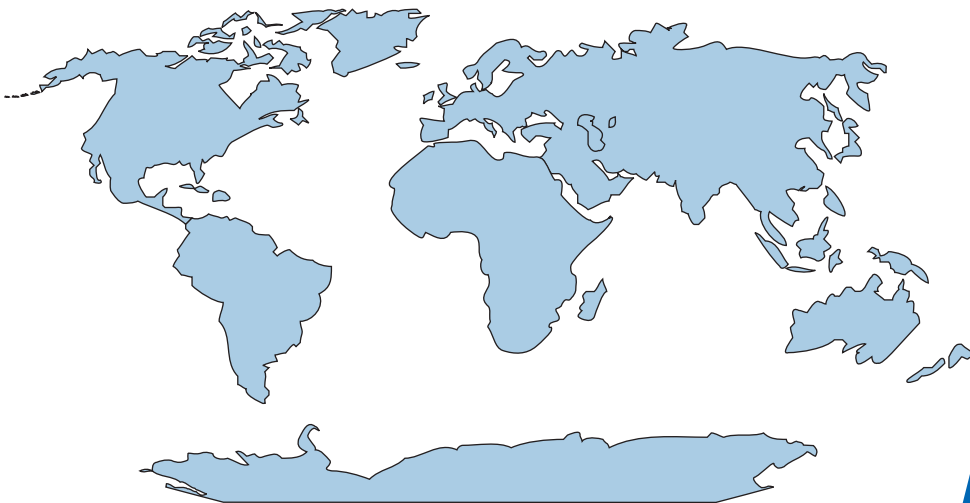


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CRITICAL ANALYSIS OF INTERNATIONAL FIXED INCOME MARKET

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ABSTRACT

The main objective of this paper to test whether there is any significant difference at international fixed income market of Americas Exchanges to Asia – Pacific Exchanges in terms of the number of bonds listed, value of bonds traded and value of bonds listed with testing of degree of relationship from each other along with the suitable suggestions to strengthen the international fixed income market. The data collected from the secondary sources, SEBI, Hand book statistics of 2013 of PP. 222 to 224. The total number of exchanges broadly classified as three exchanges namely Americas Exchanges, Asia – Pacific Exchanges and the Europe – Africa – Middle East Exchanges. The SPSS 16.0 version was used to derive the results. The paired samples statistics, samples tests applied to derive the results. The study found that the number of bonds listed, value of bonds traded as well as value of bonds listed were higher regarding the exchanges of the Americas region, followed by the Asia – Pacific Exchanges and the Europe – Africa – Middle East Exchanges. The positive correlation established regarding no. of bonds listed of one region to another region except from Asia – Pacific to Europe – Africa – Middle East. Regarding value of bonds traded as well as value of bonds listed the positive correlation established from one region to another region except from the Europe – Africa – Middle East to the Americas exchanges. This study affirmed that there was a significant difference between each other in terms of no. of bonds listed, value of bonds traded and value of bonds listed. Hence, it is suggested that respective stock exchanges as well as respective government should take necessary steps to increase the volume and value of bonds in international fixed income market.

Key Words : Value of Bonds Listed, No. of Bonds Listed, Value of Bonds Traded, Americas Exchanges, Asia-Pacific Exchanges and Europe-Africa-Middle East.

INTRODUCTION

International bonds can be defined as debt securities issued by non-U.S. governments and corporations. Although these securities have always represented a significant part of the global investable market. The investors have achieved diversification of a portfolio primarily through the use of international equities, but over the past ten years the global investable market has changed significantly, largely as a result of the growth and maturation of world bond markets combined with the ongoing globalization of businesses and capital flow. International bonds now make up more than 35 per cent of the world's investable assets, and yet many domestic investors have little or no exposure to these securities. There should be an allocation to international bonds by addressing their potential diversification benefits, risks, and costs, paying particular attention to the role of currency, mitigate volatility in a diversified portfolio, we find that foreign bonds can play such a role, assuming that the currency risk inherent to this asset class is hedged.

REVIEW OF LITERATURE

Mercado Financiero de Renta Fija(2012) opined that the financial market of fixed income securities is analyzed. In resume: issues of monetary market, T-Bills and other coupon-zero notes, mortgage bonds, T-Bonds, strips, corporate bonds, international bonds, and floating rate notes (FRN). Finally, an introduction to risk in this asset class is shown. Winter (1983) examines the extent to which international and domestic fixed-income securities are included in efficient portfolios and the effect on efficient set composition of using the Sharpe portfolio selection model as compared to the Markowitz portfolio selection model further he focused on the sensitivity of efficient set characteristics produced from a single-index based portfolio selection model to alternative world market indices; and observed that the correspondence between expected and realized portfolio risk and return for the different portfolio selection models. Jerome Kreuse(1980). currently used for fixed income portfolio management, is discussed. The objective is the maximization of total return; i.e., income plus unrealized gains and losses from fixed income securities. The model allows for optimization over arbitrary horizons and interest rate scenarios. Portfolio trading prior to the horizon is also allowed. Risk analysis is introduced on the variability of the rate of return. Significantly the model combines a mean-variance approach in linear programming format. The use of the model for income planning and evaluating alternative trading strategies is discussed. Solon, (2015) opined that bonds are the most important type of fixed-income security for investment. Bonds are usually analyzed by computing the Yield to Maturity (YTM), which is the interest rate that makes the present value of promised bond payments equal to current bond price. Wissner Leonard H.(1993) emphasized on political stability and a strong dollar, as well as a strong defense establishment and a

growing economy, are expected to make the US favorable to international investments. Lawrence L Kreicher, Robert N McCauley and Philip Wooldridge (2014) opined that introduction of government bond futures in China and Brazil even as such contracts continue to Vikas Agarwal & Narayan Y. Naik November, (1999) provides a comprehensive analysis of the risk-return characteristics, risk exposures, and performance persistence of various hedge fund strategies using a database on hedge fund indices and individual hedge fund managers. In a mean-variance framework, They found that a combination of alternative investments and passive indexing provides significantly better risk-return tradeoff than passively investing in the different asset classes.

OBJECTIVES OF THE STUDY

The study has been carried with the following objectives.

1. To test whether there is any significant difference between no. of bonds listed at international fixed income market to the no. of bonds listed at Asia – Pacific Exchanges and from Asia – Pacific exchanges to Europe – Africa – Middle East and from Europe – Africa – Middle East to the Americas Exchanges.
2. To test whether there is any significant difference between value of bonds listed at international fixed income market of Americas Exchanges to the value of bonds listed at international fixed income market of Asia – Pacific exchanges and from Asia – Pacific Exchanges to the Europe – Africa – Middle East Exchanges and from the Europe – Africa – Middle East to the Americas Exchanges.
3. To test whether there is any significant difference between value of bonds traded at international fixed income market of Americas Exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange and from Asia – Pacific Exchange to the Europe – Africa – Middle East Exchange and from Europe – Africa – Middle East exchange to the Americas exchange.
4. To know the relationship between Americas exchanges to the Asia – Pacific exchanges and from Asia – Pacific exchanges to the Europe – Africa – Middle East exchange and from Americas exchanges to the Europe – Africa – Middle East exchanges in terms of number of bonds listed, value of bonds traded and value of bonds listed.

METHODOLOGY OF THE STUDY

The data collected from the Secondary sources, SEBI (Securities Exchange Board of India), Hand book statistics of 2013 of PP 222 to 224. The exchanges of BM & FBO VESPA, Buenos Aires, Colombia, Lima, Mexdar and TMX Group constituted as a Americas exchanges, The Bursa Malaysia, Hongkong, Korea, Osaka, Shanghai, Shenzhen, Singapore, Taiwan, Thailand and Tokyo constituted as a Asia – Pacific exchanges. The Amman, Athens, BME Spanish, Budapest, Borsa Italiana, Deutsche Borse, Irish, Istanbul, Ljubljana, London, Luxembourg, Malta, MICEX, NASDAQ OMX, Nordic, NYSE Euronext (Europe), Oslo Bars, Six Swiss, Tel. Aviv, Warsaw and Wiener Borse constituted as a Europe – Africa – Middle East exchanges. The SPSS 16.0 version was used to derive the results. The paired samples statistics, paired samples correlations and paired samples test applied to derive the required results.

Null Hypothesis (H₀) : There is no significant difference between no. of bonds listed at International Fixed Income Market of Americas exchanges to the no. of bonds listed at International Fixed Income Market of Asia – Pacific exchanges.

Null Hypothesis (H₀₂) : There is no significant difference between no. of bonds listed at international fixed income market of Asia – Pacific exchanges to the no. of bonds listed at International fixed income market of Europe – Africa – Middle East exchanges.

Null Hypothesis (H₀₃) : There is no significant difference between no. of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges to the no. of bonds listed at international fixed market of Americas exchanges.

Null Hypothesis (H₀₄) : There is no significant difference between value of bonds traded at international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchanges.

Null Hypothesis (H₀₅) : There is no significant difference between value of bonds traded at international fixed income market of Asia – Pacific exchange to the value of bonds traded at international fixed income market of Europe – Africa – Middle East exchange.

Null Hypothesis (H₀₆) : There is no significant difference between value of bonds traded at international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange.

Null Hypothesis (H₀₇) : There is no significant difference between value of bonds traded of international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange.

Null Hypothesis (H₀₈) : There is no significant difference between value of bonds listed at Asia – Pacific exchange to the value of bonds listed at international fixed income market of Europe – Africa – Middle East exchange.

Null Hypothesis (H₀₉) : There is no significant difference between value of bonds listed at Europe – Africa – Middle East exchange to the value of bonds listed at Americas exchanges.

Input Table 1: Information Regarding International Fixed Income Market (No of Bonds Listed) of Various Stock Exchanges of Different Regions of World from the Year 2005 to 2013.

Name of the Region			
Year	Americas	Asia-Pacific	Europe-Africa-Middle East
2005	1808	16747	75638
2006	2463	10823	91620
2007	2853	11415	115581
2008	2989	12297	116968
2009	3080	12750	115366
2010	3232	12965	117486
2011	3573	13462	115066
2012	3931	13917	115270
2013	4175	16502	120481

Source: World Federation of Exchanges, SEBI-Hand Book Statistics of 2013, pp.222.

Input Tabel-1 : This table reveals that the information regarding number of bonds listed in three regions of international market (Americas, Asia – Pacific and Europe – Africa – Middle East) from the year 2005 to 2013. The number of bonds listed have been increasing from the year 2005 to 2013 in terms of Americas exchanges and Asia – Pacific exchanges and the mixed responses available from the region of the Europe – Africa – Middle East.

Out Put Table 1: Paired Samples Statistics of No of Bonds Listed of Various Exchanges in Different Regions

Pair No	Name of Region	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Americas	3.1227E3	9	727.27900	242.42633
	Asia-Pacific	1.3431E4	9	2046.24189	682.08063
Pair 2	Asia-Pacific	1.3431E4	9	2046.24189	682.08063
	Europe-Africa-Middle East	1.0928E5	9	15172.61358	5057.53786
Pair 3	Europe-Africa-Middle East	1.0928E5	9	15172.61358	5057.53786
	Americas	3.1227E3	9	727.27900	242.42633

Output Table-1 : This table narrates about the distribution of paired samples statistics of no. of bonds listed of various exchanges in different regions. This table reveals that the more number of bonds listed in Americas exchanges than the Asia – Pacific and the Asia – Pacific exceeds the Europe – Africa – Middle East, and the Americas exchanges exceeded the Europe – Africa – Middle East. Finally it can be concluded that the more number of bonds listed in Americas exchanges followed by the Asia – Pacific exchanges and the Europe – Africa – Middle East.

Out Put Table 2: Paired Samples Correlations of No of Bonds Listed of Various Exchanges in Different Regions.

Pair No	Name of Region	N	Correlation	Sig.
Pair 1	Americas & Asia-Pacific	9	.141	.718
Pair 2	Asia-Pacific & Europe-Africa-Middle East	9	-.231	.550
Pair 3	Europe-Africa-Middle East & Americas	9	.827	.006

Output Table-2 : This table depicts that the paired samples correlations of various exchanges in different regions regarding the number of bonds listed. The strong relationship established between Europe – Africa – Middle East and Americas and no relationship established from Americas exchanges to the Asia – Pacific exchanges and negative relationship existed from Asia – Pacific to Europe – Africa – Middle East exchanges in terms of the number of bonds listed.

Out Put Table 3: Paired Samples Tests of No of Bonds Listed of Various Exchanges in Different Regions.

Pair No	Name of Region	Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Americas - Asia-Pacific	-1.03082E4	2073.12130	691.04043	-11901.76432	-8714.68012	-14.917	8	.000
Pair 2	Asia-Pacific - Europe-Africa-Middle East	-9.58442E4	15771.66466	5257.22155	-1.07967E5	-83721.04758	-18.231	8	.000
Pair 3	Europe-Africa-Middle East - Americas	1.06152E5	14576.73977	4858.91326	94947.77038	1.17357E5	21.847	8	.000

Hypothesis-1

Null Hypothesis (H₀) : There is no significant difference between no. of bonds listed at international fixed income market of Americas exchanges to the no. of bonds listed at international fixed income market of Asia – Pacific exchange.

Alternative Hypothesis (H_a) : There is a significant difference between no. of bonds listed at international fixed income market of Americas exchanges to the no. of bonds listed at international fixed income market of Asia – Pacific exchange.

Analysis : The value of mean – 1.03082E4 std deviation was 2073.12130 at t was – 14.917, at df was 8 and P value was 0.000, hence it can be concluded that the proposed null hypothesis was rejected and alternative hypothesis was accepted and confirmed that there was a significant difference between no. of bonds listed at international fixed income market of Americas exchanges to the no. of bonds listed at international fixed income market of Asia – Pacific exchanges.

Hypothesis-2

Null Hypothesis (H₀) : There is no significant difference between number of bonds listed at international fixed income market of Asia – Pacific exchanges to the no. of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges.

Alternative Hypothesis (H_a) : There is a significant difference between number of bonds listed at international fixed income market of Asia – Pacific exchanges to the no. of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges.

Analysis : The value of mean was – 9.58442E4, std deviation 15771.6646 and value of t was – 18.231, at df was 8, value of significant was 0.000, hence it can be concluded that the proposed null hypothesis was rejected and alternative hypothesis was accepted with a come to know that there was a significant difference between no. of bonds listed from the Asia – Pacific exchanges to the Europe – Africa – Middle East exchanges.

Null Hypothesis (H₀₃) : There is no significant difference between no. of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges to the no. of bonds listed at international fixed market of Americas exchanges.

Alternative Hypothesis (H₀₃) : There is a significant difference between no. of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges to the no. of bonds listed at international fixed market of Americas exchanges.

Analysis : The value of mean was 1.06152E5, std deviation 14576.73977 and value of t was 21.847 at df was 8 with significant value was the 0.000, confirmed that the proposed null hypothesis was rejected and alternative hypothesis was accepted and came to know that there was a significant difference between no. of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges to the no. of bonds listed at international fixed income market of Americas exchanges.

Input Table 2: Information Regarding International Fixed Income Market (Value of Bonds Traded) of Various Stock Exchanges of Different Regions of World from the Year 2005 to 2013.

Name of the Region			
Year	Americas	Asia-Pacific	Europe-Africa-Middle East
2005	647893	410322	11389433
2006	900934	352294	13614002
2007	745800	430389	16759496
2008	606069	361741	18462741
2009	1242140	519963	20391326
2010	1936619	617887	22757210
2011	1127636	832050	28328797
2012	1066849	1438900	4426261

Source: World Federation of Exchanges, SEBI-Hand Book Statistics of 2013, pp.222.

Input Table-2 : This table reflects the information of value of bonds traded of various stock exchanges of different regions of international fixed income market in terms of US \$ million. The table reveals that there was a mixed responses for the different years.

Out Put Table 4: Paired Samples Statistics of Value of Bonds Traded of Various Exchanges in Different Regions

Pair No	Name of Region	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Americas	8.2321E5	8	5.20939E5	1.84180E5
	Asia-Pacific	1.4321E7	8	4.46248E6	1.57772E6
Pair 2	Asia-Pacific	1.4321E7	8	4.46248E6	1.57772E6
	Europe-Africa-Middle East	2.7453E7	8	1.63854E7	5.79313E6
Pair 3	Europe-Africa-Middle East	2.7453E7	8	1.63854E7	5.79313E6
	Americas	8.2321E5	8	5.20939E5	1.84180E5

Output Table-4 : This table narrates regarding the value of bonds traded of different exchanges from different regions. The more value of bonds traded in Americas exchanges that the Asia – Pacific exchanges, exchanges of Europe – Africa – Middle East exceeds the Asia – Pacific exchanges and the exchanges of Americas exceeds the exchanges of the Europe – Africa – Middle East. Finally it can be concluded that the more value of traded bonds available in Americas exchanges followed by the Europe – Africa – Middle East and Asia – Pacific.

Out Put Table 5: Paired Samples Correlations of Value of Bonds Traded of Various Exchanges in Different Regions

Pair No	Name of Region	N	Correlation	Sig.
Pair 1	Americas & Asia-Pacific	8	.089	.834
Pair 2	Asia-Pacific & Europe-Africa-Middle East	8	.308	.458
Pair 3	Europe-Africa-Middle East & Americas	8	-.304	.464

Output Table-5 : This table discloses the relationship between the value of bonds traded in two different stock exchanges. The strong relationship established between Americas to Asia – Pacific, weak relationship established between Asia – Pacific to the Europe – Africa – Middle East and negatively correlated from Americas exchanges to Europe – Africa – Middle East in terms of value of bonds traded.

Out Put Table 6: Paired Samples Test of Value of Bonds Traded of Various Exchanges in Different Regions

Pair No	Name of Region	Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Americas - Asia-Pacific	-1.34977E7	4.44651E6	1.57208E6	-1.72150E7	-9.78029E6	-8.586	7	.000
Pair 2	Asia-Pacific - Europe-Africa-Middle East	-1.31325E7	1.55995E7	5.51526E6	-2.61740E7	-90971.04195	-2.381	7	.049
Pair 3	Europe-Africa-Middle East - Americas	2.66301E7	1.65512E7	5.85173E6	1.27930E7	4.04673E7	4.551	7	.003

Output Table-6

Null Hypothesis (H₀₄) : There is no significant difference between value of bonds traded at international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchanges.

Alternative Hypothesis (H₀₄) : There is no significant difference between value of bonds traded at international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchanges.

Analysis : The value of mean projected at 1.34977E7, std deviation was 4.44651E6 at value of t was – 8.586, df was 7, significant value was 0.000, hence it can be concluded that the proposed null hypothesis was rejected and alternative hypothesis was accepted and came to know that there was a significant difference from the value of bonds of Americas exchanges to the value of bonds of Asia – Pacific exchanges.

Null Hypothesis (H₀₅) : There is no significant difference between value of bonds traded at international fixed income market of Asia – Pacific exchange to the value of bonds traded at international fixed income market of Europe – Africa – Middle East exchange.

Alternative Hypothesis (H_{a5}) : There is no significant difference between value of bonds traded at international fixed income market of Asia – Pacific exchange to the value of bonds traded at international fixed income market of Europe – Africa – Middle East exchange.

Analysis : The value of mean was 1.31325E7, std deviation was 1.55995E7 and the value of t was – 2.381 at df was 7 and the significant value was the 0.049, hence it can be concluded that the proposed null hypothesis was accepted and confirmed that there was a significant difference from the value of bonds listed at international fixed income market of Asia – Pacific exchange to the value of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges.

Null Hypothesis (H₀₆) : There is no significant difference between value of bonds traded at international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange.

Alternative Hypothesis (H₀₆) : There is a significant difference between value of bonds traded at international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange.

Analysis : The value of mean was 2.66301E7, std deviation was 1.65512E7 and the value of t was 4.551 at df was 7 and significant value was 0.003, hence it can be concluded that the proposed null hypothesis was rejected and alternative hypothesis was accepted and confirmed that there was a significant difference between value of bonds listed at international fixed income market of Americas exchanges to the value of bonds listed at international fixed income market of Asia – Pacific exchange.

Input Table 3: Information Regarding International Fixed Income Market (Value of Bonds Listed) of Various Stock Exchanges of Different Regions of World from the Year 2005 to 2013.

Name of the Region			
Year	Americas	Asia-Pacific	Europe-Africa-Middle East
2005	235470	10720862	13263883
2006	961374	6433451	17407155
2007	791317	12354347	19516936
2008	713027	14249353	41743145
2009	1346500	14611227	46357100
2010	1733844	18406104	1919604
2011	581232	19822653	39414899
2012	222945	17969016	40004181

Input Table-3 : This table reveals the information regarding the value of bonds listed of international fixed income market of various stock exchanges of the different regions in terms of US \$ million. This table reveals the mixed responses regarding Americas exchanges, Asia – Pacific exchanges and the Europe – Africa – Middle East exchanges

Out Put Table 7: Paired Samples Statistics of Value of Bonds Listed of Various Exchanges in Different Regions

Pair No	Name of Region	Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Americas	8.2321E5	8	5.20939E5	1.84180E5
	Asia-Pacific	1.4321E7	8	4.46248E6	1.57772E6
Pair 2	Asia-Pacific	1.4321E7	8	4.46248E6	1.57772E6
	Europe-Africa-Middle East	2.7453E7	8	1.63854E7	5.79313E6
Pair 3	Europe-Africa-Middle East	2.7453E7	8	1.63854E7	5.79313E6
	Americas	8.2321E5	8	5.20939E5	1.84180E5

Output Table-7 : This table discloses the information regarding the value of bonds listed of various stock exchanges of different regions. The value of bonds listed in Americas exchanges were higher than the Europe – Africa – Middle East exchanges and the Europe – Africa – Middle East exchanges exceeds the Asia – Pacific exchanges and the Americas exchanges exceeds Asia – Pacific exchanges. Finally it can be concluded that the value of bonds listed higher in the Americas exchanges followed by the exchanges of the Europe – Africa – Middle East and Asia – Pacific exchanges.

Out Put Table 8: Paired Samples Correlations of Value of Bonds Listed of Various Exchanges in Different Regions

Pair No	Name of Region	N	Correlation	Sig.
Pair 1	Americas & Asia-Pacific	8	.089	.834
Pair 2	Asia-Pacific & Europe-Africa-Middle East	8	.308	.458
Pair 3	Europe-Africa-Middle East & Americas	8	-.304	.464

Output Table-8 : This table highlights the relationship between two regions of exchanges with in a pair. The very strong relationship existed from Americas exchanges to the Asia – Pacific exchanges, the moderate relationship established from Asia – Pacific exchanges to the Europe – Africa – Middle East exchanges, the

negative correlation established from Europe – Africa – Middle East exchanges to the Americas exchanges in terms of value of bonds listed

Out Put Table 9: Paired Samples Tests of Value of Bonds Listed of Various Exchanges in Different Regions

Pair No Name of Region		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Americas - Asia-Pacific	-1.34977E7	4.44651E6	1.57208E6	-1.72150E7	-9.78029E6	-8.586	7	.000
Pair 2	Asia-Pacific - Europe- Africa-Middle East	-1.31325E7	1.55995E7	5.51526E6	-2.61740E7	-90971.04195	-2.381	7	.049
Pair 3	Europe-Africa-Middle East - Americas	2.66301E7	1.65512E7	5.85173E6	1.27930E7	4.04673E7	4.551	7	.003

Null Hypothesis (H₀₇) : There is no significant difference between value of bonds traded of international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange.

Alternative Hypothesis (H_{a7}) : There is a significant difference between value of bonds traded of international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange.

Analysis : The value of mean was 1.34977E7, std deviation was 4.44651E6, and value of t was – 8.586, df was 7, significant value was 0.000, hence it can be concluded that the proposed null hypothesis was rejected and alternative hypothesis was accepted and confirmed that there was a significant difference between value of bonds traded of international fixed income market of Americas exchanges to the value of bonds traded at international fixed income market of Asia – Pacific exchange.

Null Hypothesis (H₀₈) : There is no significant difference between value of bonds listed at Asia – Pacific exchange to the value of bonds listed at international fixed income market of Europe – Africa – Middle East exchange.

Alternative Hypothesis (H_{a8}) : There is a significant difference between value of bonds listed at Asia – Pacific exchange to the value of bonds listed at international fixed income market of Europe – Africa – Middle East exchange.

Analysis : The value of mean was 1.31325E7, std deviation was 1.55995E7, t value was 2.381 at df was 7, significant value was 0.049, hence it can be concluded that the proposed null hypothesis rejected and alternative hypothesis was accepted and confirmed that there was a significant difference between value of bonds listed at Asia – Pacific exchange to the value of bonds listed at international fixed income market of Europe – Africa – Middle East exchanges.

Null Hypothesis (H₀₉) : There is no significant difference between value of bonds listed at Europe – Africa – Middle East exchange to the value of bonds listed at Americas exchanges.

Alternative Hypothesis (H_{a9}) : There is a significant difference between value of bonds listed at Europe – Africa – Middle East exchange to the value of bonds listed at Americas exchanges.

Analysis : The value of mean was 2.66301E7, std deviation was the 1.65512E7, t value was 4.551 at df was 7 and significant value was 0.003, hence it can be concluded that the proposed null hypothesis was rejected and alternative hypothesis was accepted and came to know that there was a significant difference between value of bonds listed at Europe – Africa – Middle East exchange to the value of bonds listed at Americas exchanges.

FINDINGS OF THE STUDY

1. The study found that no. of bonds listed in international fixed income market have been increasing in terms of Americas region exchanges as well as the Asia – Pacific exchanges, but there was a mixed response regarding Europe – Africa – Middle East exchanges.
2. The study also observed that the higher number of bonds listed in Americas exchanges followed by the Asia – Pacific exchanges and the Europe – Africa – Middle East exchanges.
3. It was inferred that the positively correlated from no. of bonds listed of one region to another region except the case of Asia – Pacific exchange to the Europe – Africa – Middle East exchange.
4. The study witnessed that there was a significant difference from no. of bonds listed from one region to another region.

5. The study observed that there was mixed response regarding increase/ decrease of the value of bonds traded of various stock exchanges of the different regions.
6. The study reveals that the value of bonds traded was higher in Americas exchanges than Asia – Pacific as well as the Europe – Africa – Middle East.
7. The study observed that there was a positive relationship established regarding value of bonds traded at Americas to Asia – Pacific and Asia – Pacific to Europe – Africa – Middle East except the case of Europe – Africa – Middle East to the Americas exchanges.
8. The study elucidates that there was a significant difference regarding the value of bonds traded from one region of exchange to another region of exchange.
9. It was observed that the mixed response was witnessed from different regions of exchanges regarding the value of bonds listed.
10. The study confirmed that the higher value of bonds listed in Americas exchanges followed by the Europe – Africa – Middle East exchanges to the Asia – Pacific exchanges.
11. There was a positive relationship existed regarding all the pairs except from Europe – Africa – Middle East to the Americas exchanges in terms of the value of bonds listed.
12. The study also witnessed that there was a significant difference from each other of Americas, Asia Pacific, Europe – Africa – Middle East in terms of the value of bonds listed.

