance in combating terrorism, but it does require a multifaceted view of U.S. foreign policy. This requires an understanding of the region that takes into consideration its unique circumstances. Globalization has various aspects which affect the international relations.

Although the Caspian states were of limited interest prior to 9/11, economic and political relations were the focus of that interest. Given the fact that there was no direct relationship between the United States and these former Soviet republics prior to the early 1990s, there is a well-established starting point for this analysis of the issues that have motivated U.S. foreign policy before and after 9/11. U.S. foreign policy in the Caspian states has centered on developing the energy sector as a part of its political and economic reform agenda. Azerbaijan and Kazakhstan have been involved with the United States economically and through political reform initiatives since 1991. They represent positive gains for U.S. foreign policy in the region. Turkmenistan has remained largely isolated from the United States throughout the 1990s both politically and economically due to its adherence to the traditional Soviet model. Its increased involvement with the United States for strategic purposes has focused attention away from political and economic reforms, warranting its inclusion in this thesis. Although the Caspian region as a whole has become a significant focus of U.S. foreign policy, it is important to demonstrate that these states are dealt with on a bilateral basis as well. In addition there are other states to be considered. The success of U.S. foreign policy goals in the Caspian region throughout the decade following the Cold War depended on alliances with regional and international actors like Georgia, Ukraine and the EU. At the same time it has faced rivalries with countries like Russia, China and Iran, who also have a political, economic and strategic interest in the Caspian states. With the recent

shift of focus in U.S. foreign policy, these regional and international powers have also shifted their priorities. This has led to rapprochement in some cases while threatening to heighten already existing rivalries. Given the importance of the Caspian states to so many regional and international powers, the recent changes in U.S. foreign policy could have much larger implications. The International political landscape has fundamentally changed, and this carries fundamental implications for US-Russian relations. Although economic interests are a driving force in US foreign policy, global terrorism has become US top priority. A first response to the post-cold war world was multilateralism, the idea that major nations could achieve common goals by working together, including using force as a means of arresting regional conflicts. The situation in the Caspian states has changed dramatically in the fifteen years since independence. In terms of economic development, all three countries have to some degree reaped the benefits of their resource wealth and are at various stages of economic diversification. In the aftermath of the Cold War, realist theory characterized some policy decisions, but not an overall policy agenda. Liberalist theory was also evident in post-Cold War foreign policy, as economic and political ties were established and strengthened between the United States and the international community. The Caspian states play an important strategic role in current foreign policy, but given their importance in terms of economic and political influence in the region, these states must be seen as part of a more multifaceted agenda. The introduction of neoconservative ideals into official policy threatens to make undermine US's role in the Caspian states. US policy towards the region must take into account humanitarian concerns to alleviate the basic human suffering that has come about with the collapse of the former Soviet Union and the breakdown in basic economic activity and delivery of social services that the Soviet system previously provided.

Although understandably Washington has other priorities in the world, the Caspian States remains a strategically important region, where constant geopolitical power games are taking place and competition for energy resources and strategic influence are never ending. Under these circumstances, ignoring the region, putting it on the backburner or sacrificing it for the sake of better US Russian relations will not serve US national interests. In many cases, the Caspian and the strength of US influence here also directly affect the success of US policies in other priority zones, such as Afghanistan, Iraq, Iran and Central Asia. Given the importance of the security threats in the Caspian-Asian region, it is imperative for the U.S. to formulate a long-term strategic plan defining its interests and new ways of promoting them. The new administration must find new ways to advance U.S. security interests in the Caspian region, embracing an approach that provides opportunities for local elites and leaders to broaden their options by closer engagement with Washington, in ways that do not antagonize either Russia or China. U.S. policy can do this by focusing on given important points.

- I. The United States can accomplish more by focusing on military reform and building security capacity than on forming military alliances.
- II. The United States should switch from a multiple pipeline strategy to a policy that advances competition by promoting market pricing for energy producers, consumers, and transit states.
- III. The United States could facilitate the introduction of renewable sources of energy as a stimulus to economic growth and a source of enhanced social security.
- IV. The United States should develop a nuanced strategy that encourages political development through social and educational programs and local capacity building.
- V. The US administration should name a high-level official as a presidential envoy to this region.