CONCLUSION AND SUGGESTIONS

Finally it can be concluded that the more volume of trading was taken place in Americas exchanges, and there was a significant difference between each other in terms of Americas exchanges to the Asia – Pacific exchanges, and from the Asia – Pacific exchanges to the Europe – Africa – Middle East exchanges regarding no. of bonds listed, value of bonds traded and value of bonds listed. It is suggested that the respective Stock Exchanges should concentrate on increase the volume and value of bonds to have a optimistic fixed income market in the near future.

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DEVELOPMENT OF PUBLIC LIBRARIES IN THE DISTRICT OF BURDWAN: A STUDY

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ABSTRACT

This study reflects the Public Library scenario in the district of Burdwan along with its distribution according to the establishment year, sponsorship year. Sub-division wise, Block wise, Municipality wise and Panchayat wise distribution are also available here. Also focused on Public Library movement in Burdwan district and concludes that the set up of Public Libraries and necessary recruitments is very much necessary for the well being of the society in the present era.

INTRODUCTION

A Public Library (PL) serves the public. A Public Library is expected to perform the functions for providing recreation, information, inspiration and education. It serves the local community and is open to public without any distinction, i.e., regardless of age, sex, caste, religion, colour and status of the clientele. Here clientele include students, teachers, research scholars, businessman, professionals, housewives, retired persons, neo-literates, illiterates, etc.^[1]. It is basically a service library which is meant to provide free service or charge a nominal fee for its service. Presently there are 30 State Central Libraries, 40 Regional Libraries, 362 District Libraries, 4656 Town / Sub divisional Libraries and 50884 Primary unit / Rural Library in India^[2]. Here is an overview of Burdwan District, West Bengal.

DEFINITION

A Public Library is an organization established, supported and funded by the community either through local, regional or national Government (Govt.) or through some other form of community organization. It provides access to knowledge, information and works of the imagination through a range of resources and services and equally available to all members of the community regardless of race, nationality, age, gender, religion, language disability, economic and empowerment status and educational attainment^[1].

According to UNESCO Manifesto, "A Public Library is established as per law, wholly from public fund, no direct tax be charged, open for free and equal use by members of the community".

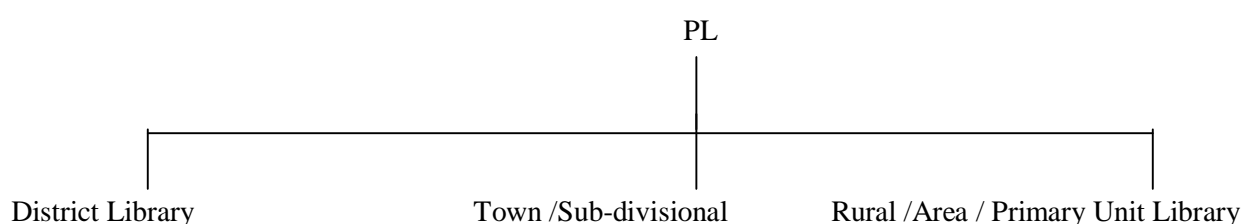
Dr S. R. Ranganathan defines "Public Library as a public institution, maintained for and by the community for the social purpose and lifelong education".

At the June 2008, CPLA (Certified Public Library Administrator) Certification Review Committee Certification Program Committee meeting, the Committees agreed on the following definition from NCES (National Centres for Education Statistics) definition which is based on FSCS (Federal State Cooperative System, State Data Coordinators) definition: "A Public Library is an entity that is established under state enabling laws and regulations to serve a community district or region and that provides at least the following;

1. An organised collection of printed or other library materials or a combination thereof ;
2. Paid off;
3. An established schedule in which services of the staff are available to the public
4. The facilities necessary to support such a collection, staff and schedule and
5. Is supported in the whole or in part with public funds^[10].

TYPES

There are three types of PL as follows^[1]:



CHARACTERISTICS

There are five fundamental characteristics shared by public libraries:

1. They are generally supported by taxes (usually local though any level of Govt can and may contribute);
2. They are governed by a board to serve the public interest ;
3. They are open to all and every community member can access the collection ;
4. They are entirely voluntary in that no one is ever forced to use the services provided;
5. They provide basic service without charge ^[11].

OBJECTIVES

Objectives of PL are as follows

- i) To give opportunity to enter into the source of information and education ;
- ii) Giving inspiration for life-long self-learning and informal education;
- iii) Act as a social and cultural centre (institution) ;
- iv) To collect and render the elements (components) thus maintain local tradition;
- v) And above all, to enhance the power of creativity, mental ability (intelligence) and to make conscious about the democratic set-up of the country ^[1].

PUBLIC LIBRARY SCENARIO IN WEST BENGAL

There were only 50 (fifty) Public Libraries in Bengal up to 19th Century. A tentative list of public libraries for that period has been given in Table-1 ^[13]:

Table 1

Name of the District	Name of the Library	Year of Establishment	Total	Percentage
Bankura	NIL	NIL	00	00 %
Birbhum	NIL	NIL	00	00 %
Burdwan	Ambika Sadharn Pathagar Ranigunj Public Library	1872 1876	02	3.9 %
Coohbehar	NIL	NIL	00	00 %
Dakshin Dinajpur	NIL	NIL	00	00 %
Darjeeling	NIL	NIL	00	00 %
Hooghly	Hooghly Public Library Konnagar Public Library Uttarpara Public Library (Now Uttarpara Joykrishna Library) Serampore Public Library Chandannagr Pustakagar Bansberia Public Library Sripur Kalyan Samiti Library Jamgram Nandi Sadharan Pathagar Mondalai Public Library	1854 1858 1859 1871 1873 1891 1894 1984 1894	09	17.6 %
Howrah	Shibpur Public Library Rashpur Peoples' Library Bantra Public Library Bally Public Library Andul Mohiary Public Library Mugkalyan Pally Bharati Granthagar Sporting Club Library Belur Public Library Friends Union Library`	1874 1883 1884 1885 1886 1888 1889 1895 1898	09	17.6 %
Jalpaiguri	NIL	NIL	00	00 %

Kolkata	United Reading Room	1872		
	Sashipada Institute	1876		
	Indian Association Library	1876		
	Mudialy Public Library	1876		
	Sadharan Brahmo Samaj Library	1879		
	Taltala Public Library	1883		
	Bagbazar Reading Library	1883		
	Subarban Reading Club	1888		
	Chaitanya Library	1889		
	Kalighat Library and Free Reading Room	1889	18	35.6 %
	Bharati Parishad Libraryin University	1890		
	Institute Library	1891		
	Suhrid Library	1891		
	Mahabodhi Society Library	1892		
	Bangiya Sahitya Parisad Library	1893		
	Y.M.C.A Library	1895		
	Bania Pukur Library and Reading Club	1897		
	Saraswati Institute	1898		
Maldah	NIL	NIL	0	00 %
Murshidabad	Ramkrishna Mission Library	1897	01	01.9 %
Nadia	Krishnanagar Public Library	1856	01	01.9 %
North 24 Pargana	Ariadaha Association Library	1870		
	The Barasat Association Library	1871	04	07.8 %
	Baranagar Peoples' Library	1876		
	Agarpara Pathagra	1891		
Paschim Medinipur	Rajnarayan Basu Smriti Pathagar	1851	02	3.9 %
	Pragati Pathagar	1883		
Purba Medinipur	NIL	NIL	00	00 %
Purulia	NIL	NIL	00	00 %
South 24 Pargana	Bandhab Library at Joynagar	1869		
	Boral Priyanath Library	1871		
	Rajpur Public Library	1877	05	09.8 %
	Dakshineswar Ramkrishna Library and Reading Club	1879		
	Kamala Library	1898		
Uttar Dinajpur	NIL	NIL	00	00 %
Total			51	100 %

From Table1, it is shown that the most of the Public Libraries have been established in Kolkata (35.6 %) and very nearest as well as adjacent to Kolkata District, i.e., Hooghly (18%), Howrah (18%), South 24 Pargana (9.8%) and North 24 Pargana (7.8%) and at Burdwan 3.9% only. But up to 1920 the number of Public Libraries were only 54 (fifty four) in Bengal .By 1921 to 1940 the no of libraries jumped to 309 by the rigorous effort of Honourable Kumar Manindradev Roy. After that India got independence in 1947. Govt. of India paid (allotted) lump-sum money to establish PL in every state in 1st and 2nd five year plan. Every state established a state central Library by this allotment and also W.B got the opportunity to manage an infrastructure to set up Public Libraries in the state and hence state central library was established in Kolkata. The State Central Library in the apex library of the PL system of the state. In each district there exists three tiers PLs with district Library at the apex, town and sub-divisional libraries at the next tier and rural area (started in 1953) and primary unit Libraries at the lowest tier^{[2],[11]}. The present scenario has been changed drastically and shown in Table-2^[11]:

Table 2

Name of the District	Total number of Public Libraries (X)	Percentage	% of Literacy					
			M	F	Average (Y)	X ²	Y ²	XY
Bankura	130	5.3 %	80.00	60.44	70.95	16900	5033.9025	9223.5
Birbhum	124	5.0 %	77.42	64.07	70.90	15376	5026.81	8791.6
Burdwan	212	8.6 %	82.42	69.63	76.21	44944	5807.9641	16156.52
Coohbehar	110	4.4 %	80.71	68.49	74.78	12100	5592.0484	8225.8
Dakshin Dinajpur	57	2.3 %	78.37	67.01	72.82	3249	5302.7524	4150.74
Darjeeling	130	5.3 %	85.61	73.33	79.56	16900	6329.7936	10342.8
Hooghly	159	6.4 %	87.03	76.36	81.80	25281	6691.24	13006.2
Howrah	136	5.5 %	86.95	79.43	83.31	18496	6940.5561	11330.16
Jalpaiguri	110	4.4 %	79.95	66.23	73.35	12100	5380.2225	8068.5
Kolkata	98	4.0 %	88.34	84.06	86.31	9604	7449.4161	8458.38
Maldah	104	4.2 %	66.24	56.96	61.73	10816	3810.5929	6419.92
Murshidabad	159	6.4 %	69.95	63.09	66.59	25281	4434.2281	10587.81
Nadia	110	4.4 %	78.75	70.98	74.97	12100	5620.5009	8246.7
North 24 Pargana	224	9.0 %	87.61	80.34	84.06	50176	7066.0836	18829.44
Paschim Medinipur	158	6.4 %	85.26	70.50	78.00	24964	6084	12324
Purba Medinipur	122	5.0 %	92.32	81.37	87.02	14884	7572.4804	10616.44
Purulia	118	4.8 %	77.86	50.52	64.48	13924	4157.6704	7608.64
South 24 Pargana	156	6.3 %	83.35	71.40	77.51	24336	6007.8001	12091.56
Uttar Dinajpur	56	2.3 %	65.52	52.17	59.07	3136	3489.2649	3307.92
Total	2473	100 %			1423.42	354567	2026124.496	187786.63

From Table 2, it is shown that highest increase of Public Library in the district of North 24 Pargana (9.0 %) and Burdwan District (8.6%) just next to the highest which is above double in percentage compared to previous.

Presently, there are 12 govt libraries, 19 Govt .sponsored dist Libraries, 156 town and sub-divisional libraries, 73 up-grated town libraries, 2213 rural/area /primary unit Libraries in W.B. besides this there are also 280 CLIC (Community Library and Information Centre) in absence of Rural Library and 1913 non-govt. and non-sponsored lib in W.B.

If we go through its Correlation, we have

$$\begin{aligned}
 \text{Standard deviation of } x &= (\sigma x) = \sqrt{\frac{\sum x^2}{n} - \left(\frac{\sum x}{n}\right)^2} \quad [12] \\
 &= \sqrt{\frac{354567}{19} - \left(\frac{2473}{19}\right)^2} \\
 &= \sqrt{18661.42 - 16941.08} \\
 &= \sqrt{1720.34} \\
 &= 41.48
 \end{aligned}$$

$$\begin{aligned}
 \text{Standard deviation of } y &= (\sigma y) = \sqrt{\frac{\sum y^2}{n} - \left(\frac{\sum y}{n}\right)^2} \\
 &= \sqrt{\frac{2026124.496}{19} - \left(\frac{1423.42}{19}\right)^2} \\
 &= \sqrt{106638.13 - 5612.53} \\
 &= \sqrt{101025.6} \\
 &= 317.85
 \end{aligned}$$

$$\begin{aligned}\text{Covariance of } x \text{ and } y (\text{cov } x, y) &= \frac{\sum xy}{n} - \left(\frac{x}{n}\right)\left(\frac{y}{n}\right) \\ &= \frac{1231}{11} - \left(\frac{36}{11}\right)\left(\frac{289}{11}\right) \\ &= 111.91 - 3.27 * 26.27 \\ &= 111.91 - 85.90 \\ &= 26.01\end{aligned}$$

$$\text{Correlation of } x \text{ and } y = r = \frac{\text{cov}(x,y)}{\sigma x * \sigma y} = \frac{26.01}{41.48 * 317.85} = \frac{26.01}{13184.42} = 0.002$$

From the Correlation, it is seen that the establishment of Public Library depends very little on literacy.

ROLE OF MODERN PUBLIC LIBRARY

Public Libraries have an important role in the development and maintenance of a democratic society by giving the individual access to a wide and varied range of knowledge, ideas and opinions. Modern PLs have to play a triple role to cater the need of the society.

1. They have to identify the information needs of the society.
2. The publications which the public needs have procured and provided to those who need them.
3. The PLs have to modernize their facilities in this IT environment so that they can render better services to their users, now and in future ^[8].

PUBLIC LIBRARY SCENARIO IN BURDWAN DISTRICT

The public library movement in Burdwan district was started in the year 1876. In this year Ranigunj public library was set up and unfortunately Ambika Sadharan Pathagar (established in 1872) was abolished due to some unavoidable circumstances. Presently there are 3 (three) district library, 11 town /sub-divisional library, 10 up-graded town library and 188 primary unit/Rural libraries out of which three rural libraries, i.e., Begunia Public Library (established in 1947) of Kulti Municipality, Abhibhusan Smriti Sadhaan Pathagar of Galsi-2 Panchayat Samiti and Sanchalida Milani Sangha Pathagar (established in 1955) of Bhatar Panchayat Samiti are not running presently in the district of Burdwan. Besides these, there are 180 non-Govt. and non-sponsored libraries and 29 CLIC also ^[4].

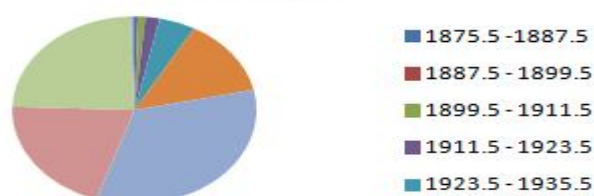
The following Table-3 shows the establishment of public Libraries in the district of Burdwan in twelve years interval because of we consider 12 years comprise a 'Yug' (Jug)^[9] with the commencement from the year 1876 and ends with 1995.

Table 3

Year / Class Limit	Class Boundary	Number of Public Libraries established	Percentage
1876-1887	1875.5 – 1887.5	1	0.5 %
1888 – 1899	1887.5 – 1899.5	0	0 %
1900 -1911	1899.5 – 1911.5	2	1.0 %
1912 – 1923	1911.5 – 1923.5	4	1.9 %
1924 – 1935	1923.5 – 1935.5	10	4.8 %
1936 - 1947	1935.5 – 1947.5	28	13.3 %
1948 – 1959	1947.5 – 1959.5	70	33.5 %
1960 – 1971	1959.5 – 1971.5	43	20.6 %
1972 – 1983	1971.5 – 1983.5	50	23.9 %
1984 - 1995	1983.5 – 1995.5	1	0.5 %
Total		209	100 %

From Table 3 it is shown that most of the libraries were established in the period 1948 – 1959 (33.5 %), i.e., just after country's independence and next after passing West Bengal Public Libraries Act, 1979, i.e., in the period 1972 – 1983 (23.9 %).

Diagram 1
Number of Public Libraries established



The above diagram 1 also reflects the above statement as Table 3.

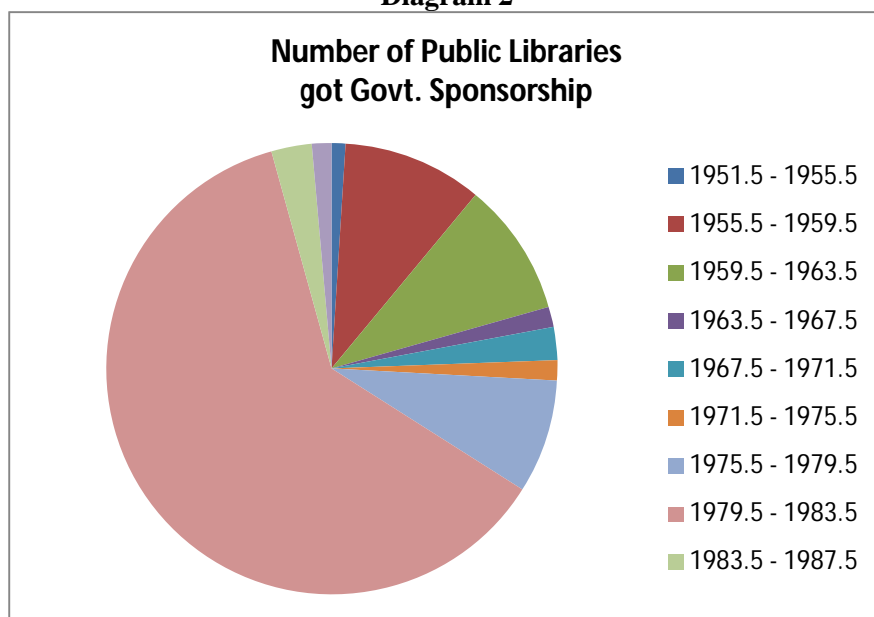
The following Table 4 shows frequency of getting Govt. Sponsorship in four years interval starting from 1952 and ends in the year 1991.

Table 4

Year / Class Limit	Class Boundary	Number of Public Libraries got Govt. Sponsorship	Percentage
1952 – 1955	1951.5 - 1955.5	2	1.0 %
1956 – 1959	1955.5 – 1959.5	21	10.1 %
1960 – 1963	1959.5 – 1963.5	20	9.6 %
1964 – 1967	1963.5 – 1967.5	3	1.4 %
1968 – 1971	1967.5 – 1971.5	5	2.4 %
1972 – 1975	1971.5 – 1975.5	3	1.4 %
1976 – 1979	1975.5 – 1979.5	17	8.1 %
1980 – 1983	1979.5 – 1983.5	129	61.7 %
1984 – 1987	1983.5 – 1987.5	6	2.9 %
1988 - 1991	1987.5 – 1991.5	3	1.4 %
Total		209	100

From the above table it is shown that most of the libraries got sponsorship after the West Bengal Public Libraries Act, 1979 came into action in the year 1980, i.e., in the period 1980 – 1983 (61.7 %).

Diagram 2



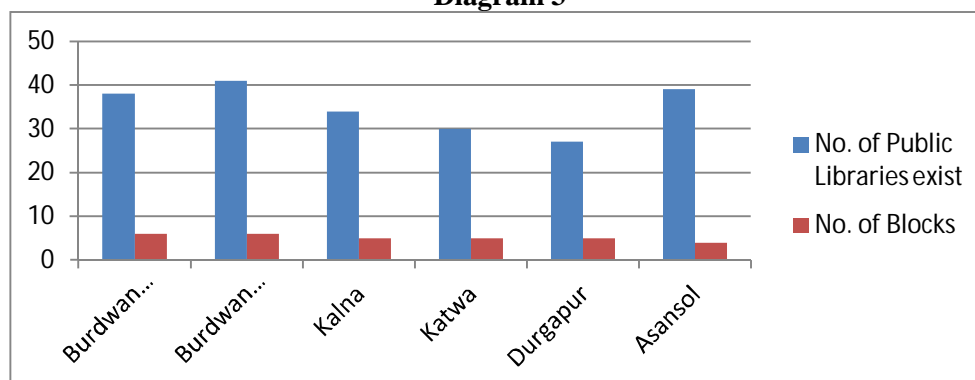
The above diagram reveals the same result as Table 4.

The following Table – 5 shows Sub-division wise distribution of Public Libraries in Burdwan District^[5].

Table 5

Sl. No.	Name of the Sub-divisions	No. of Public Libraries exist	Percentage	No. of Blocks
1	Burdwan Sadar(South)	38	18.18 %	6
2	Burdwan Sadar(North)	41	19.62 %	6
3	Kalna	34	16.27 %	5
4	Katwa	30	14.35 %	5
5	Durgapur	27	12.92 %	5
6	Asansol	39	18.66 %	4
Total		209	100 %	31

Diagram 3



From the above Table 5 and from the above diagram, it is seen that most of the Public Libraries were established in Burdwan Sadar(North) Sub-division, i.e. , 19.62 % and lowest in Durgapur Sub-division.

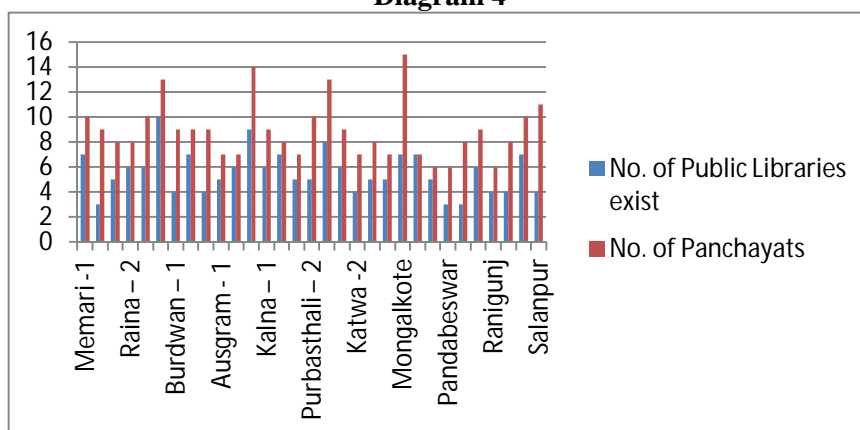
The following Table – 6A gives Block wise distribution of Public Libraries in Burdwan District^{[4],[5]}.

Table 6A

Sl. No.	Name of the Blocks	No. of Public Libraries exist	Percentage	No. of Panchayats
1	Memari -1	7	4.05 %	10
2	Memari -2	3	1.73 %	09
3	Raina -1	5	2.89 %	08
4	Raina – 2	6	3.47 %	08
5	Khandoghosh	6	3.47 %	10
6	Jamalpr	10	5.78 %	13
7	Burdwan – 1	4	2.31 %	09
8	Burdwan – 2	7	4.05 %	09
9	Galsi – 2	4	2.31 %	09
10	Ausgram - 1	5	2.89 %	07
11	Ausgram- 2	6	3.47 %	07
12	Bhatar	9	5.2 %	14
13	Kalna – 1	6	3.47 %	09
14	Kalna -2	7	4.05 %	08
15	Purbasthali – 1	5	2.89 %	07
16	Purbasthali – 2	5	2.89 %	10
17	Monteswar	8	4.62 %	13
18	Katwa -1	6	3.47 %	09
19	Katwa -2	4	2.31 %	07
20	Ketugram – 1	5	2.89 %	08
21	Ketugram – 2	5	2.89 %	07
22	Mongalkote	7	4.05 %	15
23	Kanksa	7	4.05 %	07
24	Durgapr – Faridpur	5	2.89 %	06
25	Pandabeswar	3	1.73 %	06
26	Andal	3	1.73 %	08
27	Galsi – 1	6	3.47 %	09
28	Ranigunj	4	2.31 %	06
29	Baraboni	4	2.31 %	08
30	Jamuria	7	4.05 %	10
31	Salanpur	4	2.31 %	11
Total		173	100 %	277

From the above Table 6A, it is seen that most of the Public Libraries were established in Jamalpur Block(5.78 %) and the least numbers were in Memari – 2, Pandabeswar and Andal (1.73 % each). The following Diagram 4 also reflects the same result.

Diagram 4



The following **Table 6B** and gives Municipality and Corporation wise distribution of Public Libraries in Burdwan District.

Table 6B

Sl. No.	Name of the Corporation / Municipality	No. of Public Libraries exist(X)	Percentage	No. of Wards(Y)	X ²	Y ²	XY
1	Memari Municipality	1	2.78	16	1	256	16
2	Burdwan Municipality	5	13.89	35	25	1225	175
3	Guskara Municipality	1	2.78	16	1	256	16
4	Kalna Municipality	3	8.33	18	9	324	54
5	Katwa Municipality	2	5.56	19	4	361	58
6	Dainhat Municipality	1	2.78	14	1	196	14
7	Durgapur Municipal Corporation	3	8.33	43	9	1849	129
8	Ranigunj Municipality	3	8.33	21	9	441	63
9	Jamuria Municipality	3	8.33	22	9	484	66
10	Kulti Municipality	4	11.11	35	16	1225	140
11	Asansol Municipal Corporation	10	27.78	50	100	2500	500
Total		36	100.00	289	184	9117	1231

From the above Table 6B, it is seen that most of the Public Libraries were established in Asansol Municipal Corporation (27.78%) and the least numbers were in Memari Municipality, Guskara Municipality and Dainhat Municipality (2.78 % each).

If we go through its Correlation, we have

$$\begin{aligned} \text{Standard deviation of } x &= (\sigma x) = \sqrt{\frac{\sum x^2}{n} - \left(\frac{x}{n}\right)^2} \quad [12] \\ &= \sqrt{\frac{184}{11} - \left(\frac{36}{11}\right)^2} \\ &= \sqrt{16.73 - 3.27} \\ &= \sqrt{13.46} \\ &= 3.67 \end{aligned}$$

$$\begin{aligned} \text{Standard deviation of } y &= (\sigma y) = \sqrt{\frac{\sum y^2}{n} - \left(\frac{y}{n}\right)^2} \\ &= \sqrt{\frac{9117}{11} - \left(\frac{289}{11}\right)^2} \\ &= \sqrt{828.82 - 26.27} \\ &= \sqrt{802.55} \\ &= 28.33 \end{aligned}$$

$$\text{Covariance of } x \text{ and } y \text{ (cov } x, y) = \frac{\sum xy}{n} - \left(\frac{x}{n}\right)\left(\frac{y}{n}\right)$$

$$\begin{aligned}
&= \frac{1231}{11} - \left(\frac{36}{11}\right)\left(\frac{289}{11}\right) \\
&= 111.91 - 3.27 * 26.27 \\
&= 111.91 - 85.90 \\
&= 26.01
\end{aligned}$$

$$\text{Correlation of } x \text{ and } y = r = \frac{\text{cov}(x,y)}{\sigma_x \sigma_y} = \frac{26.01}{3.67 * 28.33} = \frac{26.01}{103.97} = 0.25$$

From above correlation, it may be concluded that the existence of Public Library does not depend on the number of wards of particular municipality / corporation. The following Table 7 gives Gram Panchayat (G.P.) wise distribution of Public Libraries in Burdwan District^{[5],[6],[7]}.

Table 7

Sl. No.	Name of Gram Panchayats	No. of Public Libraries exist	Percentage	No. of GP Seats
1	Amadpur	1	0.58 %	13
2	Daluibazr - II	1	0.58 %	21
3	Gop-Gantar	1	0.58 %	11
4	Nimo - II	1	0.58 %	19
5	Bagila	1	0.58 %	17
6	Debipur	0	0 %	22
7	Gop-Gantar - II	0	0 %	12
8	Daluibazr - I	1	0.58 %	12
9	Durgapur	1	0.58 %	23
10	Nimo - I	0	0 %	21
11	Barapalason - I	0	0 %	13
12	Bijur - II	0	0 %	11
13	Kuchut	0	0 %	22
14	Barapalason - II	1	0.58 %	8
15	Bohar - I	0	0 %	10
16	Satgachhia - I	1	0.58 %	15
17	Bijur - I	0	0 %	12
18	Bohar - II	1	0.58 %	14
19	Satgachhia - II	0	0 %	10
20	Hijalna	0	0 %	22
21	Narugram	0	0 %	18
22	Palason	1	0.58 %	15
23	Sehara	1	0.58 %	19
24	Mugura	0	0 %	15
25	Natu	1	0.58 %	19
26	Raina	1	0.58 %	13
27	Shyamsundar	1	0.58 %	18
28	Arui	0	0 %	13
29	Gotan	1	0.58 %	18
30	Pahalanpur	1	0.58 %	15
31	Painta - II	0	0 %	10
32	Uchalan	1	0.58 %	20
33	Painta - I	0	0 %	9
34	Barabainan	2	1.16 %	18
35	Kaiti	1	0.58 %	16
36	Berugram	1	0.58 %	16
37	Khandaghosh	0	0 %	15
38	Shankari - I	0	0 %	13
39	Ukhrid	1	0.58 %	15
40	Gopalbera	2	1.16 %	12
41	Lodna	0	0 %	14
42	Shankari - II	0	0 %	9

43	Kaiyar	0	0 %	13
44	Sagrai	1	0.58 %	19
45	Sasanga	1	0.58 %	17
46	Abujhati - I	0	0 %	13
47	Chakdighi	1	0.58 %	22
48	Jarogram	1	0.58 %	21
49	Paratal - II	0	0 %	11
50	Abujhati - II	0	0 %	11
51	Jamalpur - I	0	0 %	14
52	Jyotsreeram	0	0 %	18
53	Ajhapur	2	1.16 %	21
54	Jamalpur - II	2	1.16 %	12
55	Pancharah	1	0.58 %	16
56	Berugram	1	0.58 %	16
57	Jaugram	1	0.58 %	18
58	Paratal	1	0.58 %	13
59	Baghar	2	1.16 %	14
60	Belkash	0	0 %	24
61	Rayan - I	0	0 %	29
62	Baghar - II	0	0 %	12
63	Kshetia	0	0 %	20
64	Rayan - II	0	0 %	9
65	Bandul - I	0	0 %	15
66	Kurmun - I	2	1.16 %	11
67	Saraitikar	0	0 %	28
68	Baikhantapur - I	1	0.58 %	18
69	Barsul - I	1	0.58 %	11
70	Kurmun - II	1	0.58 %	9
71	Baikhantapur - II	0	0 %	12
72	Barsul - II	1	0.58 %	14
73	Nabastha - II	1	0.58 %	8
74	Bandul - II	0	0 %	2
75	Gobindapur	1	0.58 %	16
76	Nabastha - I	1	0.58 %	12
77	Adra	1	0.58 %	11
78	Gohagram	0	0 %	13
79	Maszipur	0	0 %	11
80	Bhnuri	1	0.58 %	17
81	Khana	0	0 %	13
82	Sanko	0	0 %	11
83	Galsi	1	0.58 %	16
84	Kurkuba	0	0 %	13
85	Satinandi	1	0.58 %	11
86	Ausgram	1	0.58 %	16
87	Billagram	2	1.16 %	18
88	Dignagar - II	0	0 %	8
89	Ukta	0	0 %	15
90	Barenda	0	0 %	16
91	Dignagar - I	1	0.58 %	10
92	Guskara - II	1	0.58 %	9
93	Amarpur	1	0.58 %	15
94	Eral	1	0.58 %	17
95	Ramnagar	1	0.58 %	20
96	Vedia	1	0.58 %	17

97	Debshala	0	0 %	14
98	Kota	1	0.58 %	14
99	Valki	1	0.58 %	16
100	Amarun	0	0 %	9
101	Banpash	2	1.16 %	13
102	Eruar	1	0.58 %	17
103	Sahebganj - I	0	0 %	9
104	Amarun - II	0	0 %	12
105	Barbeloon - I	0	0 %	9
106	Mahachanda	1	0.58 %	20
107	Sahebganj - II	1	0.58 %	12
108	Balgona	0	0 %	17
109	Barbeloon - II	1	0.58 %	10
110	Mahata	1	0.58 %	17
111	Bamunara	1	0.58 %	17
112	Bhatar	0	0 %	21
113	Nityanandapur	1	0.58 %	18
114	Atghoria Simlon	1	0.58 %	18
115	Dhatrigram	1	0.58 %	23
116	Krishnadevpur	1	0.58 %	14
117	Baghnapura	1	0.58 %	16
118	Hatkalna	0	0 %	22
119	Nandai	0	0 %	16
120	Begpur	0	0 %	14
121	Kankuria	2	1.16 %	14
122	Sultanpur	0	0 %	18
123	Akalpaus	1	0.58 %	15
124	Badla	1	0.58 %	16
125	Baradhamas	1	0.58 %	12
126	Pindira	1	0.58 %	15
127	Anukhal	1	0.58 %	17
128	Baidyapur	1	0.58 %	13
129	Kalyanpur	0	0 %	16
130	Satgachhia - I	1	0.58 %	20
131	Bogpur	0	0 %	20
132	Jahannagar	1	0.58 %	17
133	Nasratpur	1	0.58 %	30
134	Sreerampur	1	0.58 %	24
135	Dogachhia	0	0 %	19
136	Nadanghat	1	0.58 %	19
137	Samudragarh	1	0.58 %	25
138	Jhaudanga	0	0 %	5
139	Majdia	0	0 %	22
140	Nimdaha	1	0.58 %	23
141	Purbasthali	2	1.16 %	15
142	Kalekhantala - I	1	0.58 %	21
143	Mertala	0	0 %	8
144	Patuli	1	0.58 %	11
145	Kalekhantala - II	0	0 %	14
146	Muksimpara	0	0 %	18
147	Pilla	0	0 %	19
148	Baghason	0	0 %	17
149	Kusumgram	1	0.58 %	19
150	Monteswar	1	0.58 %	14

151	Vagra - Mulgram	1	0.58 %	12
152	Bamunpara	0	0 %	12
153	Majhergram	0	0 %	13
154	Piplan	2	1.16 %	10
155	Denur	0	0 %	10
156	Mamudpur - I	0	0 %	13
157	Putsuri	0	0 %	12
158	Jamna	2	1.16 %	17
159	Mamudpur - II	0	0 %	10
160	Sushunia	1	0.58 %	17
161	Alampur	0	0 %	15
162	Karajgram	1	0.58 %	14
163	Saragram	0	0 %	11
164	Gidhagram	1	0.58 %	14
165	Khajurdihi	1	0.58 %	19
166	Sreekhanda	1	0.58 %	16
167	Goai	0	0 %	9
168	Koshigram	1	0.58 %	12
169	Sudpur	1	0.58 %	19
170	Agradwip	1	0.58 %	13
171	Gagadanandapur	0	0 %	15
172	Palsona	0	0 %	14
173	Sreebati	1	0.58 %	14
174	Gazipur	0	0 %	14
175	Karui	1	0.58 %	14
176	Singi	1	0.58 %	17
177	Agardanga	0	0 %	13
178	Berugram	0	0 %	13
179	Murgram - Gopalpur	0	0 %	13
180	Pandugram	1	0.58 %	13
181	Ankhona	1	0.58 %	13
182	Jyandas - Kandra	1	0.58 %	13
183	Palita	1	0.58 %	13
184	Rajur	1	0.58 %	16
185	Billeswar	0	0 %	13
186	Ketugram	1	0.58 %	11
187	Nabagram	0	0 %	12
188	Sitahati	1	0.58 %	15
189	Gangatikuri	2	1.16 %	14
190	Maugram	1	0.58 %	15
191	Nirol	0	0 %	10
192	Bhallogram	1	0.58 %	21
193	Jhilu - II	0	0 %	12
194	Lakhria	0	0 %	13
195	Paligram	0	0 %	14
196	Chanak	0	0 %	16
197	Kaichar - I	1	0.58 %	13
198	Majigram	1	0.58 %	17
199	Shimuli- I	0	0 %	13
200	Gotistha	1	0.58 %	12
201	Kaichar - II	1	0.58 %	12
202	Mongalkote	1	0.58 %	20
203	Shimuli- II	0	0 %	12
204	Jhilu - I	0	0 %	10

205	Kshirgram	1	0.58 %	19
206	Nigan	0	0 %	18
207	Amlajora	1	0.58 %	21
208	Bidbehar	0	0 %	12
209	Kanksa	1	0.58 %	25
210	Trilok Chandrapur	1	0.58 %	18
211	Bankati	1	0.58 %	13
212	Gopalpur	2	1.16 %	25
213	Molandighi	1	0.58 %	18
214	Gaurbazar	0	0 %	9
215	Ichhapur	0	0 %	18
216	Laudoha	1	0.58 %	18
217	Gogla	2	1.16 %	19
218	Jemua	0	0 %	11
219	Pratappur	2	1.16 %	13
220	Baidyanathpur	1	0.58 %	21
221	Chhora	0	0 %	22
222	Kendra	1	0.58 %	18
223	Bahula	0	0 %	20
224	Haripur	0	0 %	16
225	Nabagram	1	0.58 %	15
226	Andal	1	0.58 %	22
227	Kajora	0	0 %	21
228	Madanpur	1	0.58 %	22
229	Sreerampur	0	0 %	5
230	Dakshinkhanda	0	0 %	14
231	Khandara	0	0 %	22
232	Ramprasadpur	0	0 %	18
233	Ukhra	1	0.58 %	22
234	Bud Bud	1	0.58 %	19
235	Loapur Krishnaramur	0	0 %	15
236	Paraj	1	0.58 %	19
237	Uchchagram	1	0.58 %	16
238	Chaktentul	0	0 %	14
239	Potna - Pursa	0	0 %	13
240	Loa- Ramgopalpur	1	0.58 %	14
241	Mankar	1	0.58 %	15
242	Serorai	1	0.58 %	16
243	Amrasota	0	0 %	5
244	Egra	0	0 %	14
245	Ratibati	0	0 %	11
246	Ballavpur	3	1.73 %	15
247	Jemeri	0	0 %	14
248	Tirat	1	0.58 %	15
249	Baraboni	0	0 %	13
250	Itapara	1	0.58 %	11
251	Nuni	0	0 %	10
252	Panuria	1	0.58 %	16
253	Domohini	1	0.58 %	13
254	Jamgram	1	0.58 %	10
255	Panchgechia	0	0 %	7
256	Punchra	0	0 %	16
257	Bahadurpur	1	0.58 %	9
258	Dobrana	0	0 %	7

259	Madantor	0	0 %	8
260	Tapsi	0	0 %	7
261	Chichuria	2	1.16 %	10
262	Hijalgara	2	1.16 %	12
263	Parasia	0	0 %	7
264	Churulia	2	1.16 %	11
265	Kenda	0	0 %	8
266	Shyamla	0	0 %	14
267	Achhra	1	0.58 %	8
268	Dendua	1	0.58 %	9
269	Fulberia- Bolkunda	0	0 %	6
270	Alladi	0	0 %	9
271	Ethora	1	0.58 %	5
272	Rupnarayanpur	1	0.58 %	16
273	Basudevpur- Jemari	0	0 %	10
274	Jitpur - Uttarrampur	0	0 %	12
275	Salanpur	0	0 %	8
276	Kallya	0	0 %	7
277	Samdi	0	0 %	5
Total		173	100 %	

From the above Table 7, it is seen that only Ballavpur Panchyat has three Public Libraries whereas 135 Panchayats do not have any Public Library, 122 Panchayats have one Public Library each and only 19 panchayats have only two Public Libraries each.

SUGGESTION AND RECOMMENDATIONS

Burdwan is an agro-based district. Most of the people are dependent on agricultural productivity. Here Socio economic development also depends on agricultural productivity. Recently Scientific Agricultural has been started, so farmers need newly developed as well as updated information so that they can solve their agricultural problems promptly and get highest possible agricultural benefits. Only Public Library can provide the proper information.

23.79% (as per Census 2011) % of the total population is illiterate here. In most of the cases, majority of that type of people do not know the proper maintenance of their physical health. They do not know where and how their appropriate treatment will be done in time of severe illness. Only Public Library can provide the suitable information.

Besides above, railways, airways time table and their destination also may be provided by Public Library.

Such other things like day to day life problem solving information may also be provided by Public Library.

Every panchayats recruits an Information Assistant to cater the information among the villagers.

Considering the all things, my suggestions are that,

- At least one Public Library should be set up in every Panchayat;
- At least one Information Assistant should be recruited in each Public Library and that Information Assistant will communicate the local villagers along with Librarian / Information Scientist / Information Officer ;
- The location of the Public Library should be very nearest to the Panchayat offices so that common people may use Public Library as much as possible along with their jobs.

CONCLUSION

Public Library is of the people, by the people for the people. It has always been the door learning for a massive population that it serves. It is a knowledge centre and contributes a lifelong learning. For Burdwan district there are lacks in set up Public Library. Therefore a massive efforts as well as investments are needed to set up and make them true information resource centres for the under privileged of the Burdwan district.

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ETHNIC CLASHES AND POPULATION DISPLACEMENT IN ASSAM

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INTRODUCTION

An ethnic group generally denotes a people with assume common social and cultural traits, it may not always function as such unless its members are backed by a sense of oneness. There is no unanimity among the Scholars as to what social categories can be included under the term, ethnic group. To some, it is just another way of referring to tribalism, to a few it indicates social dynamics of different uprooted minority groups living in an alien land to some others it can mean every religious, linguistic, racial and national groups involved in competition and clash.

Ethnic clashes are not new phenomena. We have the history where the communities of common descent, culture and destiny organised themselves and have competed and clashes with each other. Some 3500 years ago the Israelites demanded freedom and self determination from the pharaohs. In the recent past, we know about the pitched battles serbs, croats and muslims in Bosnia, between Singhalese and Tamils in Sri Lanka.

CAUSES OF ENTHNIC CONFLICTS : A CONCEPTUAL FRAMEWORK

An ethnic clash is a clash between enthnich groups often as a result of ethnic nationalism and ethnic hatred. The causes of ethnic clashes are debated by political scientists and sociologists who generally fall into four schools of thought :

Primordialist, Institutionalist, Political Entrepreneurist and Resoursist.

The primordialist approach of ethnic conflict argue that, "ethnic groups and nationalities exist because there are traditions of belief and action towards primordial objects such as biological features and especially territorial location. It relies on a concept of Kinship between members of an ethnic group. The primordialist approach asserts the existence of "ancient hatreds" among ethnic groups. The primordialist explain the role of emotions in ethnic conflict and the conflict potential of ethnicity. While ethnic emotions appear to be primordial, they are a socially and politically constructed reality drawn from the historical memories of past injustices and grievances.

Institution play an important role in regulating the level of the conflict potential of ethnicity. They define inter-ethnic relationships by either facilitating or obstructing inter-group cooperation. Beverly Crawford notes that institutions "both constrain behaviour and provide incentives for cooperation and compliance in norms, rules and procedures for allocation, participation, representation and accountability". According to her identity politics turns onto violent conflicts depends on the functioning of state institutions.

The instability and uncertainty that result from a major structural change and the institutional inability to regulate inter-ethnic relations provides a "perfect" condition in which political entrepreneurs can manipulate ethnic emotions in order to mobilize groups for their own political purposes. Politicians exploit ethnic differences by drawing upon historical memories of grievances and "whip-up" hatred in order to gain or strengthen their power. Political entrepreneurs manipulate fears and uncertainties of ethnic groups. They help to create and reinforce ethnic polarization in the society.

Political mobilization of ethnic identities results in ethnic intolerance and competition over resources and rights-which, if unresolved, can lead to a violent conflict. When Resourcist discuss competition over resources, they often refer to the economic competition over resources. They argued that, "under difficult economic conditions, high unemployment and poor prospects for the future, people fel victimized and blame their misfortune on other ethnic groups. This leads to inter-ethnic clash.

ETHNIC CLASHES IN ASSAM

The period of Assam Agitation (1979-1985) witnessed govermental instability, political turmoil and some of the worst ethnic violence in Assam including the infamous Nellie Massacre of 1983 where more than 3,000 people were killed. The 'Assam Acord' signed in August, 1985 failed to solve the issue of Bangaladeshi migrants in Assam. It contributed to the strengthening of insurgency movement of ULFA. Bangladesh-India corridor is one of the top migration corridors in the world and an estimated inflow of 3.5 million immigrants in 2005 accords it the top slot in Asia (World Migration Report, 2005). Continued negligence of the issue by successive governments both at the centre and the state and 'vote-bank politics' have prevented any solution of this burning problem.

Land is another important factor in on-going conflicts in the region. Several armed groups claim exclusive right over their homeland and deny the fact that the region is a shared homeland of many ethnic groups. These armed groups often attack other rival tribes and immigrant settler communities as a part of strategy of ethnic cleansing to achieve ethnically compact homelands.

Ethnic conflict often results in large scale violence leading to loss of lives and damages of property and displacement of people. The ethnic conflict-induced internal displacement of population has become one of the most serious issues in the Assam.

The North-East of India is a magnificent and tragic tapestry of people, events and nature, About 350 ethnic communities lived in North-Eastern states of India, making it one of the ethnically most diverse areas in the world. During the 1990s Assam experienced a series of ethnic clashes specially in Bodo dominated district of lower Assam which rendered several lakhs of people homeless and claimed over 3000 lives. In 1996 and 1998 fresh ethnic clash took place between Bodos and the Adivasis. Ethnic conflicts in the year 1998 rendered 25,000 people mostly of Santhals and Nepalis, homeless. Ethnic riots in the year 1999 in the district of Dhubri in lower Assam resulted in displacement of 7,000 people including the Santhal and the Bengali communities.

The NC Hills (Dima Hasao) district of Assam is inhabited by a number of ethnic groups such as the Hmar, Hrangkol, Kuki and Jaintia, with the Dimasas being the dominant group. In 2003 a series of ethnic clash took place between the Hmars and the Dimasas.

The summer 2012 has been very inauspicious for the state of Assam which is known for its diverse and vibrant culture especially gender equality and religious tolerance. In July, 2012 Assam witnessed outbreaks of ethnic violence between indigenous Bodos and Bengali speaking Muslims. The violent clashes followed pre-existing ethnic tensions between the indigenous Bodo community and Muslims in Assam, due in part to rising ethnic nationalism (most notably Bodo nationalism) and diaspora politics. While the Muslim community state that they are descendents of East Bengali Muslims brought to Assam during the British Raj. The ethnic clash between these two communities left over 100 people dead and 4,00,000 displaced.

Assam ethnic conflict ridden Kokrajhar is burning once again. There has struck again in the Bodoland territorial council (BTC) area as a fresh violence has been unleashed by the suspected Bodo rebels from the underground National Democratic Front of Bodoland (NDFB)'s Songbhijit faction. In 2nd May, 2014 suspected Songbhijit faction gunning down atleast 20 persons, all of them from minority community (Bengali Muslims). The official death toll in the BTAD ethnic violence in May, 2014 has been put at 31 and thousands were displaced.

Most of the internally displaced persons of lower Assam are living in pathetic conditions in make-shift camps. The conditions of relief camps are dreadfully sub-human. Assistance in the form of food, medicine and shelter provided mostly by the State Government, and in certain cases by some NGOs, were absolutely inadequate. The Government failed to provide adequate security to the IDPs taking shelter in relief camps located in remote areas of lower Assam. The state is usually represented by the majority and dominant groups and thus the marginalized groups have almost no access to political power within the existing structure. Displacement from once habitual residence has severe negative impact on the livelihood of the IDPs. The larger part of the IDPs of lower Assam was ordinary peasants and they earned their livelihood from agriculture. As the tension of conflict continued for a long period, it was difficult to continue their normal livelihood pursuits, i.e. cultivation in their fields and rebuilding their homesteads. Their main source of livelihood is cultivation in the field. But larger part of the victims had found that with displacement from their villages, their agricultural land was also occupied by 'others'. Moreover, they earned a good part of their livelihood from goat, poultry, pig, etc. But once they were forced to leave their villages, they lost all those vital to their livelihood.

Conflict induced displacement has very severe impact on the lives of women. In the relief camps, absence of adequate provisions for women's privacy is a notable feature. So far the livelihood of women is concerned, it became more dangerous to go out of the camps for work as they are more vulnerable to rape and other atrocities. There are number of news reports of women trafficking from the IDP camps of lower Assam. Usually young girls and their parents are lured by the rosy prospect of employment outside the camps. Once they fell into the clutches of these traffickers, they are sent to different bothels and some of them even reached Mumbai, Harayana etc. Moreover, many displaced women of lower Assam have resorted to prostitution along the National Highway No. 37. Another group of worst victims of ethnic conflict is children. Malnutrition among the children is very high. Some of these children passed their complete childhood in the relief camps and thus lost their childhood. Besides, the health facilities provided by the Government have been absolutely inadequate.

SUGGESTION AND CONCLUSION

The modes of conflict resolution in the North-East have been basically through security forces and police action, providing more autonomy through mechanisms like conferring statehood and creating autonomous bodies, negotiation with insurgent groups and development activities including special economic packages. Some of these have proved successful in the short term. But resolution and prevention of conflict in the North-East would require a judicious mix of various approaches on the basis of the experiences of success and failure of the past.

There is need for urgent and innovative efforts to build capacity in different wings and levels of governance. Few specific areas which need capacity building are administration, police, local government institutions and regional bodies.

At the political level, strengthening of the rule of law and constitutional politics is required. This would satisfy the need for introducing accountability and democratic practices into conflict resolution machinery in the North-East.

There must be active promotion of culture of peace' that rejects legitimization of violence as a means to represent political problems and grievances. Moreover instead of trying to solve ethnic insurgencies by military means, more emphasis should be laid on political dialogues on a sustained basis. Civil society has also an important role to play in such efforts to address legitimate grievances and concerns of the people of this region. Participation of civil society is also required for formulating and executing developmental plans. People's control over natural resources should be recognized.

There is need to improve political representation of this region in Indian parliament as small representation has resulted in utter neglect of the issues concerning this region. Moreover infrastructure development, employment generation, vocational training etc. are also equally important. Tourism in North-East has great potential and it can also provide employment to many along with revenue collection.

Ethnic clashes have become a major challenge to world peace and societal stability particularly in a plural/multicultural society. Recognising the grave consequences of ethnic clashes for civilians directly affected by them, as well as for regional and international security more generally, the international donor community has, over the past decade alone, pledged some \$60 billion on a vast range of projects to settle ethnic clashes and have to rebuild war-torn societies. Despite the significant financial commitment, ethnic clash remains a threat to peace, stability and prosperity.

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ADOPTION OF ECO-FRIENDLY APPROACHES IN INDIAN FARMING SYSTEM

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ABSTRACT

Being increased population in India, the biggest challenge of today's agriculture is to feed the entire population along with the sustainability of natural resources. Huge population growth is accelerating the imbalance between human requirements and sustainable use of land. No doubt, chemical fertilizers and pesticides enhance the crop's productivity but they have also put the hazards effects on health of the people simultaneously. The continuous use of these chemical fertilizers and pesticides over a long period, detriots the quality of soil that reduces the production potential of the land too. Point to think upon, is what we are giving to the future generations – toxic and poisonous soil with low fertility rate and bad environment? It needs to find the solutions to reduce the chemical inputs in agriculture and increase the eco-friendly approaches in farming. Present study aims at exploring level of eco-friendly approaches being adopted in Indian farming System. Study concludes that organic farming is being done at very low level and most of the farmers having little land are more conscious to use of heavy pesticides, fertilizers and chemical to gain the more and more output with their limited lands.

Key Words: Agriculture, Eco-friendly, Farming System, Pesicides, Toxic.

INTRODUCTION

Population in India is increasing, consequently available land is going to distribute among more people that is leading to availability of land per person decreased which is making pressure on the agriculturists to earn as much required for their living with the same amount of land. So meet this purpose they use more and more fertilizers to enhance the fertility rate of land, chemicals to protect the crops from insects & various kinds of diseases and pesticides for the same. But the medical science says that use of these fertilizers, chemicals and pesticides detriot the quality of food grains and the people who consumes these food grains get negatively affected by them. So these fertilizers, chemicals and pesticides get piped to human body through the consumptions of products cropped which are hazards to health. On the other hand it is also affecting our environment negatively. Point to think upon, is what we are giving to the future generations – toxic and poisonous soil with low fertility rate and bad environment? It needs to find the solutions to reduce the chemical inputs in agriculture and increase the eco-friendly approaches in farming. Now question arises how to maintain the sustainable development in Indian farming. Need to answer this question initiated the researcher to make the study on this topic.

ECO-FRIENDLY APPROACHES FOR FARMING SYSTEM

The following eco-friendly approaches are as:

A. Organic farming: Organic farming doesn't use synthetically compounded fertilizers, pesticides, chemicals, and livestock feed additives. Under this system productivity of soil is enhanced by crop rotations, crop residues, animal manures, legumes, green manures, off-farm organic wastes, mechanical cultivation, mineral-bearing rocks, and aspects of biological pest control to sustain land efficiency, to supply plant nutrients, and to control insects, weeds, and other pests.

B. Biological farming: In this type of farming the farmers use selected chemicals and adopts low-inputs approaches to use of herbicides and insecticides. Diagnostic tools to examine plant and soil conditions are frequently used in biological farming.

C. Regenerative Agriculture: In regenerative agriculture relies on nature's own intrinsic capacity to deal with pests, improve soil fertility, and raise productivity. It implies a ongoing ability to re-erect the resources that the system needs. Actually regenerative agriculture has composed features of low-input and organic farming systems as a frame work to attain desired goals.

D. Permaculture: Permaculture is the harmonious combination of landscape and people providing their food, energy, shelter and other material and non- material nedds in a sustainable way. Permaculture is concerned with designing ecological human habitats and food production systems, and follows specific guidelines and principles in the design of these systems. Permaculture cannot be said a farming system, but rather a land use

planning idea, it is not restricted to a specific technique of production. Thus, basically any site-specific ecological farming system is open to permaculture

OBJECTIVE OF THE STUDY

Present study aims at finding the level of adoption of Eco-friendly approaches in Indian farming system.