Conclusion

The new presidential envoy would be expected to represent the United States in regular consultations with EU and Asian colleagues and to maintain a policy dialogue on Caspian questions with both the Russians and the Chinese. The security and fates of the states of this region must be decided from within, but is facilitated through a broad policy dialogue in which all interested international actors can participate. This new approach to the Caspian states would enhance U.S. national security. It would also help improve the lives of the people of these countries and make them more likely to embrace the political and economic values that prompt the United States to international engagement. Washington should commit itself to the on-going regional transportation and infrastructure projects, providing know-how and bolstering the regional integration of the South Caucasus and Central Asian countries. These countries need help in integrating into the world economy, European and Euro-Atlantic economic and political institutions, and the World Trade Organization. The US's help in this regard could be enormous. The United States should seriously invest in public diplomacy efforts in this region, in order to prevent its image from spiraling downward. High level visits by US officials, especially from Congress, quick appointment for the empty ambassadorial positions, and regular media and civil society programs are a must in sustaining the positive image of the US. Finally, more important than all of these actions, the US must develop a coherent, long-term and clear vision for its policies in the South Caucasus and thus commit to this region in a sustainable manner.

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DWINDLING FORESTS: INCREASING DISTRESS [STATE, SOCIETY, FOREST AND TRIBAL WOMEN OF JHARKHAND IN HISTORICAL CONTEXT]

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Abstract

This paper attempts to study the conditions of tribal women as forest workers in Jharkhand in historical context. Jharkhand serves as an appropriate state for such a study for the reason of its being rich in tribal population as well as in forest resources. Natural resources abound in Jharkhand. One of the most prolific mineral producing states of the country, the state is also rich in forest resources. The recorded forest area of the state is 23,605 K.M which is 29.61% of its geographical area. Reserved forests constitute 18.58%, protected forests 81.28% and unclassed forests 0.14%.

There has been intrinsic and historical relationship between tribal women and forests. Tribal women have been heavily dependent upon forest resources for their livelihood. Tribal women operate in close interaction with the forests from where they get fuelwood and minor forest products known as NTFPs, which include edible fruits, tubers, vegetables and berries. There are four distinct occupation roles of tribal women in forestry- gathering for subsistence and sale, wage employment as unskilled labour, the growing on family land, and participation in community forestry and JFM.

But it is abundantly clear by empirical evidences that tribal women have been constantly been victims to social constraints. In addition to this, state interventions into forestry right from the colonial period, have restricted their access to forests and unleashed new forces of exploiting them. As for 'market', they take shape only on account of such exploitations. So, the tribal women naturally tend to work but they are condemned to be exploited simultaneously.

This paper attempts to unveil the saga of the miseries of tribal women in Jharkhand in historical framework.

Keywords: tribal women, Jharkhand, forest resources, NTFPs, JFM, state laws and regulations, colonial period, PESA, FRA.

Introduction

Jharkhand is a tribal dominated state. According to census, 2011,¹ the total population of scheduled tribe is 86, 45, 042 constituting 26.2% of the total population. Among all states and UTs, Jharkhand holds 6th and 10th ranks in terms of the ST population and the percentage share of the ST population to the total population of the state respectively. The state has a total of 30 scheduled Tribes. The prominent tribes are Munda, Santhal, Oraon, Asur, Lohra, Bhumij, Kol etc. The recorded forest area of the state is 23,605 K.M which is 29.61% of its geographical area. Reserved forests constitute 18.58%, Protected forests 81.28% and Unclassed forests 0.14%. Forest type mapping using satellite data has been undertaken by Forest Survey of India with reference to Champion & Seth classification. As per this assessment, the state has five forest types which belong to two forest type groups, viz. Tropical Moist Deciduous and Tropical Dry Deciduous Forests. The percentage distribution of forests covering the preceding categories is presented in the following table:

Forest Cover in Different Forest Types²

SL NO.	Forest Type Groups	Percentage
1.	Tropical Dry Deciduous Forests	93.25
2.	Tropical Moist Deciduous Forests	2.66
3.	Total Open Forests	4.09

So, there is a close link between tribal women and forests that maybe observed in Jharkhand. They work closely with forests to meet their requirements. It is all but an established fact that tribal women happen to be working women without exception. They have been contributing to workforce and thus supplementing the income of their family for long. In this regard they have been much ahead of their counterparts in other communities and almost on equal footage in comparison to their male counterparts in their own community. So, they have emerged as a separate and distinct class of workers enabling economy, local or national to grow. But unfortunately, they have not been given a place sincerely in academic considerations. Of course, there are a plethora of works regarding tribal women especially in anthropological and sociological studies. But these studies are content merely with focussing on cultural aspects. History, as a discipline, too, takes a similar line and fulfils its role simply by glorifying a few tribal women in some tribal uprisings. In a nutshell, their recognition as class, changing pattern of their work-profile, the historical circumstances bearing upon them and their multi-dimensional exploitations, etc. have been neglected. Recently, a new approach has evolved taking into considerations their contribution as well as their exploitations. The emergence of new trends in historiography in form of subaltern studies democratising the discipline of history itself and new schools of feminist studies have brought such a new change in the perception of tribal women. Instead of an idealistic and romantic overview of tribal women, a realistic approach has emerged

towards the assessment of their objective reality. It is against this backdrop tribal women working in forests and their travails have been made the subject of analysis in this study.

Tribal Women of Jharkhand and Forests

The importance of forest in tribal way of life has a considerable impact on women. Since all the duties of tribal women are in one way or the other connected with the forests, the dependence of tribal women on forest is strong and intrinsic.³ Unlike the huntress, women's role as gatherers shows a remarkable continuity. From gathering roots and tubers to maintain family in the early period, women today apart from performing this role also collect fuelwood and play a considerable role in gathering and marketing what is called non-timber forest products. There is an unbroken continuity in this role.⁴

Fuelwood collection and gathering of fruits, seeds, mushrooms, twigs, leaves and small branches for animal fodder are regarded as jobs for women. Most collection works are done in groups so that women can help one another to lift and position their headloads. Usually they bring a few sal leaves or sal toothbrush twigs back with their head-loads, that are typically associated with female gathering activities. Some women also gather ranu (herbs used in rice beer fermentation) and a few who know about herbal medicine occasionally bring back plants such as chiraita or satuar for fever and stomach upsets. The processing of non-timber forest products such as making sal leaves into leaf-plants and pressing tree seeds for oil is also carried out primarily by women.⁵

Though timber cutting is a male-dominated activity, although this seems to be for practical reasons. But there are no restrictions on women undertaking such works. Similarly, grazing is

strongly male-dominated, but the teen-age girls commonly accompany their male guardians in this activity too. The collection of animal fodder is usually done by men if it involves cutting off large branches from a tree but women also contribute to this activity if only small branches or leaves are being collected. With the exception of madwa timber collection and the carrying of forest produce on head (for women) or the shoulders (for men) there are no specific taboos restricting different forest related activities to men or women. In case of fruits, flowers and seeds, the usual practice is for men to shake the trees, while women collect the produce.

In Jharkhand, the most important economic activity performed by tribal women worker is fuelwood collection. In Jharkhand fuelwood collection starts in the late October when the main agricultural season is over, and finishes by the start of the monsoon in June. During this time women go frequently to the forests to collect dry branches and cut small saplings. Where there is more than one adult female in a household, the task of fuelwood collection is usually delegated to the younger women. Men, by contrast, tend to make fewer trips to the forests and often go in all-male groups to combine the collection of fuelwood with more social activities such as hunting for game.⁶

With respect to the collection of large timber, women also take part. Though there is some gender division of labour in this regard. In Munda villages, only men go to the forests to bring wood for the construction and repair of buildings and agricultural implements. But it is common in Singhbhum for tribal women to be allowed to collect large timber when male household members are either indisposed or away. In Oraon areas, by contrast, there are significantly fewer cultural restrictions on women collecting large timber from forest areas-Madwa timber being the exception.⁷For locally used large tree based non-timber forest products, for example, it is common for men to shake the trees and then join the women in picking up the forest product from the ground. Other jointly conducted activities include the inoculation, cutting and scrapping of lac, cultivation of tasar

cocoons, collection of honey, wax, gum, resin, datum and gungu leaves for making raincoats and umbrellas. The non-timber forest products play important part in the tribal economy and in exports from the country as well. The tribal women collect these minor products and sell them in the market. The different varieties of minor forest produce are classified as plants for use in tanning, natural gums, resins and balsams, plants and seeds used in pharmacy and bidi leaves.⁸ Thus it is abundantly clear that women have larger responsibilities in tribal economy as forest labourer. The importance of forest in tribal mode of thinking is illustrated by the fact that the Birhor tribe of Jharkhand get their entire subsistence from rope-making which is made out of chop fibre and barks of trees. The settlement of Birhor which is made of sal leaves is known as Tanda. The entire group of a Tanda moves from one place to another in search of these raw materials for rope-making. Tradition is so strong among the Bihors that they would refuse to take up any other kind of work or wage labour.⁹