RESEARCH METHODOLOGY

Being the study exploratory in nature which can be justified only with primary data and being population so large it went through taking a sample of 50 farmers. To collect the primary data regarding implications of Eco-friendly approaches in Indian farming system, a questionnaire was designed and getting it filled up from respondents, later collected data was analyzed using mean score value and index because study aims at knowing the level of adoption of Eco-friendly approaches in Indian farming system that can be known with percentage of respondents adopting such practices and at which level i.e. fully adopted/ semi adopted/ not adopted so can be better presented in terms of mean score values and indices various types of farming systems and lastly being the sample size neither small nor so large χ^2 - test has been taken appropriate to test the validity of the study. χ^2 -values has been computed as below. Further following Eco-friendly approaches in Indian farming system have been taken as **parameters** to study:

- A. Organic farming
- B. Biological farming
- C. Regenerative Agriculture
- D. Permaculture

RESULTS AND DISCUSSIONS

In present study 50 farmers were selected to know whether they are adopting eco-friendly approaches in their farming. There are four types of eco-friendly farming system stated in table 1.

Table 1: Mean values and Mean Index of Scores gathered through Questionnaire

S. No	Type of Farming	Mean Score Values	Mean Index
A.	Eco- Farming		
a)	Organic Farming	.002	.0004
b)	Biological Farming	.019	.007
c)	Regenerative Agriculture	.070	.015
d)	Permaculture	.14	.31
B.	Non-Eco Farming	.55	.88

Table 1 clarifies that most of the farmers selected for the stated purpose, are not adopting the eco-friendly farming system with highest mean scores .55 and .88 in terms of mean score value and mean index respectively. When farmers were asked for adoption of such eco friendly approaches, they told that they want but being the limited and short availability of land they can't. Organic farming which has been by minor scores as shown in table1 i.e. .002 as mean score with .0004 mean index that is almost missing there because of being this farming costlier than others. Other Eco-friendly approaches' level of adoption is increasing as they are adding as more and more use of fertilizers, chemicals and pesticides moving towards the non-eco farming. Further to validate the results of the study, χ^2 - values have been computed in table2.

Table 2: Eco-friendly Approaches Adoptions by Indian Farmers

Table2 contains observed frequencies and expected frequency (in brackets) as given below.

Elements of EMS	Adopted	Going to be Adopted (Semi)	Not Adopted	Total
Organic Farming	Nil (1.56)	2 (2.34)	11 (9.1)	13 (.26)
Biological Farming	1 (.12)	Nil (.18)	4 (1.40)	5 (.14)
Regenerative Agriculture	2 (3.36)	2 (4.14)	20 (15.4)	24 (.44)
Permaculture	3 (.96)	5 (1.44)	Nil (5.6)	8 (.16)
total	6 (.12)	9 (.18)	35 (.70)	50 (1)
$\chi^2 = 32.26$ that is significant at degree of freedom 6				

Results clearly state that only 12% of the selected farmers are adopted fully Eco-friendly approaches in their farming. Moreover 18% of the farmers seem committed to be adopted these eco-friendly farming in near future that means it is in pipeline and a major part i.e. 70% of the respondents are neither adopted nor in process of such adoption of eco-friendly practices in their farming system. It seems that eco-friendly agriculture is almost absent in India or it can be said that it is at very minor level. However overall X^2 value is significant at df 6 which validates the results of the study.

CONCLUSION

As in India, there is no specific law to monitor the Farming System and in general government seems lazy to supervise it closely because of that more and more production intensive techniques are being used by farmers consequently productivity of soil is decreasing on the one hand and use of agri-products produced with the heavy amount of fertilizers, chemicals and pesticides, is hazards to the health of consumers. This paper focuses on overview of farmers' discretionary adoption of Eco-friendly farming in India. Study finds that there is no satisfactory sustainable development in Indian farming where environment and health protection is most notably issue. The study reveals that many farmers are not serious in this regard. While Government is focusing on green revolution to make the sustainable development but only a few people are aware of it who adopts the eco-friendly approaches in farming. Most of the farmers do their farming with a view of competitive advantage and they use more and more chemicals and fertilizers to increase the production.

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ASSESSMENT OF MGNREGS IN ENHANCING RURAL EMPLOYMENT - A CASE STUDY

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ABSTRACT

As per recent Indian Government committee report, poverty in India is nearly 38%. More than 80% of poor people reside in villages. Rural poverty is largely a result of unemployment. In order to alleviate rural poverty by generating employment and creation of sustainable assets in Rural India, Government of India brought the programme called as Mahatma Gandhi National Rural Employment Guarantee scheme (MGNREGS) through an act in 2005. While it is world's largest employment generating programme but it has adversely affected the availability of laborers in the primary sector and has hiked wages because of laborers prefer works in MGNREGS. The programme MGNREGS implemented effectively in 2007-08 in the study area and nearly 81.48 percent of people residing in rural areas in the study area As per 2011 census, finally the study assessing that the basic objective of the Act is to enhance livelihood security in rural areas by providing at least 100 days of guaranteed wage employment on demand, is not satisfied because only 5.97 percent of registered labor attended 100 and above person days. So it is very clear that MGNREGS plays a vital role in protecting rural poor people and it can prove itself as the best protector when compare to previous schemes but it has to improve its performance.

INTRODUCTION

The UPA Government passed the National Rural Employment Guarantee Act 2005. Under this Act, any adult willing to do casual labor at the minimum wage is entitled to employment on local public works within 15 days, subject to a limit of 100 days per household per year at the statutory minimum wage. The Central government's outlay for schemes under this act is Rs. 40,100 crores in 2011. This act was introduced with an aim of improving the purchasing power of the rural people, primarily semi or un-skilled work to people living in rural India, whether or not they are below the poverty line. Thus, it is not just a programme but differs from other schemes because it gives the rural poor the rights to demand that they be given a job or unemployment allowance.

One of the most important features is that wages are to be paid every week not later than a fortnight. In case of any delay in the payment of wages, laborers are entitled to compensation as per the Payment of Wages Act, and no gender bias is permitted. Provisions made for compensation and treatment in case of injury and for on-site safe drinking water, care of small children, periods of rest and a first-aid box are some of the other features of the scheme. Between Government and laborers, contractors and machines have been banned.

The National Rural Employment Guarantee Act 2005 directs every State Government to prepare a Rural Employment Guarantee Scheme (REGS) within six months, in order to implement the work guarantee. Thus, the Act provides the legal foundation of the work guarantee, and the Scheme is the means through which this guarantee comes into effect. This has brightened the hopes that have been built on MGNREGA as it is an Act which comes under national legislation, unlike previous scheme which were state-specific.

The basic objective of the Act is to enhance livelihood security in rural areas by providing at least 100 days of guaranteed wage employment on demand. This work guarantee can also serve other objectives: generating productive assets, protecting the environment, rural empowerment of women, reducing rural-urban migration and fostering social equity, development initiative, public investments for creation of durable assets, decentralized implementation, demand driven and so on.

MGNREGS IN ANDHRAPRADESH

In order to raise the level of income of rural poor, there is imperative need to tackle problem of unemployment & underemployment among the rural people in Andhra Pradesh. The poor cannot afford themselves to stay out of work for a longer period. In rural areas, the people are not only irregularly employed but are also largely classified as casual wage earners/laborers. The poor are poor not because they are unemployed but because they are irregularly employed as „casual wage labourers“ at very low and uncertain wages, or derive sporadic, volatile, and uncertain incomes from self -employment, mostly in the unorganized and informal sectors. This employment at very low levels of productivity and income, sometimes lower than what is considered to be necessary for basic sustenance is a bigger problem than that of unemployment. Further, workforce participation rates in rural areas declined, more for women than men. The work participation rates of men and women hover

around 60 per cent and 44 per cent respectively in rural Andhra Pradesh in 2009-10 indicating the limited opportunities available. The Government of Andhra Pradesh has formulated the Rural Employment Guarantee Scheme called Andhra Pradesh State Rural Employment Guarantee Scheme in January 2006 in conformity with National Act, in the first phase MGNREGS - AP was launched simultaneously in 13 districts viz., Anantapur, Adilabad, Chittoor, Kadapa, Nizamabad, Karimnagar, Vizianagaram, Ranga Reddy, Medak, Khammam, Mahabubnagar, Warangal , and Nalgonda. In 2007-08 as part of phase II, the scheme was extended to six more districts viz., Srikakulam, East Godavari, Prakasam, Nellore, Kurnool and Guntur. By 2008-09 it was extended to the remaining three districts to guarantee at least 100 days of wage employment to every rural household every year and to reinforce the commitment towards livelihood security in rural areas.

SIGNIFICANCE OF THE STUDY

The MGNREGA could be regarded as having significant achievements in terms of coverage of households, inclusion of women and socially disadvantaged groups as well the relevance of the types of assets created. It has generated more employment for the rural poor than any other program. The average person days generated per household in Andhra Pradesh Since the work guarantee is limited to one hundred days per household and year, the purpose of the MGNREGA, however, is not to provide full employment but to offer temporary earning opportunities in periods of low labor demand such as during the agricultural lean seasons or in times of drought, floods, and other natural calamities. The average person days per household in Andhra Pradesh has been increasing since the inception of the scheme and more than national average since 2009-10. Being a drought year, during 2009-10, there was a sudden jump in average person days per household due higher demand for employment. Since this year MGNREGS has adversely affected the availability of laborers in the primary sector and has hiked wages because of laborers prefer works in MGNREGA over other labor, owing to its less wages, less supervision and provision of other facilities. in this regard there is a need to study the supply and demand of labor under MGNREGS programme. on this point of view the study on assessment of MGNREGS in enhancing rural employment in the study area has more significant.

OBJECTIVE OF THE STUDY

To examine the performance of MGNREGS in the study area through supply and demand of labour by cast, gender, age categories wise.

METHODOLOGY OF THE STUDY

Secondary data was used in the present study and collected from government of India, ministry of rural development official website <http://nrega.nic.in/netnrega/homedist.aspx>

STUDY AREA

prakasam district of Andhra Pradesh has been selected for the study area.

TOOLS

For analyzing the data we have been used averages and percentages methods.

MGNREGS – RURAL EMPLOYEEMENT

The MGNREGS implemented in three phases in Andhra Pradesh state (along with Telangana districts) and Covered 22 districts. This MGNREG Scheme implemented effectively in prakasam district in 2007 -2008 through phase two and covered 56 blocks. The below table -1 shows the details of supply and demand of labour in MGNREGS in prakasam district.

TABLE-1: Demand and supply of labour under MGNREGS in the study area

S.No	Supply and demand	In numbers	%
1	Number of HH demanded employment	376542	50.30
2	Number of HH provided employment	316171	42.23
3	Number of HH Job card issued	748687	100.00

Under this scheme 748687 house hold job cards are issued in the district, among these supply of labour 376542 of households demanded employment with 50 percent but only 316171 households provided employment with 42.23 percent.

TABLE-2: Community wise details of labour supply under MGNREGS in the study area

S.No	Community	Number of HH issued job cards	%
1	SC	222064	29.66
2	ST	36396	4.86
3	OTHER	490227	65.48
4	TOTAL	748687	100.00

Community wise supply of labour details are presented in the above table-2. Among the total number of issued job cards households, 222064 households belongs to SC community with 29.66 percent, 36396 households belongs to ST community with 4.86 percent, 490227 households belongs to others with 65.48 percent. Community wise person days generated under MGNREGS particulars are presented in the bellow table-3

TABLE-3: Community wise details of person days generated under MGNREGS in the study area.

S.No	Community	Person days generated	%
1	SC	4145405	31.10
2	ST	378075	2.84
3	Other	8806655	66.06
4	Total	13330135	100.00

From the above information, total generated person days are 13330135 under MGNREGS, among them 4145405 days from SC community with 31.10 percent, 378075 days from ST community with 2.84 percent and 8806655 days from other community with 66.06 percent. From these information it is find that SC community employment is high in generating person days.

TABLE-4: Gender wise details of person days generated under MGNREGS in the study area

S. No	Gender	Person days generated	%
1	Male	5244868	39.35
2	Female	8085267	60.65
	Total	13330135	100.00

From the gender wise person days generated details of table-4, it is observed that Among the total generated 13330135 person day, female generated person days are more than male generated person days (with number 8085267 > 5244868 person days, with percent 60.65 > 39.35.)

Age wise employment generated particular are presentment in the bellow table-5. The registered households between 18 to 30 age group are 20.71 percent but employed households are 13.64 percent only. In between 31 to 40 age group, registered households are 27.58 percent and all most all gotten employment with 27.53 percent. It is observed that in between 41 to 50 and 51 to 60 age groups employed households are more than registered household (with 28.44 percent > 24.25 percent and 20.91 > 17.85 percent respectively). Between 61 to 80 and above 80 age groups all most all registered households got employment with 9.45 percent, 9.41 percent and 0.16 percent and 0.11 percent respectively.

TABLE-5: Age wise details of employment generated under MGNREGS in the study area

S.No	Age	Registered Persons (%)	Employed Persons (%)
1	18-30	20.71	13.64
2	31-40	27.58	27.53
3	41-50	24.25	28.44
4	51-60	17.85	20.91
5	61-80	9.45	9.41
6	>80	0.16	0.11
	Total	100.00	100.00

TABLE-6: Period wise details of employment provided under MGNREGS in the study area

	Period	House Hold Employed	%	Person days Generated	%
1	01-10	44468	14.06	260888	1.96
2	11-20	51769	16.37	801575	6.01
3	21-30	43350	13.71	1102806	8.27
4	31-40	37306	11.80	1320837	9.91
5	41-50	32081	10.15	1455940	10.92
6	51-60	26496	8.38	1469769	11.02
7	61-70	19985	6.32	1306275	9.80
8	71-80	16311	5.16	1228484	9.23
9	81-99	25539	8.90	2295574	17.22
10	100	2403	0.76	240300	1.80
11	101-150	16249	5.14	1805274	13.54
12	Above 150	214	0.07	42413	0.32
	Total	316171	100.00	13330135	100.00

Period wise employment provided details are presented in the above table-6. Among the 316171 employed households, 14.06 percent households attended in 1 to10 days period and generated 1.96 percent person days, 16.37 percent households attended to 11 to 20 days period and generated 6.01percent person days, 13.71 percent households attended to 21 to30 days and generated 8.27 percent person days.11.80 percent of household attended to 31 to 40 days and generated 9.91 percent person days, 10.15 percent household attended to41 to50 days and generated 10.92 percent person days, 8.38 percent,6.32 percent,5.16 percent,8.90 percent households attended 51 to 60,61 to70,71 to 80,81 to 99 days respectively and generated 11.02 percent , 9.80 percent,9.23 percent,17.22 percent respectively. It is find that only 0.76 percent households completed exact 100 days employment and generated 1.80 percent person days and 101 to150 days and above 150 days period, attended households are 5.14 percent and 0.07 percent respectively and generated 13.54 percent and 0.32 percent person days.

CONCLUSIONS AND FINDINGS

The study has revealed that the MGNREGS was implemented in 2007-2008 financial year in the district of prakasam in Andhra Pradesh through second phase and it covered 56 revenue mandals. Under this scheme 748687 house hold job cards are issued in the district, among these supply of labor 50 percent households demanded employment but only 42.23 percent households gotten employment Among the total supply of labor, 29.66 percent households belongs SC community and these community generated 31.10 percent person days so it is very clear that SC community involvement highly active in this MGREGS in this district. It is also found that female participation is high when compare to male participation in this MGNREGS in this district because 60 percent of person days generated from female labor.

The study also found that 31 to50 age group labors were given impotence by this scheme in this district. Finally the study assessing that the basic objective of the Act is to enhance livelihood security in rural areas by providing at least 100 days of guaranteed wage employment on demand, is not satisfied because only 5.97 percent of registered labor attended 100 and above person days. So it is very clear that MGNREGS plays a vital role in protecting rural employment and it can prove itself as the best protector when compare to previous schemes but it has to improve its performance.

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IDENTIFICATION AND EDUCATIONAL INTERVENTION STRATEGIES FOR MANAGING CHILDREN WITH LEARNING DISABILITY AND BEHAVIOUR PROBLEMS IN NIGERIAN SCHOOLS

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ABSTRACT

This study sought to identify children with learning disabilities and behaviour problems. The paper is of the opinion that these categories of children are better described than given them a particular definition which may not be inclusive and conclusive. A number of number of symptoms were highlighted that can give teachers, parents and other caregivers, a clear indication of who can be classified as having learning disability/behaviour problems. It further gave detailed intervention and management strategies that can be adopted to help these categories of learners. Various recommendations were given on how to evaluate the various strategies so mentioned and finally conclusion was given that learning disability and behaviour problems are abound in our system and urgent attention is needed to assist them function effectively, progress and become relevant and independent in our scheme of events in the country.

INTRODUCTION

Learning disability and behaviour problems resulting from it is, perhaps, the most neglected in the school system in Nigeria and in Africa at large. These groups of children are neglected because their handicap condition is invisible to the human eyes, yet they may be the largest group of handicapped people in the country. (Abang, 1998). Most teaching professionals are not able to recognise these children with ease, hence they pay little or no attention to them in the class and indeed in planning of the curriculum.

WHO ARE THESE CHILDREN WITH LEARNING AND BEHAVIOUR PROBLEMS?

Children with learning and behaviour problems are children who call attention to themselves in the classroom because they have difficulty learning and interacting appropriately with their mates in the classroom. (Vaughn and Bos2009). As with other challenging conditions, it may be easier to describe children with learning disabilities than to define it. In Nigeria today, there are children who drop out of school before they complete elementary school. Most often, these children are neglected and labelled as lazy by their parents and teachers. Generally, they puzzle their parents by failing repeatedly inspite of appearing to make great effort in their studies. More puzzling to the parents is the fact that these children seem to be bright, serious and intelligent. However, Nwoye (1990), Abang (1990), further described a child with learning disabilities as one having adequate mental ability, sensory processes, and emotional stability who, nonetheless, has a limited number of specific deficits in perceptual, integrative, or expressive processes, which severely impair learning efficiency. They include children who have central nervous system dysfunction which is expressed primarily in impaired learning efficiency. They described these children as follows:

- ❖ Children who exhibit disorder in one or more of the basic psychological processes involved in understanding or in using spoken or written language.
- ❖ They manifest disorders in listening, thinking, talking, reading, writing, spelling or arithmetic abilities.
- ❖ They have perceptual handicaps, brain injury, minimal brain injury, minimal brain dysfunction, dyslexia, developmental aphasia and others.
- ❖ They have motor activity challenge, perception symbolism, and memory and attention deficit. The motor activity problem includes hyperactivity, impulsivity, incoordination, perseveration and distractibility. Perception include visual perception, auditory, figure around disorders, form constance, eye-hand coordination and visual memory, while symbolism include disorders in auditory, visual, vocal and more modalities.

Behaviour problems/disorder in children occur if a child shows one or more of the following to a significant degree over a period of time. They are:

- ❖ An inability to learn, which cannot be explained by intellectual, sensory or health factors.
 - ❖ An inability to build or maintain satisfactory interpersonal relationships with peers and teachers.
 - ❖ Inappropriate types of behaviour or feelings under normal conditions.
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- ❖ A general pervasive mood of happiness or depression.
- ❖ A tendency to develop systems, pains or school problems.
- ❖ Those with nervous or emotional disorders which may manifest as fears, anxieties, withdrawal and timidity.
- ❖ Habit disorders such as enuresis, cruelty and aggression.
- ❖ Organic disorders such as over-activity, distractibility and impulsiveness, all of which stem from neurological dysfunctions.
- ❖ Psychotic behaviours manifested in behaviour disorders like autism and adjudicated juvenile delinquencies, and educational/vocational difficulties.

General symptoms manifested in learning and behaviour problems by children are summoned by Vaughn and Bos (2009) as follows:

- ❖ **Poor academic performances:** Children who display significant problems in one or more academic areas such as spelling, reading and mathematics. The key to understanding children with learning disabilities is that they display unexpected under-achievement.
- ❖ **Attention problems:** Many children seem to have difficulty working for extended periods of time on a task. They have trouble focusing on the teachers directions. These children are often described by teachers as being easily distracted.
- ❖ **Hyperactivity:** Some children are over-active and have a difficult time staying in their seats and completing assigned tasks. They move from task to task and often from location to location in the classroom. When working on an assignment, the least little noise will distract them.
- ❖ **Memory:** Many children have a hard time remembering what they were taught. Often, their difficulty remembering is associated with symbols such as letters and numbers. These children may remember something one day but not the next.
- ❖ **Poor language abilities:** Many children have language difficulties that are manifested in a number of ways. As toddlers, these children may have taken longer time in learning to talk. Often these language problems can be corrected through speech therapy. Many also have difficulty developing phonological awareness skills. (Toirgesen, Wagner and Rashotte 1997).
- ❖ **Aggressive behaviour:** Some children are physically or verbally assaultive. They may hit, kick, get into fights and/or verbally threaten or insult others. They are easily upset and cope with being upset by acting out.
- ❖ **Withdrawn behaviour:** Some children seldom interact with others. Unlike children, who may have one or two friends, these children are real loners who avoid involvement with others.
- ❖ **Bizarre behaviour:** they display unusual patterns of behaviour, they may stare for long periods of time at objects they hold in the light, sit and rock, or they might display aggressive behaviours at times and withdrawn behaviour at other times.

Any learner exhibiting more than one of these above mentioned symptoms may be classified as having learning disability and/or behaviour problems, yet some may exhibit these behaviours and are not identified as having learning or behaviour problems.

FACTORS TO CONSIDER IN DETERMINING WHO HAS A SERIOUS LEARNING/BEHAVIOUR PROBLEM.

There are several factors to consider before a teacher, a counselling psychologist or a parent can say a child has learning disability/behaviour disorder and therefore needs intervention and management. They are:

- a. **Persistence of the problem:** Sometimes a child has a learning or behaviour problem for a short period of time, perhaps, while there is some type of crisis in the family, and then it disappears. These states of behaviours and feeling are not considered problems if they occur occasionally, but when this learning and behaviour problems persists throughout their schooling experience, then, it will have more serious consequences for the child in question.
- b. **Severity of the problem:** Is the child's learning or behaviour problem mild, moderate or severe? Is the child performing slightly below or slightly significantly below what would normally be expected of him or her? Is he/she substantially different from his peers?

- c. **Speed of progress:** Does the children appear to be making steady progress in the classroom despite the learning and behaviour problems? Remember, children do not learn at the same rate.
- d. **Motivation:** Is the child interested in learning? Does the child persist at tasks and attempt to learn? Does he/she initiate and complete tasks without continual praise and encouragement?
- e. **Parental response:** How do family members feel about the child's academic and/or behaviour progress? How do they think it compares with the child's progress in the past? Are they concerned about how their child's abilities compare with those of other children the same age? How have siblings performed in school?
- f. **Other teacher's Response and Relationship with the teacher:** How did the child perform in other classes? What do previous or other teachers say about the child's learning style, academic abilities and behaviour? What type of relationship does the child have with previous and present teacher?
- g. **Instructional Modifications and style:** What attempts has the teacher made to modify the child's academic and/or behavioural program? Does the child seem responsive to attempts at intervention? Is he/she performing well in a traditional reading programme? Have the teacher and the parents tried other instructional approaches to reading? Is there a good match between the student and the classroom setting?
- h. **Behaviour-Age discrepancy:** Does the student display problems that are unusual or deviant for the student's age? Does the child whim and withdraw to another room during class?

Other factors that might contribute to a student's learning and/or behaviour problems are: Child's background experiences, culture, language, vision and hearing adequacies. (Adopted from Vaughn and Bos 2009).

EDUCATIONAL INTERVENTION/MANAGEMENT STRATEGIES FOR CHILDREN WITH LEARNING/BEHAVIOUR PROBLEM

Children with learning disabilities and behaviour problems need special care and educational programme to assist them to improve and maximize their God-given potentials despite every odd. Notable scholars like Landrum, Tankersley and Kauffman(2003); Zigmond and Baker (1994) and Heward (2003); have given the following intervention guide:

1. Individually planned instruction Strategy: A child with learning and behaviour problem will benefit more if instruction materials and settings of instruction are selected or adopted on the basis of the child's needs.
2. Specialized service strategy: Instruction and adoptions include related services and assistive technology that are often a part of the general education curriculum. Create a special programme and service that will take care of their special situation and needs.
3. Intensive Programme Strategy: let there be precise, targeted instruction designed to assist students in making efficient progress toward gaining necessary skills and strategies in an intensive manner. No haphazard programme but concise and calculated programme to promote growth and appreciable difference from the previous state of affair.
4. Goal-Directed strategy: Instructions must focus on individual goals and objectives necessary for the child's success and independence. It must be measurable and obtainable within the set time.
5. Employ Research-Based Methods: Selection and application of effective teaching and methods that are supported by research is most appropriate, so that evaluation can be carried out periodically.
6. Guided Student Performance Strategy: Here student response to instruction should be continually assessed for use in evaluating the effectiveness of instruction and adjusting instruction when necessary. Here, tasks are broken down into smaller, obtainable skills in order to ensure progress.
7. Structured learning and Educational Environment: Most students with learning and behaviour problem are educated in the general education classroom. But students who have severe learning and behaviour problems may receive a range of support services including reading or math support counselling, individualized instruction with a teaching assistant and special education programme. Specialist in reading and maths typically provide supplemental instruction to the regular reading or maths instruction the students received in the general education classroom. This helps the students concerned to reach expected performance levels. Often specialists and classroom teachers collaborate to ensure that the instruction they provide is consistent and follows a similar sequence of skills.

8. **The Management Strategy:** One of the most powerful tools for improving learning is careful use of instructional time. For teachers working with students who are functioning below grade level, effective time management becomes an essential part of designing and providing instruction. In addition to avoiding wasting time, teachers must decide how much time to give to each activity or concept (good and Brophy 1997).
9. **Delivering Instruction Strategy:** in addition to planning and designing effective instruction for students with reaching problems, the delivery of the instruction must be considered. Several features occur during the delivery of effective instruction, including use of a quick pace, providing sufficient opportunities for students to respond and error correction.
10. **Quick Pacing Strategy:** Quick pacing refers to instruction and student response that move at a manageable pace for students while taking full advantage of every minute of instruction. A quick pace eliminates unnecessary teacher talk and minimizes the amount of time between activities, allowing for more instructional time. For children who are behind in their reading skills, increased instructional time is essential. A quick pace also keeps students actively engaged in the lesson.

Scaffolding Strategy: An essential element of effective instruction for students with learning and behaviour problems is the use of scaffolding (Cagne, Kame'enui and Simmons, 2001, Torgesen 2002). Scaffolding means adjusting and extending instruction so that the student is challenged and able to develop new skills. The teacher can scaffold instructions to meet the needs of the learners by manipulating the task, materials, group size, pace, presentation and so on. To scaffold instruction effectively teachers must teach new content in manageable steps, use explicit, systematic instruction for each and provide practice and review until students are independent and confident.