Social Constraints, Tribal Women and Forests

Tribal women, thus, have been profoundly dependent upon forest resources. But that does not mean that their work conditions are without hurdles and they work swimmingly. Their family and social dynamics is an important hurdle in first place. Earlier studies took the gender-equality in tribal community for granted and turned down gender discrimination of any kind at household level. But recently a number of studies have taken up the issue of gender in tribal family. It is now agreed upon that gender-division of labour prevails in tribal communities and that has a bearing upon the tribal women engaged in forest activities.

It is noteworthy that tribal women share comparatively more responsibilities than their non-tribal counterparts. Preparing (much more than just cooking like procuring through gathering or bartering the gathered goods for food items not locally available) food and providing for drinking water is solely the

responsibility of tribal women. Fulfilling this gendered responsibility when they take upon themselves the additional work of forest works for supplementing their income they face gender discrimination here as well.

The items most commonly gathered by men are economically valuable tree-borne oil seeds such as sal, mahua, and ryar. The marketing of these products is also usually carried out by men. Whereas women tend to gather and sell less valuable fruits, leafy vegetables, sal leaves and sal twigs. Significantly, the cash incomes gained from such sales are generally kept by the person who makes them, a situation which naturally tends to work in favour of men who deal with the most valuable products.¹⁰

On other front too, women face problems. For example, men use bullock-carts to collect fuelwood or cycles to take it to market while women continue to headload forest produce¹¹. Thus women have natural disadvantage in comparison to men with regard to the transportation of the gathered forest products. In this way tribal women forest workers are exploited economically due to prevalent gender-division of labour. They work hard but get less.

State, Forest and tribal women

Apart from gender issues in the courtyard of tribal family, the state, colonial and post-colonial, have created hurdles for tribal women in different ways. Before the start of colonial period there was not any problem with regard to the access of tribals to forest resources. All states of India, ancient and medieval, claimed ownership of all resources, they, in practice, left local communities largely in control of their resources. But the colonial regime not only claimed but enforced its ownership of resources. Thus forest became for the first time a resource controlled and regulated for the benefit of the British Empire and British Capital. The colonial regime extinguished all local rights in the forests. At early time during the colonial period, a royalty right in teak was vested in the East India Company and the much wood was exploited during the late 18th and early 19th century. By the 1860s, though the need for

conservation was recognised for the impending requirements. One result of this was the enactment of the first Indian Forest Act in 1865. This Act was further strengthened in 1894 on the advice of the German Agriculturist Dr. J.A Voelcker who stressed the necessity of maintaining a good forest cover. Thus the resolution of 1894 divided India's woodlands into four main categories- (1) Reserved Forest (2) Protected Forest (3) Private Forest (4) Village Forest and wastes.¹²

The main purpose of restricting these forest lands was to promote sustained timber yields and curtail any obstacles to its attainment. The states' takeover of forests dedicated to the supply of cheap timber to build teak ships, to laydown railway lines, to put up British cantonments and provide for the two world wars.¹³ But its socio-cultural impacts were probably the most significant factors affecting local populations. It brought about a severe disruption in the lifestyles of forest people. The erosion of traditional rights in the forest made them deprived of valuable things for them. Women were denied the easy access to forest. During the colonial period such erosion of traditional rights is reflected in the conflict between the tribes and colonial regime. In fact, Birsa Munda, before he emerged as the prophet led the protest against the forest settlement operations that curtailed the rights of the people, such as the right to free fuel¹⁴.

The post-colonial forest policies, instead of rejecting the British policies, actually embraced and enlarged on British policies. The Forest Act of 1952 contains an explicit assertion of state monopoly right at the expense of the forest communities which is legitimised in the name of national interest. Such activities have left many forest communities deprived of their life support system¹⁵. Women again are victims. The post-colonial state policies have led to the depletion of the community forests area in particular and common property resources area as a whole. It has particularly affected the tribal women. The amounts of time needed by women to collect fuelwood increased often up to five hours per day in degraded forest areas. Even greater

difficulties arise when men migrate in search of work. In such situations, tribal women are often forced to undertake the lion's share of agricultural production, in addition to collecting fuelwood and carrying out their other domestic duties such as preparing food and looking after small children.¹⁶

There is much evidence to show that peoples' access to forests for meeting their basic subsistence needs has deteriorated overtime caused by the policies followed in the forestry sector in the first forty years after independence. Three factors have been at work in shaping the above policies. First, development until the mid-eighties was associated in the minds of planners with creating surplus from rural areas and its utilisation for value addition through industry. Hence, output from forest lands was heavily subsidised to be used as raw material for industries. Second, women, tribals and other forest dwellers, with little voice or means to communicate, were remote from decision-making, and politically their interests were not articulated. Third, foresters were trained to raise trees for timber.

The combination of these forces led to perpetuation of a timber and revenue oriented policy that harmed both the environment and the people. Forests were over-exploited on account of government concessions to forest industries in the zeal for industrialisation. The unsustainable exploitation of forest raw material dried up the sources of supply much sooner than expected and pushed the frontiers of exploitation into ever more remote areas.¹⁷

The New Forest Policy (1988), JFM (1990) and Tribal women

The timber oriented government policy that continued for almost a century was changed in 1988, and the new forest policy sought to reverse peoples' alienation from forests. According to it, forests are not to be commercially exploited for industries, but they are to conserve soil and the environment, and meet the subsistence requirements of the local people. Derivation of direct economic benefit from forests has been subordinated to the

objective of ensuring environmental stability and maintenance of ecological balance. The policy explicitly points out that the life of tribals and other poor living within and near forest revolves around forests. The rights and concessions enjoyed by them should be fully protected. Their domestic requirements of fuelwood, fodder, minor forest produce, and construction timber should be the first charge on forest produce.¹⁸

Despite the fact that the new Forest Policy focused on improving access of forest dwellers to such products, in actual practice it brought little change on the ground. The 1988 Forest Policy, not being a legal document, proved toothless in improving livelihoods of forest dwellers. Realizing these realities Government of India introduced participation of the people in managing forests by issuing a Joint Forest Management (JFM) resolution in June 1990 making it possible for the Forest Departments to involve people in the management of forests. For the first time, it specified the rights of the protecting communities over forest lands.¹⁹

It has been observed that due to social, cultural and economic constraints in many cases the participation of women remains on paper only. They occasionally attend the meetings but do not speak for fear of being openly dismissed by the men. The village level institutions under JFM are still male dominated and decisions are made largely by men based on their own needs, aspirations and perceptions. Women and their needs remain outside this process.

Most JFM committees are defunct now or at least have not benefited women to the desired extent. Some of the constraints to women's formal participation in JFM and their exclusion from the decision-making process are rooted in their traditional role, social and cultural barriers, limited experience of women in public speaking, logistic constraints like time and double work burden and preference of male members by the male forest department staff involved in JFM. However, these sociological barriers could have been overcome had there not been insurmountable barriers of policy. These are denial of benefits to the communities, lack of working plans, unfriendly silvicultural practices,

uncertain flow of funds, and too little devolution to communities.²⁰

PESA (1996) and FRA (2006)

A change towards increasing their access to forests was attempted by enacting two central laws at different times, the Panchayat Extension to Scheduled Areas, called PESA in 1996, and the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act ten years later in 2006, popularly known as the Forests Rights Act (FRA).²¹ PESA directs the state governments to ensure through legislation that the Panchayats at the appropriate level and the Gram Sabha are endowed specifically with the powers of ownership of minor forest produce. Although according to PESA, Panchayats and Gramsabhas are the owners of NTFPs the Forest Department contends that villages do not have control over reserved forests, as these are outside village boundaries, and therefore PESA is not applicable to reserved forests. The most important NTFPs are still owned by government and control/ ownership has not been given under state laws to Gramsabhas or Panchayats as directed by PESA.