Teaching in manageable steps involves breaking complex tasks into smaller steps to allow students to master each step of the task. Each step should be slightly more difficult than the previous one and should lead up to the full complex skill and the students are to learn. Providing specific instruction for each step of a complex task not only enhances student success, but also creates a clear picture of what sub skills students have mastered and what still needs further instruction or practice. In addition to teaching in small segments, each step must be taught by using explicit systematic instruction. Explicit instruction includes modelling, guided and independent practice and use of consistent instructional procedures.

Systematic instruction refers to sequencing instruction from easier to more difficult and teaching the easier skills to mastery before introducing more complex skills. Scaffolding reading instruction is analogous to the process many parents use when teaching their child to ride a bike.

Adaptations Strategy:“The adaptation is to provide all students with the opportunity to participate to the maximum extent possible in typical activities of the classroom. The use of adaptations enhances learning for all students not only those with learning and behaviour problems (Roller, 2002). The use of adaptations is one way to demonstrate acceptance, respect, and interest for individual learning differences. Adaptation can be divided into three categories:

1. **Instructional design,** example includes accessing resources, collaborating with other professionals, having a plan of adaptations and integrating technology.
2. **Instructional and curricular,** example includes making visible and explicit; using clear, simple languages, breaking a task or activity into steps and providing multiple ways of demonstrating learning.
3. **Behavioural support** includes teaching alternative behaviours, being consistent, providing structure and being proactive.

Use of sufficient opportunity for Student Response Strategy:When delivering, the teacher's focus should be on allowing students to practice and review the skills being taught. Therefore, lessons should be filled with opportunities for students to respond and demonstrate what they are learning. There are several ways to increase the number of opportunities to respond within a lesson:

- ❖ **Limit teacher talk:** Limiting the length of teacher talk can be accomplished by breaking up teacher modelling or explanations of concepts with questions for the students. Students can replicate teacher models or respond to related questions as each step of a process or strategy is taught.
- ❖ **Use choral and individual responding:** choral responding permits all students participating in the lesson to answer at the same time. Its use, followed by individual responses of students, increases the number of opportunities a particular student has to practise skills with a lesson.

- ❖ Use a variety of grouping formats: Teaching students in small groups or using structuring lesson for pairs of students gives each student, who have reading difficulties or disabilities, extensive practice to learn new concepts. Providing additional practice opportunities within the lesson is an effective way to increase skill levels.

Error correction strategy: This strategy refers to the teacher assistance that is provided when students respond incorrectly during a lesson or while reading a passage. Students with reading difficulties or disabilities need teachers to assist them with errors immediately and to provide additional opportunities to practice the skills correctly after assistance. (Harker, Hasbrouck and Denton, 2002). When students read or answer question correctly without immediate error correction, they practice the skill incorrectly. The effects of inaccurate practice can add up quickly, allowing the students to learn the skill incorrectly. This means that the students will have to spend a significant amount of time relearning the skill in the future, hence it is better to correct the error immediately.

CONCLUSION / RECOMMENDATION

This article has highlighted how to identify or describe a child with learning disabilities/behaviour problems. It also went further to highlight the symptoms that you may see before you can make conclusions on who has learning disability/behaviour problems. It equally gave elaborate intervention/management strategies for these categories of students with learning/behaviour problems with a view to improving and, if possible, to give them inclusive education and care that will enable them to function at optimal levels. Having gone this far, the writers wish to recommend that for the above mentioned intervention and management strategies to work effectively, care givers and other stakeholders must evaluate the various strategies regularly through the use of various evaluation measures such as the use of the following:

- ❖ **Progress Graphs and Charts:** These measures are generally used to ascertain progress on one behaviour or skill. Graphs seem particularly well suited for self-monitoring because results are displayed in such manner that they are easy to interpret. Note that for you to use progress graph, the behaviour, skill or knowledge must be quantifiable either by time or by occurrence.
- ❖ **Performance Records:** It is used to record students' progress across a set of skills or knowledge and for a significant length of time. An example is the individual Educational Programme (IEP) and curriculum based measurement (CBM).
- ❖ **Process Record; Portfolios, learning logs and Dialogue Journals:** The use of portfolios, learning logs and dialogue journals not only highlight task performance across time but also document progress in the learning process. In a portfolio, samples are collected across the semester of a year. Not only are the final products collected, but so are rough drafts, planning or brainstorming sheets and practice sheets. The teacher can also use learning logs or dialogue journals to share thoughts about projects on which the students are working. Learning logs allow the students to reflect on their learning and the processes they have used in learning.

Finally, the use of goal setting in instruction helps the teacher to know where he/she is going and where to draw strength, progress and further intervention strategies that ensure continuous improvement and functioning.

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FUTURES AND SPOT PRICES WITH REFERENCE TO MCX METAL-A STUDY

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ABSTRACT

Derivatives markets in India have been in existence in one form or the other for a long time. In the area of commodities, the Bombay Cotton Trade Association started futures trading way back in 1875. In 1952, the Government of India banned cash settlement and options trading. Derivatives trading shifted to informal forwards markets. In recent years, government policy has shifted in favor of an increased role of market-based pricing and less suspicious derivatives trading. The first step towards introduction of financial derivatives trading in India was the promulgation of the Securities Laws (Amendment) Ordinance, 1995. It provided for withdrawal of prohibition on options in securities. The last decade, beginning the year 2000, saw lifting of ban on futures trading in many commodities. Around the same Period, national electronic commodity exchanges were also set up. Derivatives trading commenced in India in June 2000 after SEBI granted the final approval to this effect in May 2001 on the recommendation of L. C Gupta committee. Securities and Exchange Board of India (SEBI) permitted the derivative segments of two stock exchanges, NSE and BSE, and their clearing house/corporation to commence trading and settlement in approved derivatives contracts. Initially, SEBI approved trading in index futures contracts based on various stock market indices such as, S&P CNX, Nifty and Sensex. Subsequently, index-based trading was permitted in options as well as individual securities.

Key Words: futures, spot, MCX mcxmetal index, regression correlation

INTRODUCTION

A futures contract is a binding, legal agreement to buy (take delivery) or sell (make delivery of) a commodity. The terms of a futures contract are standardized by type (corn, wheat etc), quantity, quality, and delivery time and place. The variable portion of the contract is the price, determined at the time of trade in a process called price discovery that takes place on trading floor. Derivatives are useful for reducing many of the risks history of financial markets has evidence to suggest that when risk management avenues are provided by means of derivatives, markets attract higher volumes of investments from savers, strengthening the markets in the process.. Derivatives products serve the vitally important economic functions of price discovery and risk management. The transparency, which emerges from their trading mechanism, ensures the discovery in the underlying market. Further, they serve as risk management tools by facilitating the trading of risks and get rid of undesirable undertones. To facilitate the development of derivatives market, it is necessary to educate the market participants /investors on the merits of these new age products and their strategic use. In this regard, the role of SEBI, stock exchanges and its member participants is very much needed. To keep speed with inevitable and persistent uncertainty, today's investors must understand the basics of derivatives. Derivatives serve as tools for managing risk when used judiciously and cautiously. At present six National Level Commodity Exchanges in India are working. These are:

- (i) National Multi Commodity Exchange of India (NMCE),
- (ii) National Commodity Derivatives Exchange Ltd. (NCDEX),
- (iii) Multi Commodity Exchange of India Ltd.(MCX),
- (iv) Indian Commodity Exchange Ltd(ICEX),
- (v) Ahmedabad Commodity Exchange(ACE),
- (vi) Universal Commodity Exchange, Mumbai (UCE)

Futures trading characteristics:

- (i) The commodity should have a suitable demand and supply conditions i.e. volume and marketable surplus should be large.
- (ii) Prices should be volatile to necessitate hedging through futures trading in this case persons with a spot market commitment face a price risk. As a result there would be a demand for hedging facilities.

- (iii) The commodity should be free from substantial control from Govt. regulations (or other bodies) imposing restrictions on supply, distribution and prices of the commodity.

The commodity should be homogenous or, alternately it must be possible to specify a standard grade and to measure deviations from that grade. This condition is necessary for the futures exchange to deal in standardized contracts.

DEVELOPMENT OF COMMODITY FUTURES

“Agricultural commodities constituted a significant proportion of total value of trade till 2005-06. This place was taken over by Bullion and other Metals in 2006-07. Further, there has been a fall in agri-commodity volumes during 2007-08 over the 2006-07. Negative sentiments have been created by the decision to de-list futures trade in some important agricultural commodities. “During the year 2009-10(up to December2009), value of trade in agricultural commodities was about 16.33 per cent. Agricultural commodities, however, accounted for 38 per cent of the total volume of trade.”¹² In value terms, bullion accounted for the maximum share of commodity groups followed by energy and metals. It means various delisting of agri commodities was responsible for the poor growth of the poor trading of agri commodities. De-listing has adversely affected market sentiment regarding futures trading more generally; this must be because of the “go-stop” nature of government policy on the matter.

OBJECTIVES OF STUDY

- 1) To study the relationship between the future and the spot market during 2005 till 2014.
- 2) To study and analyze the performance of future and spot price movement during 2005 -2014.

REVIEW OF LITERATURE

Mamta jan et.al. 2014: According to their study it emphasizes on finding out the relationship between future prices and spot prices of selected agricultural commodity Black Pepper by applying Co-integration test using secondary data of 59 futures contracts for the period of 5 years from June 2008 to May 2013. On the basis of this study, conclusion has been drawn that is a co-integration between future and spot prices of agricultural Commodity Black pepper.

Prashanta athma et.al (2013):According to their studies which reveals that the average Futures prices are greater than the average Spot prices due to the fact that the Comdex is a combination of perishable and non-perishable commodities. They have notice that Futures showed the leadership in the markets, with the help of multiple Regression, and with similar results are being shown with Vector Error Correction model and the Granger Causality. Finally they are of the opinion that the market are efficient and availability of Comdex for the trading can enable the market participants to hedge their risk.

Harwinder et.al (2013): According to his analysis there is drastic change in the commodity futures market since its inception in terms of volume of trade and numerous product combination available for the investors .According to him commodity futures market playing two very important functions of the economy the first one is the price discovery and risk management, which again provides the liquidity and help in hedging future price risk. Secondly it further develop the field of electronic warehouse receipt which definitely proof to be commodity market the strengthen the Indian economy.

Kushankur Dey et.al (2012): According to their study market has witnessed phenomenal growth in terms of products on offer, trade volume, participation, and three-dimensional distribution. Pepper has been selected as a commodity to explore the price discovery. Some light on existing methods of price discovery mechanism through some perceptive implications from futures to spot prices has been observed in the Indian pepper futures market. However, the adjustment of innovations or surprises in the futures market is relatively faster than that of the spot market.

Sanjay Sehgal et.al. (2012):They studied the price discovery relationship for ten agricultural commodities. Price discovery results are encouraging given the blossoming atmosphere of commodity market in India. However the market does not seem to be competitive. Their findings have inferences for policy makers, hedgers and investors and will help in deeply understanding the role of futures market in information spreading. Forwards Market Commission (FMC) should be given adequate powers to regulate commodity market and punish any insider trading and price manipulations. Well-organized, electronically traded spot markets and well testing labs must be developed, ensuring transparency and trading efficiency should be established to strengthen the derivative market trading mechanism for efficient price discovery mechanism.

RESEARCH METHODOLOGY

The following methodology has been adopted.

i) Research Design

The proposed work is based on empirical study and the research is descriptive and explanatory in nature.

ii) Data Collection

The secondary data has been collected from authentic websites of mcx. The closing future price of the commodity under observation has been taken.

iii) Tools for the Study

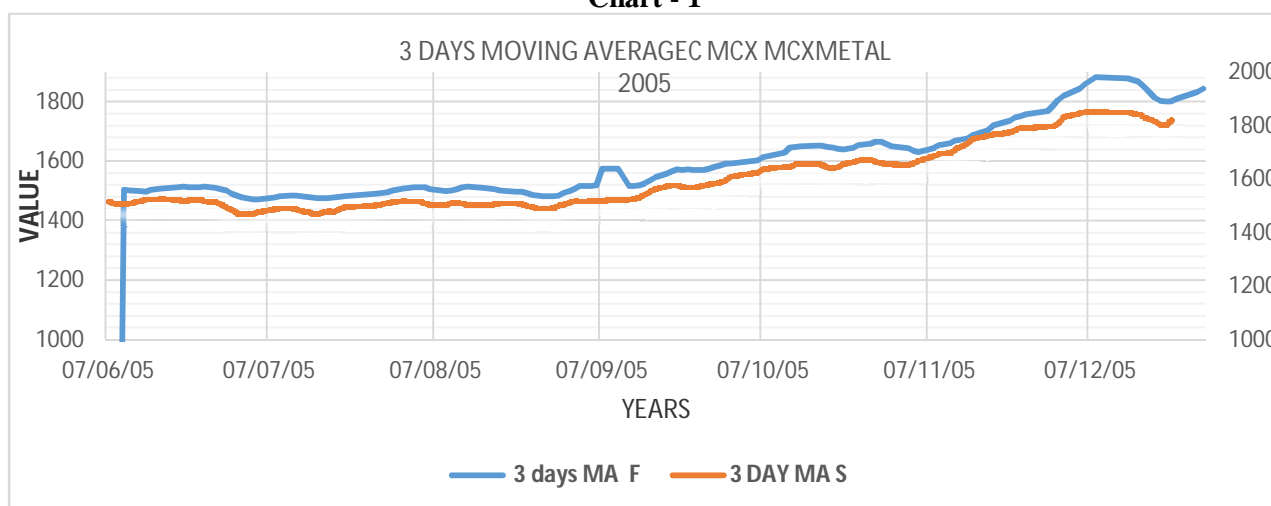
Moving Averages, multiple Regression, Correction

iv) Scope of the Study

There are various indices of commodity are available like MCX COMDEX , MCX METAL MCX ENERGY, MCX AGRI rainfall etc. for better comparison and analysis only MCXMETAL have been taken in the analysis. i.e. 2005-2014 only for nine years. Under commodity derivatives forward, future, option and swap many other are available but focus of this research is on the future and spot commodity prices.

DATA ANALYSIS AND INTERPRETATION

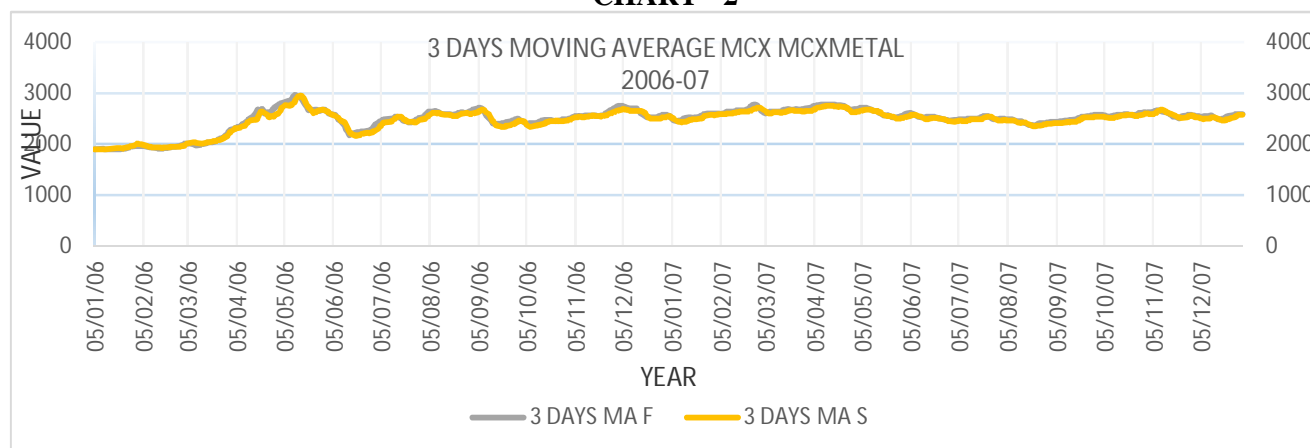
Chart - 1



Source: calculated from the MCXMETAL data from www.mcxindia.com

Interpretation: The graph for the period 2005 in chart 1 indicate a very close proximity between the movement of the future and spot prices. Where spot was prominent in leading the future at certain point of time otherwise both the markets are closely dominating each other.

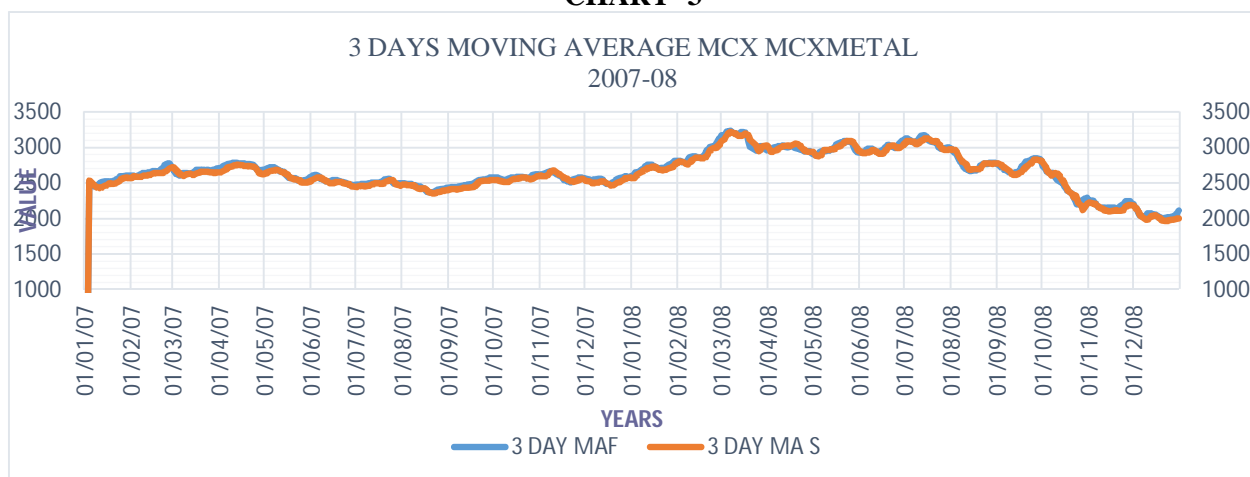
CHART - 2



Source: calculated from the MCXMETAL data from www.mcxindia.com

In 2006-2007 (chart 2) it is clearly seen that futures and spot prices reveal that futures leads the spot more number of times whereas we can conclude that both are markets are moving in the same direction with slight variation.

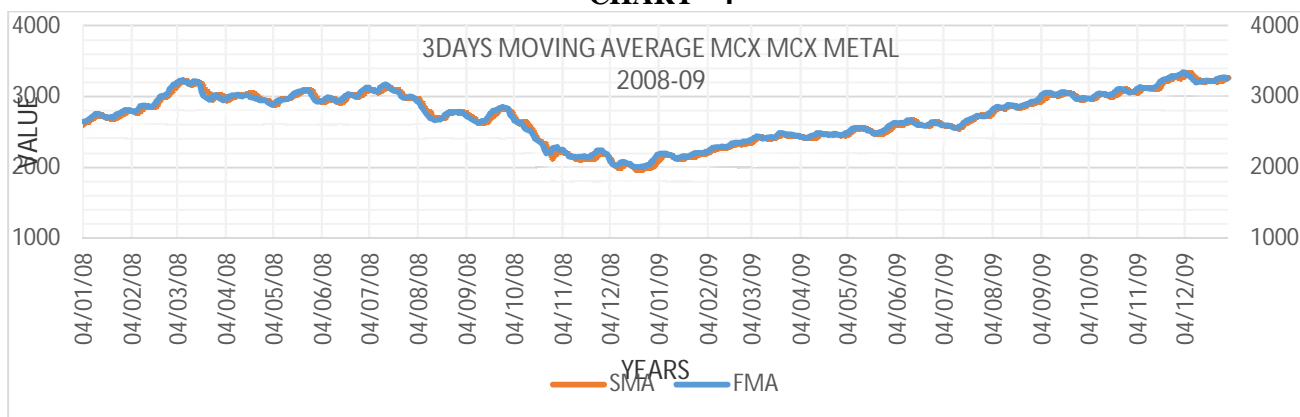
CHART- 3



Source: calculated from the MCXMETAL data from www.mcxindia.com

From chart 3 it is observed that futures leads the spot more number of times whereas spot could not able to lead the Futures therefore we can conclude that both are markets are moving in the same track with slim deviation.

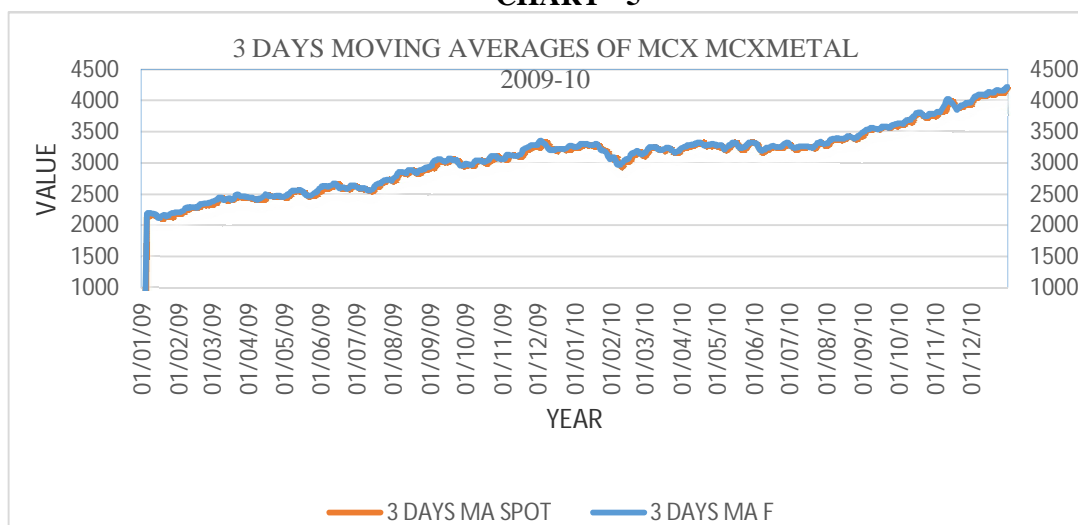
CHART - 4



Source: calculated from the MCXMETAL data from www.mcxindia.com

From the above chart 4 it is seen that very few time the spot prices are marginally outperforming the Futures prices whereas the Futures are playing the lead role in this year also.

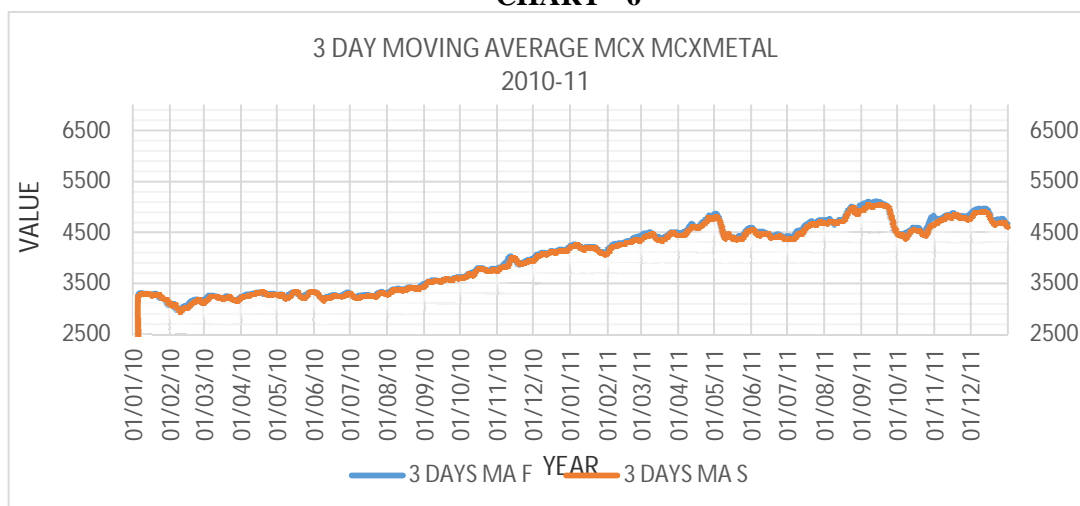
CHART - 5



Source: calculated from the MCXMETAL data from www.mcxindia.com

From the above chart 5 it is seen that Futures prices are leading the spot prices whereas spot prices in the two years did not even single time outperform the Futures prices.

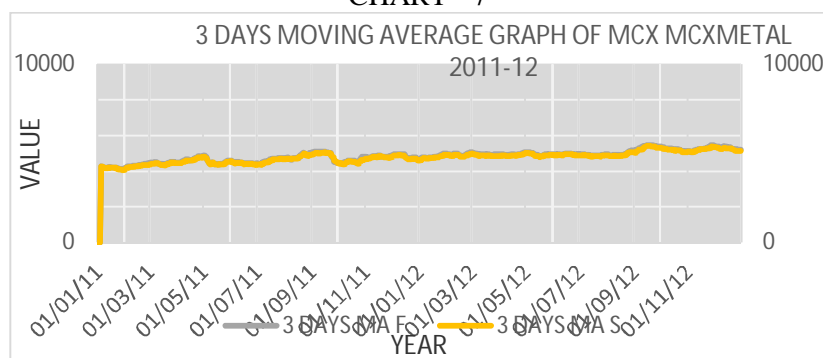
CHART - 6



Source: calculated from the MCXMETAL data from www.mcxindia.co

According to the above chart it can be cleared that all the year 2010-11 have witness the Futures price domination when compare to spot prices.