These lacuna were sought to be taken care of by the Forest Rights Act of 2006. Section 3(1) (c) of the Forest Rights Act 2006 defines forest rights as inclusive of Right of ownership, access to collect, use and dispose of minor forest produce which have traditionally been collected within or outside village boundaries. Therefore communities and Gramsabha having rights under this particular section of the Act will not only have the rights to use but also rights of ownership over MFPs.

FRA was enacted in 2007 through the ministry of Tribal Affairs to correct the historic injustice done to forest-dwelling communities. These communities were cultivating forest land and using forest produce since ages but had no tenurial security, as their rights of occupation and usage were not recorded during the settlement process. This Act recognizes and vests individual forest-dwellers with forest rights to live in and cultivate forest land that was

occupied before 13 December 2005 and grants community forest rights to manage, protect, regenerate the forest, and to own and dispose minor forest products from forests where they had traditional access.²²

But there are certain problems with FRA as well. According to the findings of a government committee²³ set up to study implementation of the Act, the community rights aspect of the FRA has been extremely ignored in all states. Therefore its potential to achieve livelihood security for collection of minor forest products, and changes in forest governance along with strengthening of forest conservation, has hardly been achieved. Again, the Act provides that the right shall be registered in the name of both the spouses in case of married persons and in the name of single head in the case of a household headed by a single person. But it has generally been observed that almost all titles are either in the name of men or in joint ownership. Single adult woman is yet to be treated as a household head.

Again, although the private rights to be granted in the Act are heritable, there is no provision to promote gender equity in inheritance. As customary law is generally followed for tribal communities in succession of properties, and in most tribal communities, customary law ensures patrilineal succession.²⁴

As per the information available on the MoTA website a number of claims have been filled out of which 86% claims have been disposed of. A total of 11.9 lakh titles, which is 34% of those disposed of, have been distributed, and the rest 64% have been rejected. But what is more pathetic is that the state of Jharkhand has lagged behind in terms of both getting a plausible number of claims and in processing the received claims. Besides such technical drawbacks regarding state laws there are more problems concerning tribal women's access to forests and deriving benefits from the forests. The laws are silent on how to increase NTFPs productions, how to improve the access of tribal women to NTFPs and how to maximize their incomes through marketing. Thus the perennial problems of tribal women workers based on

forest resources still continue and can't be claimed to have been rightly addressed by these laws.

Conclusion

A brief survey of tribal women's participation in forest activities has revealed the importance of forests in their economic life as well as their hurdles and exploitations there. Social constraints have clogged up their way to advancement. State and its laws, too, do not lag behind. Despite the avowed claim, the recent laws in form of PESA or FRA are not sufficient enough to ameliorate their conditions. These laws may be made effective and result oriented only when a number of other associated steps are taken as well. These include the bigger step to conserve the forests in the first place. For this scientific forestry should be promoted. Scientific forestry should mean that environmental functions, wild fruits, nuts, NTFPs, grasses, leaves and twigs become the main intended products from forest lands and timber a by-product from large trees like sal. The other important step is to improve the access of tribal women to NTFPs. It is also important to maximize the incomes from NTFPs through marketing. Support for micro-enterprise development should be crucial part of the Government NTFPs policy. It is only then the perennial problems of tribal women workers associated with forests may be addressed and at the same time the goal of environmental sustainability may be attained.

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धन्य धन्य गणतंत्र!



झारखण्ड सरकार



रघुवर दास

माननीय मुख्यमंत्री, झारखण्ड

सभी झारखण्ड वासियों को गणतंत्र
दिवस की हार्दिक शुभकामनाएँ

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सब का विकास...

राज्य के सवा तीन करोड़ लोगों के साथ
विकास की ओर मजबूत कदमों से हम चल पड़े हैं।

हम राज्य में मजबूत आधारभूत अवसंरचना और पारदर्शी
प्रशासन प्रदान करने की दिशा में पूर्ण प्रतिबद्धता
के साथ प्रयासरत हैं।

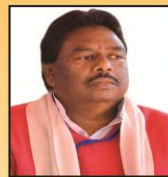
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सभी क्षेत्रों में राज्य का सम्पूर्ण विकास।

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- योजनाओं की समीक्षा स्थल पर जा कर
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