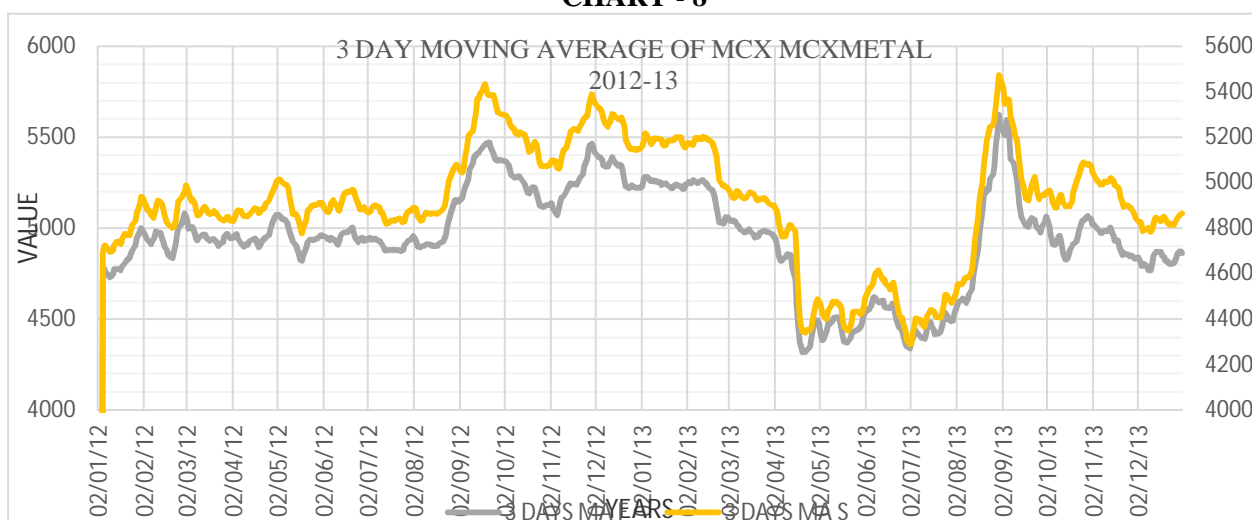
CHART - 7



Source: calculated from the MCXMETAL data from www.mcxindia.com

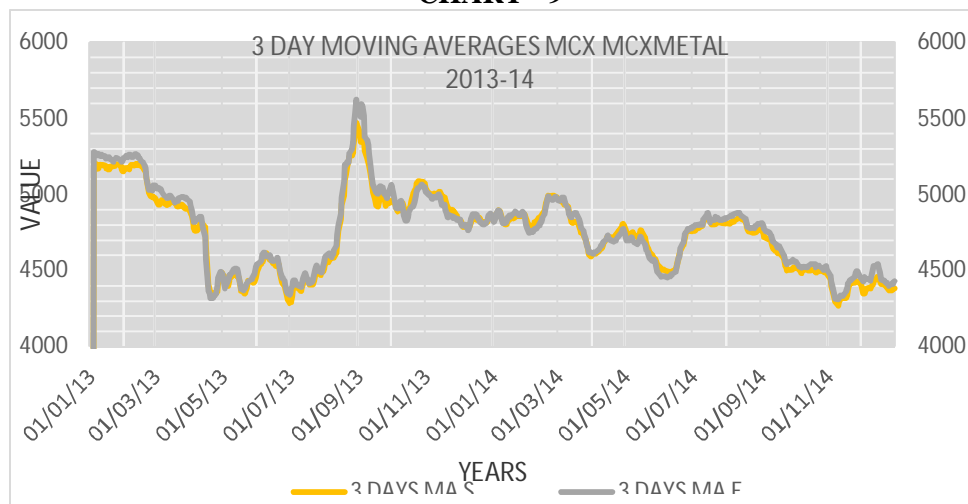
According to the above chart it can be cleared that by and large, Futures moved ahead of spot, the market moved closely together with a narrow basis.

CHART - 8



According to the above chart it can be cleared that by and large, Spot moved ahead of Future, the market moved closely together with a narrow basis.

CHART - 9

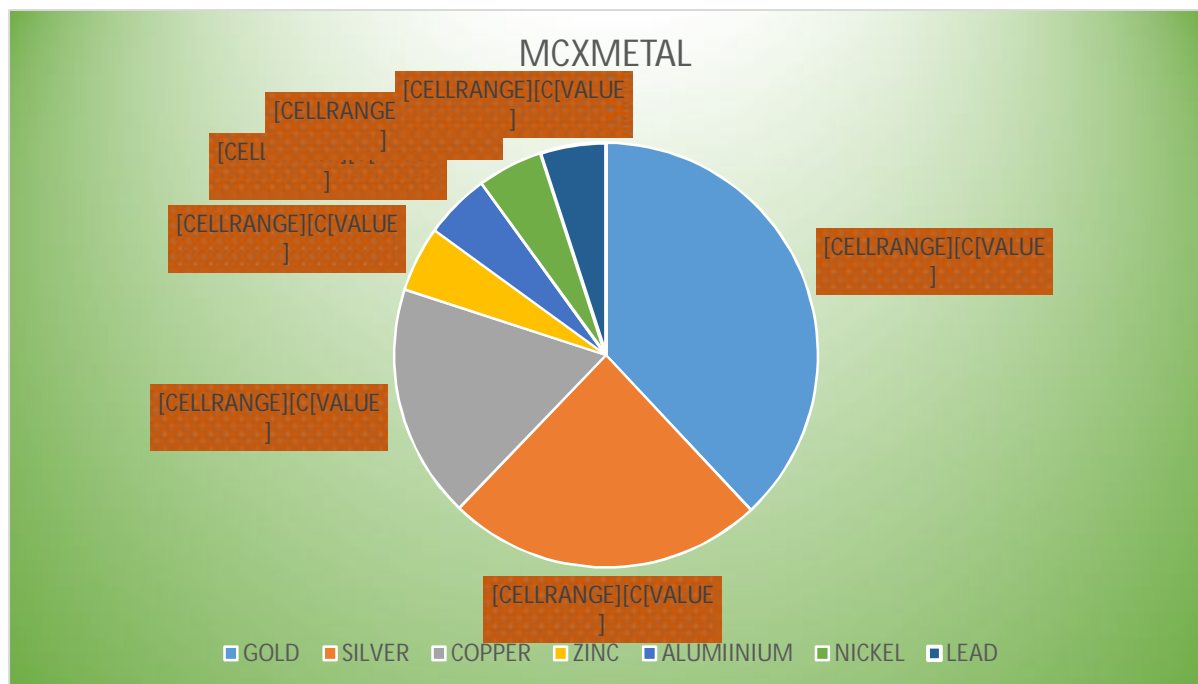


From chart 8 it is clearly seen that by and large, Futures moved ahead of spot the market moved closely together with a narrow basis.

Mcxmetal structure

GOLD	15.21%
SILVER	9.66%
COPPER	7.13%
ZINC	2.00%
ALUMIINIUM	2.00%
NICKEL	2.00%
LEAD	2.00%

Source www.mcxindia.com



Source www.mcxindia.com

Correlation between Futures prices and Spot prices (percentage)

2005	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
97	97	98	99	100	100	99	98

Regression Analysis Futures prices and Spot prices where Y (spot) is Independent and X (Future) is independent

2005	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
0.97	0.97	0.98	0.98	0.99	0.99	0.99	0.98

From table 1 it is clearly seen the perfect positive correlation between the Spot and Futures price all the years from 2005 till 2014, and from table 2 Regression Analysis shows that Futures prices are dependent on spot prices.

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GENDER THERAPY- A LATEST TREND TO SOLVE SOCIAL ISSUES

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Recent time is witnessing increasing violence in an almost indiscriminate manner. In most cases these are directed towards women and children and are taking the forms of sexual abuse, harassment, rape and consequent murder. Today, media are turbulent with the news of the rape and physical assault of a 70 year old Christian Nun in Ranaghat, West Bengal, who resisted a robbery in the institute she works and stays in. Just before that issue much criticism was directed towards Leslee Udwin who directed India's Daughter, a documentary film and is part of the BBC's ongoing Storyville series. The film is based on the 2012 Delhi gang rape and murder of a 23-year-old woman who was a physiotherapy student. In the movie, one of the convicted rapists serving life imprisonment, Mukesh Singh, was interviewed for the documentary. He said in the interview "When being raped, she shouldn't fight back. She should just be silent and allow the rape. Then they'd have dropped her off after 'doing her', and only hit the boy." He later added, "A girl is far more responsible for rape than a boy ... A decent girl won't roam around at nine o'clock at night ... Housework and housekeeping is for girls, not roaming in discos and bars at night doing wrong things, wearing wrong clothes." A report by the Navbharat Times has suggested that Mukesh Singh was paid 40,000 (about GB£420) to do the interview. According to the report, initially he had asked for 200,000, but the amount was negotiated down and the sum was given to his family. However, the film maker denies that he was paid for the interview.

A.P. Singh, a defence lawyer in the case, was shown saying, "If my daughter or sister engaged in pre-marital activities and disgraced herself and allowed herself to lose face and character by doing such things, I would most certainly take this sort of sister or daughter to my farmhouse, and in front of my entire family, I would put petrol on her and set her alight." Asked later if he stood by those comments, he insisted that he did.

These incidents arouse many social, political and cultural issues; have given birth to too much controversies and debate. Oppression over women had never been so nude and ugly in published news. However, a student of psychology would like to search for such attitudes towards a woman's status in so called 'civilized' society in the factors much deeper. Before the search begins it is necessary to clarify some of the constructs related to the issue.

GENDER - A SCHEMA AND A STEREOTYPE

According to American Psychological Association (2007) 'Gender' refers to 'psychological, social and cultural experiences and characteristics associated with the biological aspects of being female or male'.

According to Women's Commission for Refugee Women and Children in New York (2005) Gender roles and expectations are learned. They can change over time and they vary within and between cultures. Systems of social differentiation, such as political status, class, ethnicity, physical and mental disability, age and more, modify gender roles. The concept of gender is vital because, applied to social analysis; it reveals how women's subordination (or men's domination) is socially constructed. As such, the subordination can be changed or ended. It is not biologically predetermined nor is it fixed forever (Definition from UNESCO's Gender Mainstreaming Implementation Framework, Baseline definitions of key concepts and terms, April 2003.) .

A gender schema is a cognitive structure consisting of a network of associations that organize and guide an individual's sex-linked perceptions.

Sex-typing derives in part from 'a generalized readiness to process information on the basis of sex-linked information that constitute gender schema' (1981).

CONSTRUCTION OF MALE ROLE

As discussed above, gendered norms and behaviors are taught and learned rather than being natural or genetic. Though each societal construct of masculinity varies over time and according to culture, age and position within society, all men share a common thing---- gender privilege. By virtue of being born male, men are granted access to power, position and resources on a preferential basis to women. This is often taken for granted, assumed and seldom earned. Cultural norms about gender roles are "delivered" to a child by the family, the peer group and the community. Young boys, for example, are generally allowed more freedoms and have fewer restrictions placed on them than young girls. They are taught to play rough, to stand up for themselves, not to walk away from a fight. They run out to play while their sisters are kept indoors to care for younger children and to help with domestic chores.

At an early age many boys learn that they must be strong, they must not show their feelings, and that conflict is resolved by physical violence and sometimes even that boys are superior to girls. This socialization can lead boys and men to feeling justified in subordinating women and girls.

As boys grow up, they often have priority access to higher education, especially if the family can afford to send only one child to school or college. They generally receive better jobs, or the same jobs at better pay. As adults, men are taught to define themselves by their career success.

Men and boys are, in most cultures, socialized to be competitive, aggressive and dominant.

Political and economic power are valued and rewarded. Physically and financially powerful men are viewed as desirable by women and enviable by other men. Men are also, at times, socialized to be sexually promiscuous, even sexually irresponsible.

Men are socialized into their gender roles and pressured to follow rules about how a man should think, feel and act. Men are urged to excel. They are supposed to grow up to be powerful and not to show weakness; they are preferred, valued and encouraged more and prepared better for careers than are females. They are expected to be independent, demanding and aggressive.

Aggressive behavior, as an example, is reinforced and glorified by the violence in movies, sports and the military. The male heroes are generally strong, tough, often superhuman and ultra macho.

CHANGE IN MALE ROLES-----FACTORS AND CONSEQUENCES

Feminist movements portrayed women as victims and men as persecutors. Sometimes it is claimed that this over generalized insensitivity may damage boys and men's self esteem and hinder the development of mutually respectful men-women relationship.

O'Neill and his colleagues (1986) developed a Gender Role Conflict Scale (GRCS) that identified four gender role conflict patterns of factors, namely, i) Success, power and competition ii) Restrictive emotionality iii) Restrictive affectionate behaviour between men and iv) conflict between work and family relations.

The underlying idea behind the GRCS is that the process of male socialization creates conflict, stress and anxiety for men when they deviate from masculine ideals. Studies (Good et al., 1996) suggest that gender role conflict is associated with higher levels of depression, interpersonal sensitivity, predicted paranoia, psychoticism and obsessive compulsivity.

Further, in a comparative study of non clinical samples of college aged and middle aged men, it is found that middle aged men were less conflicted about success, power and competition, but were more conflicted between family and work responsibilities (Cournoyer and Mahalik, 1995). Studies also illustrate that wanting to deviate from traditional masculine roles often comes at a psychological price.

Though largely formulated by men, perhaps existing counselling and therapy approaches are insufficiently sensitive to men's as well as women's experience and issues. Regarding life span problems, men do not have the kind of problems that women do, for instance going through the menopause. On the other hand men's life expectancy is on average five years lower than women. Biddulph (2003) observed that American men exceed women in thirteen leading causes of death, be it a car accident, heart attack or liver disease.

Nelson -Jones (2012) has pointed out several psychological problems beset boys and men: for example behavioural problems in school, hurt stemming from absent or neglectful fathers-----sometimes called 'father hunger' work related stress, alcoholism, being physically violent, pressure to initiate relationships with opposite sex, pressure to perform sexually (men cannot fake erections), difficulty showing tender feelings and vulnerability, insufficient preparation for fatherhood, insufficient intimacy with same sex friends, pressure to be financially successful, loss of identity through unemployment and loss of contact with children after a relationship break up. Many men are challenged to adjust to the changes brought about in their partners by the women's movement. Women easily outnumber men as clients in therapy. This imbalance indicates that another problem for men by their greater unwillingness to admit to problems and seek psychological assistance when experiencing difficulties themselves and creating difficulties for others.

Recently, awareness is growing about daily gender related issues in the process of psychotherapy. It is found, now-a-days; numerous men remain at low levels of awareness about the effects of gender conditioning on their psychological well being.

GENDER THERAPY ---- GENERAL GOALS

General goals of Gender Therapy are similar to any other therapeutic process. They include helping individual clients use their strength and potential, make appropriate choices, remedy poor skills and develop positive and flexible self concepts. In addition, therapeutic goals relating to gender roles often involve both male/female partners: for example, learning to deal with demand/withdraw interaction pattern in marital conflict (Christensen and Heavy, 1993) and handling the numerous issues confronting dual-career couples in a time of rapid technological and economic change (Fallon, 1997; Serlin, 1989).

Since the focus of this article is to question the role a man plays in indiscrete violence and in degrading women with an intense hatred, goals and issues related to male role will be highlighted in the discussion.

THERAPEUTIC GOALS FOR MEN----BREAKING THE BARRIER

Since considerably fewer men than women come for therapy, one broader goal may be to increase the number of men prepared to address their gender role and other problems in therapy.

Men, like women, need to free themselves from limiting gender role stereotypes and develop more of their unique potential.

Another therapeutic goal would be, where appropriate, to make men aware of the extent to which their thoughts, feelings and behaviours have been and continued to be heavily determined by their past and current gender role socialization.

Other therapeutic goals for men clients include stopping being physically violent both inside and outside home, dealing with work related stress, overcoming tendencies to treat women as sexual objects, dealing constructively with homosexuality and bisexuality and developing better health care skills.

It is essential to put men in positions of exploring, understanding and altering their own gender roles. Positive maleness, combining tenderness and toughness and treating women with respect as equals, is a desirable outcome from this process. Boy and men are likely to be more constructive and caring if assisted to become confident in manhood rather seeking to prove themselves all the time by pretending to be what they are not.

GENDER THERAPY FOR WOMEN-----OTHER SIDE OF THE COIN

While highlighting issues related to male role and conflicts, a psychologist as a social scientist cannot and must not overlook the issues and conflicts related to female role as well. It cannot be denied that socialization at its early and crudest form begins in home, in the arms of a caregiver, who is almost always a woman. A boy child or a girl learns his or her first lesson to look at oneself and others coloured with gender, along with many other cultural parameters. It is equally essential that a woman must learn to respect herself as an individual and neither as a victim of oppression nor as a helpless and demure wall flower. Assertiveness training, gender role analysis and consciousness raising are some of the therapeutic needs for women. According to Chaplin (1999) therapeutic goals of women should be directed towards building self esteem and sense of control over their lives.

Feminist therapy based on Chaplin's (1999) 'cognitive feminism' approach stresses feminine rhythm model. In the rhythm model there is flow and balancing between extremes, for instance alternating between joy and sorrow throughout a day. Each client needs to find her own unique rhythms and balancing between her 'active' and resting sides, her 'private' and 'public' sides, and her 'self expression' and 'caring for others' side.

Five central principles of feminist therapy (Ballou, 1996; Cheatham et al., 1997) are as follows:

- 1) **Egalitarian relationships** related to fair distribution of power to both the genders.
- 2) **Pluralism**, which is an acknowledgement and giving value to individual differences and diversities between genders and showing respect to it.
- 3) **Working against all forms of oppression**, for instance, on the basis of sex, sexual orientation, race, culture, religious belief, lifestyle choice and physical disability.
- 4) **Emphasis on external factors** such as social/ political/economic structures for shaping women's values and self concept.
- 5) **Relying on the actual experiences** of women for description of 'reality' rather than interpreting those experiences based on a general, often male dominated behaviour.

RETURNING TO THE “WORLD OF MEN”

Greer (1999) was of opinion that virtually all of the negative behaviours towards woman are symptomatic of men's psychological wounds and insufficient personal development rather than their innate badness. Unfortunately, the behaviour of some wounded men, for instance gang rape and post rape violence on “Nirbhaya” do little to generate sympathy for their underlying suffering and low self esteem. Nonetheless, current literature show an increasing awareness on men's issues focusing on negative aspects of men's behaviour changing, such as curbing domestic violence and sexual abuse. Recent articles in counselling and therapy books (Biddulph, 2003) advocate positive maleness and how to achieve it.

Men's therapy can be conducted both on an individual basis, in men's groups and as a part of working with couples and families. In addition, sometimes, both men's and women's issues are addressed in mixed groups.

In sum, men's movement and men's therapy can be viewed as complimentary to feminist movement and feminist therapy.

EPILOGUE

No idea, philosophy theory and practice are free from follies. There are benefits as well as risks in focusing on gender role issues. The benefits include a lessening of sexist oppression, a greater chance for people to develop their full human potential rather than lead lives constricted by gender role stereotypes, and greater attention paid to developing interventions for the specific problems that beset sex.

As for risks, changing current balance of gender roles may lead to people's selfishness in already highly individualistic western culture.

Both men and women may sacrifice communal values, and possibly the welfare of children too, in the interests of their own individual development.

However, feminist therapy redresses the neglected issue of insufficient gender role socialization. There is still considerable scope for originating new counselling and therapy approaches as well as for modifying existing ones, to promote equality between the sexes and to liberate girls, women, boys and men to become more fully human.

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MANUSCRIPTOLOGY : A NEW TREND OF RESEARCH IN SANSKRIT**Dr. Baisakhi Ghosh**

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INTRODUCTION

In the modern field of Sanskrit study and research a new trend came, i.e. to prepare and publish critical edition of several manuscripts. Manuscriptology become a very important subject of study. Most of the Universities have made this as a compulsory subject for M.Phil, Pre-Ph.D courses. Now the question is – “What is Manuscriptology ?” It is a branch of knowledge which makes a systematic study of all processes, through which a manuscript undergoes, commencing with the preparation of the text by the original author in the form of a printed book by an editor. Any hand written document whether lithic, records, epigraphs, the copper plates, copies of inscriptions of the historical interest etc. in the general sense of the word may be called as “Manuscript.” But for the purpose of Manuscriptology only copied by the scribes and then preparation of the text by the original author and getting it in the printed form of its critical edition by an editor is the main object (Moksa) of a Ms.

PROBLEMS RELATED FOR DECIPHERING MANUSCRIPTS

To day Manuscripts are written in various scripts and languages for developing nature. Actually this is a process of copying and recopying after a considerable period of time. Sometimes the same script in course of time, may take a new form which becomes very difficult to recognize the original. So scriptology is also one of the very important part of Manuscriptology. Without having the complete and accurate knowledge of the script may cause blunders. The scripts play an important part of Manuscriptology, now are studied under “Paleography.”

HISTORY OF MANUSCRIPTOLOGY

As a matter of fact it is a very old practice. Its history goes back to the period when the art of writing was introduced and the knowledge of Veda began to be imported through writing. It was in the stage when Mss (book or grantha) began to be prepared. Actually Vedas and Samhitas were preserved in oral tradition. But in this period the persons were not enough competent to grasp the knowledge of Veda through its oral tradition. So it was then needed to be collected. This work was done by the writer of Mahabharata, Krishna Dvaipayana Vyasa. The story of Vyasa and Ganesa the former, asking to the latter to become his scribe to write down Mahabharata, alludes to the preparation of first written Ms. by Ganesa, the presiding deity of art of writing. Accordingly the phrase “Sri Ganesaya Namah” (JI g[ezay nm>) began to be written on every piece of writing in token of expressing their salutations to Ganesa by all the writers and scribes.

The Western scholars (like MaxMullar, History of Indian Sanskrit Literature, 262) believed that art of writing was first introduced in Egypt and China and there from it came to India in a later period. But this view is not correct. The Indian scholars (i.e. K.C. Chattopadhyaya, References is writing of Rgveda, Poona Orientalia, Vol V, 49) believe that in India art of writing was introduced simultaneously with the introduction of literary composition, from the very early period. On the basis of the root $\sqrt{\text{rikh}} < \text{likh}$ (RV : VI, 53.7 – 8) to scrape or draw line, it is held the art of writing was known even in the mantra period. In a mantra (RV : X, 72.4) the use an expression “One seeing the speech sees not alludes to the written form of speech. According to Pt. Madhusudan Ojha, the first person of the world Brahma, had introduced a script which was known as Brahmi after his was name and the language Veda was composed in Chandobhyasta which on later developed into Sanskrit from which all Indian languages originated in due course. Campbell refers in brief that the God of Architect, Viswakarma was thought to create a holy alphabet Sanskrit (Devanagari) and then delivered to men (An introduction by AJD Campbell to Tyara De Kleen’s book “Mudras”, Ess Publication, Delhi 1975, 13)

The excavation made at “Harappa” and “Mohan-jo-daro” some seals have been found on which something has been scribed. That script reveals that the people of that time had definitely developed their script. Recently some books have come on the script of the Indus Valley civilization where the scholars identify the tellers scribed on those seals (N.Jha, Vedic Glossary on Indus Seal, ed. By B.K Jha, G.K. Pub., Varanasi, 1996). The Indus valley civilization developed their script which belongs to the Vedic period, most probably to the Mahabharata period. The nature of the Vedic script cannot be said so. But we may conclude that it was prior form of Indus and Harappan script.

PREPARATION OF MSS

In the history of Manuscriptology, there came a period when the original Mss began to be copied by the persons who were deputed by some kings or institutions. Every Royal Court has scribes, who were committed to write

royal orders. There were offers handsome remunerations to copy only the Mss. Thus there came into existence an institution of professional writers. Who were well versed in art of writing. They are called Lekhaka.

The introduction of the institutions of professional Ms-copyists, the Manuscriptology began to get the form of an art. They were paid a handsome amount for preparing such Mss. In the Buddhist period it was considered a sacred duty of a wealthy person visiting a monastery to render financial assistance for copying a text selected by the monks of the monastery.

There we found the religious feelings of the copyist who have played a significant role in the preparation of the Mss. A Ms was to be always remembered like the name of Lord Visnu. The pain which a scribe suffered in preparing a copy of texts was thought to be as a means of worshipping Visnu. A verse from a Ms reads as – “May the Lord Hari be pleased with the great pains I have taken to copy, and bless me with eternal knowledge.” (Quated by K.T. Pandurangi, The Wealth of Sanskrit manuscripts in India and Abroad, Bango lore, 1997, 2nd ed.)

MATERIALS USED FOR WRITING MSS

In ancient and medieval times different types of material were used for writing purposes, subject to the availability of the material in that part of the country. The word ‘patra’ referring to leaf or page reveals the fact that leaves of different trees may have been used as writing materials in the early stage of writing in India. About Patanjali it is said that he had written down his Mahabhasya on the leaves of tree. While he was sleeping, a goat came and chewed some of the leaves. And it is because of this reason some portion of his Bhasya on Panini’s Sutras are missing.

We may classify the writing materials follows below :

1. **Brick-bark (Bhurjapatra) :** Bhurjapatra was used as writing material in ancient time in Northern part of India. The Ms of the Kashmirian Atharvaveda of Paippalada recension written on 287 leaves in Saraa script is must important.
2. **Bark of Aloe-tree (Sancipat) :** Sanci is a kind of tall tree usually grown in the hilly areas of North-Eastern India comprising Kamarupa (Assam) Gauda Banga (Bengal) and some of it’s adjoining regions. Hundreds of Sancipat Mss are reported to still exist with individuals in Assam. (Biswanarayana Shastri, Sancipat Manuscripts, pub. in Palm-leaf and other Manuscripts in Indian Languages, 258)
3. **Palm-leaves:** Palm leaves have been the most popular material for writing Mss from the very beginning in India. There are two types of palm-leaves. Tala or Tada (Brorassue Flabellifer) which is also known as palmyra or Thalivela and Sritala or Sritada (corypha umbraculifera). The first one is available in plenty numbers in Orissa, Andhra Pradesh, Tamilnaru etc. And the second one is mainly available in North Karnataka, Cyclone and the Malabar coast. We find the references about the using of palm-leaves in several Buddhist Jatakas and Rajasekhara’s Kavyamimansa.

According to Katre the earliest palm-leaf document come down to us is Harinzi Ms of 6th century A.D. Kubjikamatam another Ms of 7th century A.D. was written in later Gupta characters.

4. **Kumbhi Bark -** Kumbhi trees are found good numbers in the jungles of Orissa. It was also used as an eminent material for writing Mss.
5. **Tulapat -** It was paper-made-cotton. In Assams it is called Tulapat. This is also used for writing Mss from early 19th century. (Biswanarayana Shastri, Sancipat Manuscripts’ Pub. in Palm-leaf and other Manuscripts in Indian Languages, 257).
6. **Cloth –** A special kind of strong cloth was also used for writing purpose in Indian. At Jaisalmer a piece of cloth was found where Jain scriptures have-been-written.
7. **Paper –** Paper came to India from Middle-East, especially from Persia from the second half of the 13th century during the Muslim rule. The Jain traders of Gujarat and North-Eastern India imported paper and blue pigment. Within a century the Jain religious texts were copied on paper (Tusharkanti Mahapatra, Palm-leaf and other Manuscripts in Indian Languages, 24). Recently Mss are written, copied recopied mostly on paper. Ramacharita manasa of Tulasidasa prepared first Ms. on paper. (Ramacarita., Bal.9.II).

MODERN AREAS OF MANUSCRIPTOLOGY

Manuscriptology is a new subject in modern time. It starts with the collection of Mss. It may be pointed out the first initiative in this regard was taken by the Western scholars in collaboration with Indian scholars. Sir William Jones came to Calcutta as a Puisue Judge of the then Supreme Court at Fort William in Bengal,

founded the Asiatic Society in 1784 A.D. Sri Kunjavihari Nyayabhusun, Rajendra Lal Mitra, M.M. Haraprasad Shastri, Jatindra Mohan Bhattacharya, Dinesh Chandra Sen and many others rendered valuable services for the collection of Mss. The Bombay Branch of Royal Asiatic Society was established in 1904. Dr. Bhau Daji, V.N. Mandalik, P.V. Kane, Dr. Velankar, P.B. Gajendragadkar and several other distinguished scholars were associated with this society. The Sarasvati Bhavan Library of the Government Sanskrit College Benaras (Now known as Sampurnanand Sanskrit Vishvavidyalaya, Varanasi) started collecting Sanskrit Mss as early as 1791. The details of Mss. collected by this library, were given in a 'Pandita Patrika' from time to time. So many libraries and research institutes were founded to keep the glory of ancient India. Specially Ms collections in all parts of the country. Gujrat has been the biggest centre of Mss collection pertaining to Jain Texts. the Government Oriental Manuscript library Madras was established with a view to collect Mss from the Southern regions. Besides these Research Institutes and libraries, there are large number of Ms. collections in all parts of the country. Gujrat has been the biggest centre of Mss. collection pertaining to Jain Texts.

CATALOGING

Cataloging is the most important aspect of Manuscriptology. It is a "Namakarana – Sanskara" of the Mss. The process of cataloging helps us to know the actual number of Mss. kept in one bundles or within two wooden covers. While cataloging the Mss, their conditions "good" or "brittle" should also be indicated. It may be noted that cataloging of Mss. is not an easy job. It requires intelligence as well as sufficient time. A cataloguer of Mss must be acquainted with the script and language of the text. He should possess a thorough knowledge of palaeography. Without going through the entire Ms, the cataloguer cannot be able to give full information about it.

Recently Subhas Chandra Biswas and M.K. Prajapati as an editor and sub-editor, respectively have compiled a "Bibliographic Survey of Indian Manuscripts catalogues published so far by different centres of Manuscript – collections. All though we cannot claim that all the Indian Manuscripts have been catalogued.

Like cataloguing, preservation and conservation of Mss are also important part of Manuscriptology. One must be acquainted with new scientific methods and techniques of preservation and conservation. Today various means have been evolved for preservation of the Mss of which, we may mention few follows below –

1. **AIR-CONDITIONING** : To keep the Mss safe from dust and climatic effects some of the institutes has been preserved the Mss in the air-conditioned room. But this costly facility most of the institutions could not afford due to the insufficient financial resources.
2. **FUMIGATION CHAMBER**: Fumigation chamber is another kind of modern method for Mss-preservation. Under this process Mss are spread over the shelves. Below the shelves the chemical like themol, ethoxide etc. are kept, which by themselves evaporate and the fumes of these chemical spread over among the palm leaves and thereby destroy the worms. This method of fumigation is applied every year.
3. **LAMINATION** : This is another method of preservation of Mss. It is one of the best devices and the easiest way of keeping the torn palm-leaves and paper Mss.
4. **USE OF CELLOTAPE AND TISSUE PAPERS** : By using cello tapes and tissue papers to set the torned pages of Mss properly, is the another method.
5. **USE OF INSECTICIDE OIL** : A kind of insecticide oil like citranol which is prepared from natural plants and herbs is used to save the Mss from the worm-eating. This is very useful method. After the application, the oil dries up very quickly and the smell of the perfume lasts for a longer time. This is widely used by the institutions now-a-days.
6. **MICROFILMING AND COMPUTERIZATION** : Microfilming and computerization of Mss are the best ways of preserving them. In earlier days a Ms, generally, used to take a considerable time for its copying and recopying. But micro-filming and computerization takes not so much of time. Indira Gandhi National Centre for Arts, (I G N C A) New Delhi, has undertaken a big project for micro-filming all Mss of the entire Indian languages available in different Ms-collections at various institutions.

Under the project of IGNCA the under mentioned centres are programming on micro-filming on their collected Mss. – (some selected centres name & their collections are mentioned below).

Name of the Centre	No. of Available Mss.
1. <u>Saraswati Bhavan Library, Varanasi</u>	1,20,000
2. <u>Oriental Research Institute and Mss. Library, Tiruvananthapuram</u>	54,000
3. <u>Maharaja Serfoji Saraswati</u>	
<u>Mahal Library, Thanjavur</u>	54,000
4. <u>Govt. Oriental Mss. Library, Madras</u>	45,000
5. <u>Bhandarkar Oriental Research</u>	
<u>Institute, Pune</u>	18,000
6. <u>Vaidika Samsodhana Mandala, Pune</u>	14,099
7. <u>Sree Sankar Mutt, Kanchipuram</u>	4,070

Out of these centres, the micro filming projects at Vaidika Samsodhana Mandala, Pune, Maulana Azad Arabic & Persian Research Institute Tonk, Rajasthan Vidyapeeth, Udaipur, etc were completed before 1996, and many more are on the verge of completion.

During the year 1996 sixteen thousands data-sheets pertaining to microfilmed material has been entered into computer LIBSYS software. All the 1600 entries have been printed on catalogue cards for reference purpose. The centres has provided a microfilmed copy of each Mss to the owners of the manuscripts, and to the refrence Library for consultation of the scholars. These facilities help the scholars to conduct research projects on critical edition any of the Mss on the national and international levels.

The Institute of Asian Studies, Chemmurcherry, Madras has also planned to microfilm the entire Tamil palm leaf Mss with a period of three or four years. The Institute has also planned to transliterate all the print-out of the Mss. Thus micro-filmed are transliterate into modern script by a team of editors.

CONCLUSION

Preparation of critical editions of ancient texts, preserved in manuscript forms is the most important part of Manuscriptology. Manuscripts are the very base point for preparing a critical edition of any ancient text. So before starting a work for a critical edition the editor should have to know how many Mss of the texts are available. A large amount of our ancient knowledge and thoughts are still lying unexplored in a form of manuscripts. These are written in various scripts. These Mss were originally written on birch bark, palm leaves, handmade papers etc. Later on, these original writings continued to be copied by various academic agencies. Sometimes the kings were interested in having a collection of Mss in their possession and for this purpose they had appointed scribes who use to copy down the Mss, both new and old. In this process of copying and recopying the texts suffered a great deal of textual variation which we call 'textual corruption' caused by many reasons. This is undoubtedly pose problems in arriving at a correct reading of a text but more than it when an editor finds the manuscripts in brittle condition. Such type of lacunae create major problem in transcription for preparing a critical edition of a text. So, bringing out critical edition of such texts of commentatorial nature is a very important field of research.

During last few years to popularize Manuscriptology, many pioneer institutions offered seminars and workshops with collaboration of different universities of India. Now some universities and institutions have started diploma and certificate courses in Manuscriptology and Palaeography. It would be very useful for the students as well as the young research scholars.

Besides these, to produce good number of students and scholars, much more awareness and knowledge of our ancient tradition is required and then we can preserve our heritage.

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PACKING MOVING BUSINESSES: A CONTEMPORARY ACCOUNT OF TRADITIONAL SHIPPING TRADE

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ABSTRACT

A moving company is a company that helps people and businesses relocate their goods from one place to another. Typically they use moving vans, but for international moves or where storage is required, they may use special containerized vans or shipping containers. National companies are typically organized with local branches or affiliated agents. That affiliation may be in the form of a franchise wherein the local agent is a franchise of a national company, or a cooperative, wherein the local agent owns a share of the national company. There are also many small independent moving companies which operate within any given local area. Embedded within the moving industry are the services of truck/trailer/moving equipment rental companies and companies selling moving supplies for people who want to pack and move themselves. Then they use a professional mover to load a moving van, drive it to the new residence and then unload it there. Objectives of this paper includes how the tradition form of transportation business changed into the present form of moving companies, given the importance of peripheral services from the core services.

Key words: Moving Company, Marketing mix of moving companies, Core and peripheral services of moving company.

PACKING MOVING BUSINESSES: A CONTEMPORARY ACCOUNT OF TRADITIONAL SHIPPING TRADE

Christopher Columbus discovered America travelled from Europe. Portuguese Vasco Da Gama came into India. Like this a lot of movements of people from one country to another in history. So transportation from one place to another is started in ancient times and has proof in account. An international moving company is unique compared to most other transport companies. It deals primarily with only one type of goods - household effects - and it performs, within its own organization, a variety of services which are collectively needed for the international "door to door" movement of household goods. The goods usually present a great challenge to the mover, as they may be priceless not just financially but more importantly sentimentally. Many of the goods moved may be antiques, works of art, heirlooms as well as artifacts that make up a person's home. For these reasons, true professionals are needed in the industry. A wide range of equipment is used to transport household goods, ranging from specially equipped vehicles for long distance road transport to steel containers for deep-sea shipping and lift vans for smaller shipments or where containers cannot be used.

To transport these valuable items safely, proper use of packing materials and techniques is essential. Not only do household commodities react to different climatic conditions but during their long journey they will also be subjected to all kinds of mechanical handling. Terminals and warehouses are needed for packing and the storage of household goods. These terminals may represent a major investment but are of great importance for companies to provide the required range of services. Forwarding of the shipments by multimodal transports is arranged and supervised in all parts of the world. Unlike a general cargo forwarder, the international mover is involved with a wide variety of destinations, methods of transport and shipping alternatives. A high quality network worldwide is necessary to help with origin and destination services. Without this network, sorting out the problems of a shipment at a destination could be a nightmare not only for the mover but also for his customer.

OBJECTIVES OF THIS PAPER

- To compare the packing moving business in the present marketing era with traditional transportation methods
- To analyse the marketing mix of packing moving companies.
- To identify the importance of peripheral services to the core business of packing moving businesses

METHODOLOGY

Literature review of various articles and correlated the concepts for this paper.

SCOPE

To study the new area of business which provides certain market share in the transportation sector.

PACKING MOVING BUSINESS

Service sector proves savior of Indian economy during the global crisis, grows by 9.4% despite slowing GDP growth and share in GDP goes up to 59%. A total inflow in service sector is 21% as far as concerned FDI equity inflows. Under service sector, the transportation business provides 7.8%, which is quite visible. A moving company is a company that helps people and businesses relocate their goods from one place to another. Typically they use moving vans, but for international moves or where storage is required, they may use special containerised vans or shipping containers. National companies are typically organized with local branches or affiliated agents. That affiliation may be in the form of a franchise wherein the local agent is a franchise of a national company, or a cooperative, wherein the local agent owns a share of the national company. There are also many small independent moving companies which operate within any given local area. Embedded within the moving industry are the services of truck/trailer/moving equipment rental companies and companies selling moving supplies for people who want to pack and move themselves. Then they use a professional mover to load a moving van, drive it to the new residence and then unload it there. Modus operandi of the moving companies is as follows

a. PRE MOVE SURVEY

First impressions are important when it comes to your initial contact with the customer. Remember he or she has many priorities when moving, which really have little to do with you (selling their home, finding a new one, completing work assignments, dealing with children, saying goodbye to friends and family, learning a new language, closing bank accounts, etc.) As such, encounter a prospective customer who needs a lot of hand-holding and guidance for this life changing move or one which has no time or patience for any information or guidance want to offer. The first time that you and your potential client speak on the phone is critical in terms of balancing how much information can gather versus the amount that can give. It's important to remember that customer may call directly after having received moving company name from his/her company or a fellow mover. Perhaps the moving consultant been instructed to initiate the call, in which case it's important to identify to the prospective client how came to their contact information. If the move is a competitive one, will not be the only one making/receiving this initial phone call; it's useful to make sure the customer remembers moving company by working hard to make a good first impression. Need to know about the shipment size or pre-move survey.

In order to prepare properly for the survey, need to know the shipper's destination and any other piece of information that will help bring the right materials to the survey. Most movers have a standard enquiry form which ensures that nothing is forgotten. Fact-finding in a professional, efficient way lets the customer know the moving company have experience and helps prepare properly for the survey. The Purpose of the pre move survey to give and get information , differentiate the service the moving company provides and make to position for the sale.

b. COSTING AND PRICING

Different methods of costing and Pricing for packing and moving companies, like Lump- sum pricing , Combined pricing, Volume based pricing. Based on quotation from different mover's a contract rate is assigned.

Typical method is calculating a rate is to base all costs on an anticipated weight or volume and add a margin for administration and profit. Each company having their own policies regarding pricing . Obviously its customer based. More or less it is the matter of Quotation and contract of each move. Quotation should be easy to understand, able to compare with other company's quotes, service and price alternatives, valid for specific period. The customers need a quotation from the company which include the price variations when the changes in the size of the move. It is valid for certain period only. Another method of pricing is Lump sum pricing method and Combined pricing. With the lump-sum price, the customer/account will know the maximum price for the shipment as long as it stays within the shipment limitations imposed; it will never cost him more. Alternatively, if the shipment weighs less than was estimated, or the customer decides to take fewer goods with him, charging by weight using the rate quoted will work out to the customer's advantage

c. PLANNING OF THE MOVE

The central goal of planning is to satisfy the customer by adjusting the planning of all aspects of the move to meet the customer's requirements. This includes understanding the customer's expectations, correcting them if necessary, and using the most appropriate mode of transportation, while incorporating good routing and timing of the shipment. For example, a customer has an air allowance, and will use it for items that are needed

immediately at the destination. Because most customers perceive air freight by association with passenger travel, they may believe that their shipment will arrive

and be delivered with in only three or four days – some even think their goods will travel on the same plane as themselves. It is moving company's responsibility to educate the customer from the start, so that he or she has the correct expectation and can plan accordingly.

d. PACKING, LOADING AND STORAGE

During an international move, furniture and household effects are exposed to many hazards and risks. Packages may be dropped, vehicles may have accidents, containers stowed on deck may be battered by heavy seas, roads can be rough and bumpy, the temperature inside a container can vary enormously from midday and the weather can be anything from a monsoon to a heat wave. Above all, there are the hazards involved in the human element of handling, lifting, carrying and all other physical operations. An understanding of the hazards to which a container may be exposed to is essential. This knowledge will permit intelligent inspection of the container and also provide the background necessary for adequate preparation and stowage of the goods. In the moving industry there are two kinds of storage: permanent storage and storage in transit (SIT). The service of providing storage is an integral part of the moving industry, and a profitable one. All storage should be made in suitable, safe, dry, pest free premises. FAIM requires a minimum of 500m² warehouse area for household goods, with implemented safety and maintenance procedures and adequate equipment.

e. FORWARDING BY AIR, FORWARDING BY SEA

Air cargo services have become more attractive to shippers as aircraft capacity, frequency of flights, handling facilities and the number of points served have been improved or increased. Operating out of "hub" airports with feeder services by truck from other airports has also enabled carriers to offer more competitive rates and greater coverage. The basics concerning the documentation involved in air freight and how to calculate the costs.

Nearly 70% of the world is covered by water. Despite advances in modern technology sea transportation continues to move the largest amount of freight. The basics about different types of sea shipments, the benefits and risks of shipping by sea and key issues regarding responsibility, documentation and calculating costs.

f. DESTINATION SERVICES

Destination services are the handling of an inbound shipment from an operational point of view. The two parties namely overseas agent and shipper are relying upon the moving company's performance, if it is international. They expect immediate attention to be paid to their shipment whenever necessary, as well as professional handling of the customs clearance and delivery. Additional business can easily be obtained by performing well at this point. An inbound shipment is really not difficult to handle, but for international movements once fail, it is difficult to get another one deal.

g. INSURANCE

Liability is usually limited, but always risk factor is there with moving, whether it is domestic move or international move. Movers should arrange the insurance according to the contract conditions. Even though whatever the assurance can give by the company by quality wise, it is all working with different people can make mistakes unknowingly, sometimes outsourced agencies (freight, destination service etc.). Determining the correct amount of insurance, documentation of insurance including certificate preparation, is obviously important. The marine insurance code makes the point that whereas the booking agent, who sold the insurance cover to the customer, always has the responsibility to ensure that any claim is properly, promptly and fairly handled, the destination agent will be proactive in assisting him. After delivery, the destination agent will immediately check the out-turn report and, in case any damages or missing items are noted, will make sure he has all necessary information about the booking agent's responsibility and the Insurance Cover. He will contact the customer within 48 hours of the delivery to find out whether everything was in order, and to offer any assistance the customer may need. If the customer notifies the destination agent of a claim, he will confirm receipt of the notification in writing within 48 hours and give the customer full information on how to proceed. Where the claim involves items which need to be repaired, he will suggest reputable repairers or restorers who can assist the customer. Where replacement items may be required, he will give the customer leads on how and where he may be able to purchase those replacements. The destination agent will follow up at regular intervals until a final conclusion to any claim is reached, and he will do his utmost to secure that the customer is satisfied with that final conclusion. The destination agent will notify the booking agent of any claim and keep him advised of progress towards settlement.

MARKETING MIX OF PACKING AND MOVING COMPANIES

PRODUCT

Packing Moving Companies comes under Service sector, all the features of services like intangibility, Heterogeneity, Simultaneity. The four key services, such as Packing, Loading, Storage and Shipping make it clear that different category of users. These are the core services and peripheral services includes relocation of the employees, pet relocation, advisory services to customers about different shipments, freight and customs duty charges. The formulation of sound product mix is possible if sophisticated technologies managing and controlling the operations and the quality of human resources offering quality services. The domestic and international services need professional excellence to maintain time schedule and ensure safety provisions.

PRICE

The increasing operational costs, the mounting competition, the falling occupancy ratio, the imbalances in demand and supply, the increasing pressures of inflation are some of the important factors influencing the strategic decisions for setting rate and freight charges in the moving business. The management of domestic pricing is not so much complicated but the management of international pricing is found much more complicated since a number of problems crop up while setting the fare and freight structures. The exchange rate is the main risk, while in international movements. The authorities and regulations of domestic as well as other countries is major decision makers for the pricing. For example in India the service charges is 12% for the moving business, it will high cost to the customer. The operational expenses are found increasing fast to improve the quality of services or to follow the safety norms. In this competition, the companies need to include innovative peripheral and supporting services, offers a number of incentives to use services and make ways for increasing the market share and paving the avenues for productivity and profitability.

PROMOTION

The quality, nature of target market and level of expectations are the main things in advertising. The advertising professionals need to make the advertisement slogans, campaigns, message proactive to the main business. The image of companies packing goods, reference statements from other customers who used the services, the company's neat warehouses, rich cultural heritage have positive effect in front of customers. The professionalism is important, for this uniform worn packers, the PRO's, Receptionists, Front line staff should know about the behavioural management. The sales promotion includes for trade promotion, consumer promotion or user promotion. The marketing professionals bear the responsibility of identifying the innovative tools which have not been used by the competitors so far. The ratings of companies in Blogs, Social media's etc having a lot of influence on the customers. For example Mouthshut.com gives platform where customers can give their opinions. Internet marketing is important tool in promotional mix, where companies using search engine optimization techniques.

PLACE

This dimension of the marketing mix focuses on processing of services and selecting the location points for moving and agents offices (international or domestic) keeping in view the comforts and convenience of the end users. Right from the first enquiry and items delivered in desired destination, there are number of core and peripheral services in which number of agencies and organizations are found involved. It is to be sure that the information network of the packing and moving companies is technology driven and user- friendly.

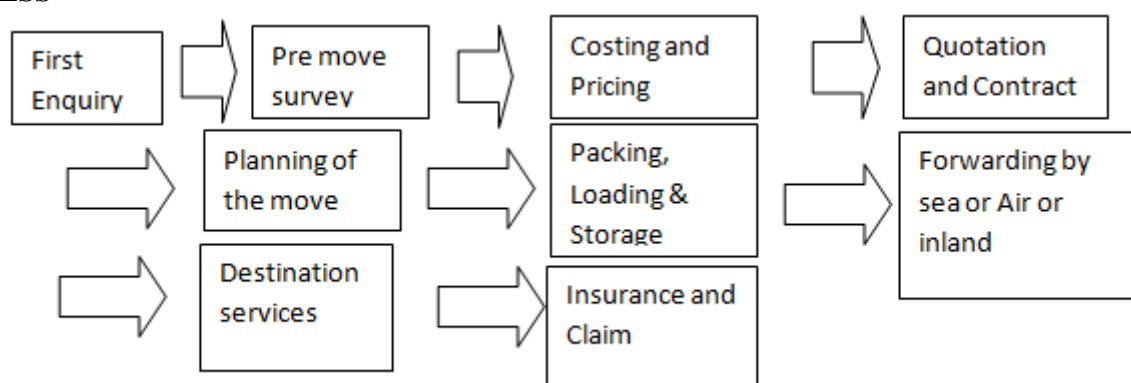
PEOPLE

It is the quality of people that helps packing professionals in shaping the perception of quality or even in bridging over the gap between the service- promised and services offered. Packing companies need professionally sound, personally –committed and value based employees. Employee orientation is important and policy makers change their attitudes by innovating ways of their incentives.

The main people are packing moving company's are:

- The Customer (Corporate accounts, Private customers)
- Moving consultant, Shipping manager, Accountant, Dispatcher, Packers, Carriers, Forwarders, Port Agent, Customs Broker, outside contractors, Insurer
- Company Actors (The Booker, Origin Agent, Carrier agent, Destination Agent)

PROCESS



PHYSICAL EVIDENCE

The brochures of the company, The Logo of the company, The uniforms of the employees, Visiting cards of the employees especially marketing professionals, Call response of employees mobile and Land line numbers of the office, these all will include the physical evidence of the company.

STRATEGIES OF PACKING MOVING COMPANIES IN THE MARKETING ERA

Packing and moving companies are come under Third Party Logistics providers. Some times B2B marketing they can use. Certain points which improve CRM are as follows:

➤ Communicate Professionally and on Time

Always respond to calls, mails and faxes within 24 hours with the requested information. In case you can not come up with the requested information, you should at least acknowledge receipt of the message and give an indication as to when the requested information is expected to be available. Messages should be clear and understandable; use abbreviations that are internationally accepted and always sign with your name and up-to-date contact details.

➤ Protect Each Others Interests

The other agents account is also your account and should be treated as such. Make sure you never hurt the agents' interest by complaining to the account about their service level. Protect the booking agent at all times, even in those cases where you feel the account could have been treated better. Don't forget that the account sees you as their representatives and as a part of the group that it represents.

➤ Respect Each Other's Interest

The fact that you were appointed as destination- or origin agent creates commercial opportunities and opens doors, which otherwise may have remained closed. However, respect the existing relationship between the account and the agent and act accordingly in your sales efforts to secure the account. A joint approach may create better opportunities than if you go in on your own. Also mark the relationship between the account and the agent in your administration, to make sure to get them involved in future orders.

➤ Protect the Clients Interest

The agents client is also your client so be pro-active in your work. Deal with delays and claims immediately and assist the client where ever possible to get the claim solved within the shortest time possible. Communicate with the booking agent about procedures and make sure that in the end the mutual client is satisfied.

➤ Support those who Support You

A continued support from agents should be honoured by *reciprocation*. This means that your administration must keep track of the agents that regularly send you business and support you in your sales efforts. Make sure that you have an up-to date (computer) system that shows you who sends you what business and use this as the basis for your agent selection.

➤ Manage Your Administrative Systems

In dealing with agents (and accounts) you must make sure that your administration is up-to-date. Your administration should keep track of all information that has been shared with your agents, such as submitted rates, sales leads, commercial information, sales meetings, shared shipments and accounts, and so on.

➤ Use Proper Documentation

Make sure that each shipment is accompanied by the right documentation. It is your obligation to allow your agent to handle the shipments to the best of their knowledge and as per the agreed terms, which should be made

clear in the accompanying documents. Remember that improper instructions could hurt both your and the agents interests.

➤ **Pay Invoices in Time**

Make sure that under all circumstances you stick to the the agreed terms of payments as per the FAIM requirements (Invoices should be paid within 30 days). Delayed payments have an impact on the continuity of the business and lead to unnecessary aggravation. It could also lead to the worsening of your relationship with agents and hurt your business more than you realize. Furthermore, delays in payment also have a negative impact on your factual findings points in the FAIM-compliance procedures. If you pay in time you may also require payments from your agents in time.

➤ **Be Flexible in your Dealings**

As in life, in our industry you sometimes have to make compromises. In those cases where an agent comes back to you to solve a problem put yourself in his position and try to jointly find a way to solve the problem. Keep in mind that like you, your agents sometimes also have to deal with customers that are not as flexible as one would like them to be. If mails get too long, pick up the phone and discuss the issue verbally. By doing so, it often solves a problem in just a few minutes.

Supporting business opportunities which packing and moving companies can do in following areas where sustainable profitability can maintain.

STORAGE

Most moving companies have one or more terminals with warehouses. They play an important role in the services offered by the company.

TEMPERATURE CONTROLLED STORAGE

In areas with high humidity this type of storage facility is very much in demand.

SAFE DEPOSIT

Many warehouses nowadays have special fire and burglar-proof areas with strict safety routines. In some areas this kind of service is of growing importance and value.

ISO CONTAINER WAREHOUSE

Buildings that can accommodate ISO containers with full loads are currently being constructed and are especially helpful when offering SIT without costly and risky unloading, handling and reloading of the contents.

CUSTOMS BONDED

An “international area” or a “bonded area” in the warehouse will make it possible to handle inbound groupage shipments and shipments in transit, which increases the value of services to overseas agents.

SELF-STORAGE

This requires to have a warehouse, or part of a warehouse, which is partitioned off into individual secure units. Customers rent these units from the moving company and have their own access, though retain responsibility for security of the premises.

WINE STORAGE

Especially constructed vaults which are humidity, light and temperature controlled will appeal to shippers without the right storage conditions at their temporary home or to those who do not wish to transport their collections. By offering this type of service, may gain access to a more affluent market segment

MATERIALS

Manufacturing and selling: an International Moving company uses a many plywood lift-vans and in many instances the company builds these lift-vans itself. To make this activity profitable the lift-vans can be made for other firms and sold along with packing materials. But be careful not to sell these materials too cheaply— do not want to enable potential competitors to undercut the prices, or enable customers to do their own packing and then get a forwarder to do the rest.

FINE ART PACKING AND SHIPPING

This is an interesting but demanding market and will need very experienced packers as well as the appropriate facilities to cater to it. The customers are, among others, museums and the pieces of art are not only valuable, but also very fragile. Undoubtedly high quality work, but very specialist will be required in this sector. One great advantage of this type of work, however, is that it combines well with International Moving work. In the

northern hemisphere, movers are at their busiest in the period from June to September, while the peak times for moving art exhibitions are March/April and October /November.

PACKING AND SHIPPING INDUSTRIAL GOODS

As a moving company have qualified packers, packing facilities and shipping experience that can also be used to handle industrial goods. It is only natural that some movers have included this activity in the services they offer.

OFFICE MOVING

This is another service, which combines well with Moving, particularly if a large amount of international work is for corporate accounts, and already have good sales contacts with these accounts. The great feature of office moving is that it takes place predominately on weekends, when vehicles might otherwise be idle; also, many of the operations staff may be willing to work overtime.

OFFICE RECORDS STORAGE

Over the past 20 years there has been a tremendous growth in office records storage, which is now complemented by electronic imaging and disc storage. For this top security and fire proofing are needed and offer for customers to access at all times or an instant retrieval system or a delivery/collection service. However, once all this is in place, the potential profits are high, especially are armed with a ready-made client list of corporate accounts and office moving customers.

COMMODITY FORWARDING

Forwarding of household goods means shipping to many destinations all over the world via a variety of means and modes. The experience and knowledge needed for shipping general commodities . The main difficulties in this venture are the volume of business needed to make this viable and the high level of response demanded.

AIR FREIGHT

Forwarding of household goods often involves shipping by airfreight. It is perfectly logical to include airfreight forwarding of general commodities in range of services.

NVOCC - CARGO CONSOLIDATOR

Shipping lines generally restrict their services to full container loads. When there is a need for shipping a small load (less than a container load - LCL) certain other companies – Non Vessel Operating Common Carriers (NVOCCs) - become involved. Shipments are consolidated in the NVOCC terminals and then shipped out as full container loads between, terminal to terminal. Having thought about it, international movers have terminals, equipment and personnel plus the know-how for operating a Cargo Consolidation Service, so this can be a lucrative component of business, particularly if already specialise in groupage shipments.

GROUPAGE SHIPMENTS

Many customers only have a few items to ship and are interested in combining them with other small lots to reduce the shipping costs. Because they are looking for a low price, they accept a somewhat longer transit time. Some movers are specialised in arranging for groupage of several small shipments to the same destination. This service is a variation of the NVOCC consolidation service but deals with smaller lots. This is a useful and attractive service that is often needed to complement moving a complete home. It is less expensive than an LCL service with an NVOCC because the items are wrapped and loaded direct into the container (by the mover) and there is no need to pay for a liftvan, nor for the additional cost of freight, which is incurred by the tare volume of the liftvan.

RELOCATION SERVICES

Companies transferring employees worldwide may be interested in supporting their transferees with special services aimed at easing the transition. This could include new city orientations, language and cultural training, immigration assistance, home finding, and many others. *Auctions & Charitable Contributions*

When moving, every family has to take a new look at their belongings and very often this results in asking you, the mover, to help get rid of certain items. By holding an auction, both moving company and customers will profit. Alternatively, items could be donated to a local charity.

TRAVEL AGENCY

Most of the customers are national accounts and many times the personnel department will handle both travel and relocation. The concept of a “One Stop Shop” is easy to sell, and what more, attracts customers. So arrange both the travel and the shipping of household goods for their employees.

Survey Agent

Depending on the location of the role as a transport expert may be of great value to an insurance company needing a local survey agent. Offering this services to families from abroad that have suffered damage during the move. Overseas agents might also find this service useful.

PROPERTY MANAGEMENT

This is an area where the relocation company is involved. If the customer decides to keep his house while abroad, moving company's can position to look after, and manage, the property.

HOUSE CLEANING AND MAID SERVICE

Often when the move is being paid for by the employee's company, the customer will ask for a complete housekeeping service. This often entails cleaning fabrics and carpets as well as other housekeeping duties. This additional "maid service" operation can be a very useful source of extra income.

Whether moving company can offer any of the above suggestions depends very much on its location and facilities.

CONCLUSION

From the above paragraphs can understand the traditional transportation made changed into a level of service sector business, packing and moving companies where given more importance to CRM (customer relationship marketing) and supporting services . The generation of employment through this supply chain intermediary activity is important in 3PL areas.

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UNEMPLOYMENT CAUSES AND CONSEQUENCE: A CASE STUDY OF DILLA TOWN (ETHIOPIA)

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ABSTRACT

This study attempt to discover causes and consequences of unemployment in a particular region. The primary goal of this paper is not only to identify the severity of unemployment in the particular region but also to prepare some remedial measures to minimize unemployment. Rapid population growth increases the problems of unemployment by making it difficult to create sustainable jobs. This study also suggests various measures to reduce unemployment and suggests a number of activities through which jobs can be created.

INTRODUCTION

The problem of unemployment take place under the condition where people are qualified for a job willing to accept their ongoing market wages in the economy but cannot find a job. When peoples are unemployed the resources are wasted, the income of the people is dispersed. This affects the life of individuals, families and although the whole societies. Also it affects the life of people through every dimension and it exposes the people for bad conditions. On the base of the human capital model high unemployment rate in an original location should increase the net benefits from migrating and push workers away.

There are various causes of unemployment which can be broadly divided in to three main types;

- i. Demand deficiency (cyclical unemployment)
- ii. Supply side (natural unemployment).
- iii. Frictional unemployment.

In general, high level of unemployment is usually typical of struggling the economy, where labor supply out of controlling demand from employers. When an economy has high un-employment, it is not using economic resources in the best way.

Dilla town is an industrial zone where various opportunities are to be arranged. The expansion of small scale business enterprises help us the creation of employment for those who are unemployed. In spite of this the rate of unemployment growth is find to be decline of expectations (BIS Manual, 2004).

In light of the above justification, this study is intended to find out the cause and consequence of the growth of unemployment in Dilla town. This town has wider opportunities for investment due to its coffee plantation, inset and fruits the other one is tourism. Medium and large scale industries, road construction and building construction which can be absorbs a labor force because of most such activities use labor intensive techniques of production and services.

Developing countries were mostly suffering from unemployment problem of the working age groups of their population. In most of the country the unemployment was started to be seen after expansion of education. This is also true for Dilla town. This is area severally affected by unemployment. Associates with this so many economical problems like low individual income, high rate of crime and prostitution are grown in the area. Composition of labor supply and demand mismatch between the skill needed for available jobs and skill possessed by those seeking work. Job security, people who work in this job may receive compensating wage differential regularity of earning, different skill requirements. Decline in the aggregate demand for goods and services cause a deficiency in the a aggregate demands for labor wage rates tends to inflexible down ward for a variety of reasons including the presence of union implicit contracts and “inside-out-side “ union relationships. As results involuntary demand deficiency unemployment arises when aggregate demands declines. The non-utilization of labor and capital resources as a result of which the actual output of the economy is below its potential gross national product. Therefore, in this study the researcher will investigate the following questions;

- ❖ What is the condition now about demand and supply of labor force?
- ❖ What is the contribution that affect to the person to be unemployed?
- ❖ What are the causes that affect the person to be unemployed?
- ❖ What is the contribution of micro and small scale enterprise to reduce unemployment?
- ❖ What is the consequence of unemployment in socioeconomic and political perspectives?

OBJECTIVE OF THE STUDY

This study is give attention on evaluating unemployment problem of Dilla town based on the following objectives:-

GENERAL OBJECTIVE

The general objective of the study is to assess on examine the cause and consequences of un-employment in Dilla town. The paper is incorporate following specific objectives.

SPECIFIC OBJECTIVES

- To find out the consequences of unemployment in Dilla town.
- To describe the impact of unemployment in economic life of the people in the town.
- To examine the contribution of different sectors of the economy to reduce unemployment
- To know the contribution of micro and small scale enterprise to reduce unemployment in social, economic and political perspectives.

METHODOLOGY OF THE STUDY

In order to achieve the stated objectives, the researcher mainly uses both primary and secondary data sources. The primary data collected from observation, questionnaire and interviews. Whereas, the secondary data collected from secondary sources such as: - books, .magazines and others published and unpublished that are forms indifferent bearers of the study area and internet.

METHOD OF DATA ANALYSIS

To summarize analysis the collected data descriptive method of data analysis:-used to show the impact of unemployment on real economic, political and social life of the people in the town. Therefore, simple descriptive analytical tools such as tables, percentages and average are applied.

SIGNIFICANCE OF THE STUDY

The study is to be beneficial to address the problem of unemployment in Dilla town it can be used to identify the causes of unemployment to improver the public policies like job training program assisting people in finding jobs etc.

This policy should consider the real problem of the area and may be used to decrease unemployment by inviting different private investors to area.

SCOPE OF THE STUDY

The area coverage of the research is in Southern Nation Nationality Regional state in Dilla town. with the considerations of the supply and demand of labor force. The research also delimited to the cause and consequences of unemployment, the contribution of private sector and small scale enterprise to reduce unemployment in Dilla town.

LIMITATION OF THE STUDY

The researcher is facing many limitations. Some of the limitation to be lack of adequate literature on the study, which make impossible to analyze the work as expected. Moreover, the respondent of the questionnaire is not given adequate information and also there is lack of financial and time constraint.

REVIEW OF RELATED LITERATURE**LABOR FORCE EMPLOYMENT AND UNEMPLOYMENT****LABOR FORCE**

Before defining employment and unemployment. It is logical to define who labor force mean in general customarily our labor force consists of between 45-502% of the to the population. The total tabor force consists of on persons in the population who are either working seeking work lies include both unemployed as well as employed. It also include person under the age 1-16 personal engaged in unpaid work(15 hours per work) in a family business and personal engaged in house work offending school exclusively (G.mankew, 2006)

The labor force is all non- military people who officially employed or unemployed. Normally, the labor force of a country consists of every one of working age (typically above certain age around 14 to 16 and below retirement around 65) that are participating workers that is people activity employed or seeking employment (R.SCHILLER) people not counted include students ,retired people stay at home, people in prison or similar instituotion and people employed in job or profession with unreported income as well as discover age workers who cannot work .In the united states the labor force is defined as

people 16 years old or older who are employed or looking for work .child labor law in the United State for bid employing people under 18 in hazardous jobs (the web site).

EMPLOYMENT

Employment: - is a contract between two parties one being the employed and the other being the employee. An employee may be defined as a person in the service of another under any contract of hire, express or implied, oral or written where the employee has the power or right to control and direct the employee in the material details of how the work is to be performed (blacks law dictionary page 471,5th edition 1997).

UNEMPLOYMENT

Unemployment occur when a person is available and willing to work but currently without work to make full use of available production capacity the labor force must be fully employed. If we fail to provide jobs for all labor-force participants, we end up with less than capacity output and the related problem of unemployment (R.SCHLLER) the prevalence of unemployment is usually measured using the unemployment rate which is defined as the percentage of those in the labor force whose **unemployment** and employment rate.

$$ER = 100 \times \frac{ELF}{LF} \text{ where } \dots ER - \text{Employment rate} \\ ELF - \text{Employment rate} \\ LF - \text{Total labor force}$$

$$UR = \frac{ULF}{LF} \times 100 \text{ where: } ULF - \text{Unemployed labor force} \\ UR - \text{Unemployed force}$$

There is the same definition by the federal bureau statistics i.e. unemployment rate is calculated by dividing the number of unemployed persons by the size of the work force. The size of the work force defined are those employed plus those unemployed (internet miller, 1996-2000 edition). The unemployment size may not reflect the true extent of unemployment due to the

TYPES OF UNEMPLOYMENT

Economists commonly identified four types of unemployment. There are:- frictional unemployment (due to voluntary choices by the unemployed and the time it forces to find a new job). Cyclical unemployment (resulting from insufficient effective demand for good in the economy) and structural unemployment (mismatches between demand and supply of labors with necessary skill set and sometimes descriptive technologies or global action and sea around unemployment).

FRICTIONAL UNEMPLOYMENT

This type of unemployment is due to the length of time it takes to find employment up on entering the labor force or between jobs with freedom to choose occupations. On or jobs some may be voluntary switching jobs some may be tried and are seeking employment some other may season a city some young worker may also be searching for their previous job in fact frictional unemployment is inventible and at least in part desirable many work is who are use voluntary, between job more from low paying and low productivity positions. This means more income for workers and better allocation of labor force in an economy.

SEASONAL UNEMPLOYMENT

Seasonal unemployment comes and goes seasons of they in which the demand for particular jobs rises and falls for instance contraction workers can often work only during the warmer they are unemployed during the winter summer resort workers can usually get jobs in during the summer season. They too become seasonally unemployed during the summer the opposite is true for skill resort works.

STRUCTURAL UNEMPLOYED

The unemployment results from permanent shift in the pattern of demand for goods and from changes in the technology that causes some industries to expend other to decline. The word structural implies that the economic changes are massive extensive deep seated amounting to transforms on of an economic structure more specifically it refers to changes which are large in the particular area industries or occupation shifting pattern in the demand for the products of various industries have also been responsible for this types of unemployment.

CYCLICAL UNEMPLOYMENT

Cyclical unemployment arises due to cyclical fluctuations in the economy they may also be generated by international force. Business cycle consists of alternating periods of booms and depression. If is during the down swing of the business cycle that income and out put fall leading to wide spread unemployment (M.L.JHINGAN)

FULL EMPLOYMENT

As presented by the council of economic advisor an arbitrary level of unemployment that correspond to “normal” friction in the labor market (Miller 2000 edition) full employment is defined as level of economic activity where the actual rate of unemployment equals the sum of structural and frictional unemployment and exists when economy is operating as high rate capacity utilization.

The term widely used economists and public official a like does not mean zero unemployment or under employment because economy its take frictional and structure unemployment as essentially unreliable in a dynamic economy. Thus full employment is some things less than 100% employment of the labor force. Especially the full employment is of which unemployment rate is equal to the total frication and structural unemployment closely related to the concept of full employment the natural rate of unemployment the amount of unemployment reflected by job shopping and imperfect information. The natural rise of unemployment is not unemployment high or low it is a rise that is sustainable in to the future. Economist some time refer to it as the unemployment accompanying the economy’s maximum sustainable rate of output when unemployment is at its natures rate full employment of its natural rate full employment is present and the economy is achieving the higher rate of output that is can sustain the real level of domestic is called the economy’s potential output (miller 1999-2000 edition) forms lightly different vantage point the full employment or nature rate of unemployment results when of tabor market are balance in the sense that the number of job sackers equality the number job vacancies. The natural rate of unemployment some positive amount because it be take time for frictional unemployed job sackers to fine open jobs can fill.

Okun’s Law

The most distressing consequences of any recession arise in the unemployment rate. As output falls. Firms need fewer labor inputs so new workers are not hired and current workers laid off. The impact can be determatic.

If turns out that unemployment usually movies in tandem with output over the business cycle the remarkable co-movement of output and unemployment a long with numerical relationship was first identified by Arther okun and as okun law. The law states that for every 2% that the GDP falls relative to potential GDP the unemployment rate rise about one percent point we can illustrates okun’s law by examine output and unemployment trends in the 1990s.

During the last recession in 1991 the unemployment the unemployment rate rises to 6.9% at that point. Activate GDP was estimated to be 2.5 percent bellows potential output. Than over the next nine year output so that in 1999 actual GDP work estimated to be 3.3% percent above potential output.

Accordingly to the okun’s law of unemployment rate should have fallen by 2. 9percent point (5.812) to 4 percent (6.9-2.9) macro economy today will am).In addition it takes time for the structurally unemployed to achieve the skills and geographic relocation needed for reemployment. If the number of job seekers exceeds the available vacancies, labor market is not in balance these is or deficiency of total spending and cyclical unemployment present.

However:- is total spending excessive a shortage of labor will arrive the number of job vacancies will exceed the number of workers seeking employment here the actual rate of employment will be below the natural rate such unusual tight labor markets are normally associated with inflation. The concept of natural rate of unemployment merits elaboration into two:

1. Not automatic:- the natural does not mean the economy will always operate of the natural rate and thus realize its potential out put our briefs discussion of the business cycle demonstrates that the economy sometimes operate at unemployment. In contrast the economy may on some occasions achieve an employment rate below the natural rate.
2. Not immutable:- the natural rate of unemployment is not forever fixed it can change when demographic change or when there are changes in the society’s low and custom (Miller 1999-2000 edition) Dorn Brush and s.fisher 1981 macro economic 2nd edition).

INFLATION AND UNEMPLOYMENT

There has an inverse relation between rate of inflation and the rate of unemployment in our economy. There more the entrepreneur extend the employment opportunity the more he has to payment to this particulars factor of production and the more payment to factors of production the increase in the cost of producing unit will be observed and in order maintain the profitability of the product or service where the work force is installed will increase hence on increase in the rate of inflation will be visible throughout the economy. When the government

intended to lower down the net of unemployment it had to bear the increase rate of inflations in the national economy. 1958 economic A.W Philips published a search paper entitled the relationship between unemployment and the rate of changes of many that there is inverse relationship between inflation and unemployment. The Philips curve is the relationship between the rates of unemployment that has played a key role in micro economic discussion since its publication in 1958.

The curve suggests that less inflation rate can be captured by only with unemployment noted Philip cong'a's view point that the relationship between inflation and unemployment (Dorn brush and fishes 2nd edition 1981).

The concept of trade off between inflation and unemployment had been widely discussed and was very much in mind of policy maker. There was general agreement that any success in slowing would produce a higher rate of unemployment. The unemployment would reflect the gap between potential and actual output and this pressure of excess capacity would bring inflation under control faster but would also require a higher peak level of unemployment. The challenge to policy make was to allow thin lines bringing about reasonable is not spectacular reduction of the cost of moderate unemployment in the short run "fisher and Dorn both 1998) also argued us when an economy operates above full employment to rise. Low unemployment rate thus translate in to inflation.

Keynes (1996) argued that with unemployed resource money wages would be more or less constant. But at low level unemployment money wage would stand to rise as bottleneck occurred in the labor market. As full employment was reached, money wages rise rapidly as employers competed vigorously with each other for the existing workers. All this suggest that there may be trade off or inverse relation between the rate of unemployment and the money wage inflation.

COST OF UNEMPLOYMENT

Although our measure of unemployment is not perfect they are a reliable index to a serious micro problem unemployment statistical tell as that millions of people are jobless that may be all right for the day or even a week, but is you need income to keep body and saw to gather prolonged unemployment can hurt.

The immediate impact of unemployment on individual is the less of income associated with working for workers who have been unemployed for long period of time. Such loss can open financial disaster typically an unemployed person must rely on combination of savings income from other member of family and government unemployment benefits for financial support. (An ILO manual on concepts and methods, R, husmang) there are two cost of unemployment lost in output and effect and distribution of income) Dorn bush, 2002) perhaps the main cost unemployment is a person's one those who unemployment. However, if they suffer than the whole economy suffers individual may become dispirited by unemployment; they may loss their self esteem and confidence. This may affect their motivation to work. The longer they are unemployed the more they lose their skill and this has to be bad for the economy as well. On top of that these problems often lead to the unemployed being less healthy and then the NHS pick up the bill. The whole economy suffers from people being unemployed.

URBAN EMPLOYMENT AND UNEMPLOYMENT

Urban unemployment rate appears to be in developing world, as they conceal the high rise of unemployment that constitutes the very crux of the employment arises in many developing countries. The challenges facing the developing countries to day to cope up with the adverse consequence of rapid urbanization which include deteriorating living environment and high unemployment. According to the human development report of the united nation development program (UNDP), the rate of urban poverty is expending at about 7% a year, particularly in urban sums and economic exclusion with limited access to basic social infrastructure and service.

Labor mobility and unemployment

The movement of workers labor mobility one of the striking features of labor market. In the real world change are common in such things as product demand labor productivity and level of home capital family circumstance and personal attitude towards none ware amenities. These changes induce some workers to with employer's occupations geographical location. In addition employers respond to changing economic circumstance e by using transferring closing or expanding present facilities or moving operation to new location.

The major determinant of migration includes age structure; family factors, education distance and unemployment, but on issue of interest is the unemployment rate. Which is a cause and impact of migration based on human capitals model high unemployment rate in an origin location should increase the net benefits from migration and push workers a way.

Empirical Literature Review

With around 50% of the urban men between 15 and 30 unemployed. Ethiopia has the unemployment rates world wide. Unemployment in Ethiopia is consistent with unemployment in a segmented labor market. Public sector and formal private sector employment are considered good jobs because they pay well, while self employment case and co-operative employments are bad. Jobs because they pay badly civil service is the dominant good job and requires some level of education self employment and casual work are the dominant bad jobs.

The urban center of Ethiopia is home to lobar 20% of the population with some 12% of this driving its lively hood from government and service while the remaining relying on industry and construction (world bank institute April 18 may 25,2005).

According to different studies and researchers the main factors that contribute too the high unemployment rates are:-

1. Slow rate of economic growth combines with high rate population growth.
2. Lack of marketable skill.
3. Lack of appropriate training policy (only supply driven).
4. under employment in rural area due to seasonal pattern of agricultures of production.
5. And lack of urbanization.

To alleviate this problem in recent year several policies have positive results in recent year. Among these is the recent initiative to promote micro and small enterprise (MSE) in addition effect over the part 10 years.

FINDING AND DISCUSSION

Implication of rapid population growth

In fact the effect of rapid population growth on social and economic development is complex and adverse in their nature. In this regard one of the most vital puzzles among the population scientists in the issue of the impact of population growth on the development process. This has passed a series and strong academic debate since the time of to Thomas Malthus. As a result some authors assert that population growth is beneficial or even essential for long term economic growth. Other view population as an impediment to economic and social development never the less, whatever the situation of population growth is and rapid population growth adversely affects the process of development. This is particularly true for developing notion like Ethiopia where rapid population growth interacts with public education health housing food, employment and the quality of the environment at large.

In a society with rapid population growth, it is difficult to create sustainable job opportunities. This is because the number economic establishments are too few to absorb the portion of economically active population under the limited conditions of the industrial sector of the country economy, rapid population growth will produce a labor force which cannot be utilized effectively. This condition results in per capital output. Such situation in fact aggravates the problems of unemployment and dependency over the slowly growing economy.

When we come to our specific case the number of population in Dilla town it is increasing from time to time the increment of population in Dilla has clearly aggravated the problem of unemployment. Because the existing economic activate could not absorb the new labor force.

The following table shows that the positive relationship between population growth and unemployment rate in percentage.

Table 3.1 Number of population and unemployment rate in Dilla town

Year (E.C)	Number of Population			Unemployment Rate % age
	Male	Female	Total	
2001	3450	3252	6702	14.8
2002	3760	3200	6960	15.4
2003	3925	3123	7048	17.21
2004	2426	2864	5290	11.13

Source: Bureau of finance and economic development.

As we clearly observe from the table population increase from time to time the extent of unemployment rate also increase in 2001 up to 2004. The extent of unemployment rate increasing at of decreasing rate due to the

conductive environment creased by government for both private investors and expansion of micro and small enterprise to achieve goal in the city which creator faster job opportunities for the people.

MICRO AND SMALL ENTERPRISES

The regional government promoted MSES by providing training of counseling and credit facilities and row material supplies. These activities are also applied in Dilla town to rapid economic growth and reduce to problem of unemployment in the town. MSES work in two dimensions.

1. Organize in associated at different work branches.
2. Organize in package and providing loan support.

Those activities create wider job opportunity for the unemployed individual. The following table indicates the number of individual getting job opportunity by organizing in association at different work branches.

The data of 3 sub city from 1997E.C to June 2004E.C common association union information

No	Work branch	Bedecha sub city				Harowelabu sub-city				Sesa sub-city				Dilla town			
		M	F	Total	Union	M	F	Total	Union	M	F	Total	Union	M	F	Total	Union
1	Manufacturing	35	13	48	6	44	33	77	15	4	1	5	1	87	47	130	22
2	Construction	378	52	430	34	506	126	632	36	271	59	330	47	1160	323	1392	117
3	A service	90	63	153	18	69		69	4	35	14	49	7	183	77	260	29
4	Commerce/ trade	84	72	156	26	75	49	124	21					159	121	280	47
5	Urban agriculture	5		5	1	2	3	5	1					8	2	10	1
Total		592	200	792	85	696	211	907	77	310	74	384	55	1593	479	2072	217

Source: micro and small enterprise office

As we clearly observe from the table union create wider job opportunity for unemployed individual by organizing in association at different work area.

3.3 The extent of unemployment and the sectoral distribution of employment in Dilla town

The following table shows the extent of unemployment in Dilla town based on the random sample of 20 persons possible at the moment are anywhere.

Table 3.3 the extent of unemployment and employment from the same size

Employment	Gender			Percent
	Male	Female	Total	
Employment	8	5	13	65
Unemployment	3	4	7	35
Total	11	9	20	100

Source: own survey

Based on the finding of the survey the unemployment rate in the town is 7 out of total sample size and 3 and 4 for both more and females respectively.

Table 3.4. The sector distribution of employment in Dilla town

Sector	Number of employment			Percentage		
	Male	Female	Total	Male	Female	Total
Government	2	0	2	25%	0	15.38%
Private	3	1	4	37.5%	20%	30.76%
Self employed	3	4	7	37.5%	80%	53.84%
Total	8	5	13	100%	100%	100%

Source:-own survey

The sector distribution of the employed labor forces in the town. The labor markets in the town; the highest portion held by the self employed sector which employees 53% the total employed labor force. Next to self employed the private accounts 30.75% of the total employed person is privately employed. The reasons that the highest portion of the total employed person who are engaged in self employed sector because of there is no job vacancies those one graduated from university, collage and so on and also assumes government employers do not get enough income for their consumption.

In Dill as well as in the country level there is unemployment benefits system and the unemployed individuals support themselves through self employed.

DETERMINANT OF UNEMPLOYMENT IN DILLA TOWN

The structure of a given population by age and sex is an important demography aspect. A developing economy is mostly characterized by high fertility rate and therefore more of the economy's population is young. The following table shows variables determinants of level of unemployment in Dilla town.

Demographic Characteristic	No of Unemployment				No of Employment			
	Male %	Female %	total	%	Male	Female %	total	%
Illiterate	1(33.33)	0	1	14.28	0	0	-	-
1-6	0	2(50)	2	28.57	3(37.5)	2(40)	5	38.46%
7-10	1(33.33)	1(25)	2	28.57	3(37.5)	1(20)	4	30.76%
10-12	1(33.33)	0	1	14.28	1(12.5)	1(20)	2	15.38%
Diploma	0	1(25)	1	14.28	1(12.5)	0	1	7.69%
Degree	0	0	0	-	0	1(20)	1	7.69%
Total	3(100)	4(100)	7	100	8	5(100)	13	100%
Age group								
16-20	0	2(50)	2	28.57	2(25)	2(40)	4	30.76%
20-30	1(33.33)	1(25)	2	28.57	2(25)	1(20)	3	23.67%
30-40	1(33.33)	0	1	14.28	3(37.5)	1(20)	4	30.76%
40-50	1(33.33)	1(25)	2	28.57	1(12.5)	1(20)	2	15.38%
Total	3(100)	4(100)	7	100	8(100)	5	13	100%
Marital status								
Married	1(33.33)	1(25)	2	28.57	3(37.5)	2(40)	5	38.46%
Unmarried	2(66.66)	2(25)	4	57.14	4(50)	3(60)	7	53.84%
Divorce	0	1(25)	1	14.28	1(12.5)	0	1	7.69%
Total	3(100)	4	7	100	8	5	13	100%

Source: own survey

UNEMPLOYMENT AND EDUCATION STATUS

The level of education is achieved one of the major determinates of unemployment. As a result we have taken education of status as a variable of interest in the study. It can clearly observe from the above table unemployment rate increases when a person had low level of education status, reaches its peak at the high school level and then decline to in higher educational level.

The rationale is the primary and high school level educated people there are no more achieve job position. They are usually forced to work in low earning less conveniences and hard works. In contrary to that person there less level of education grade 7th, are drop outs are usually from job selective. They need to have higher earning; comfortable easier jobs for which they are not qualified. This makes them to be more unemployed than other. In the case of higher education level they are being employed.

As we can read from the table that 28.57% of the unemployed persons are secondary and high school (7-10) and (10-12) dropouts most of them are students who failed the examination in grade 10th and 12th these students are not solely from Dilla town but also from the surrounding areas students who come from those areas do not go back to their home and remain in the town wandering here and there.

Thus, the higher unemployment rate possessed by high school drop out has three characteristics they are job selective, lack of qualification and rural urban migration unemployed person whose levels of education is in the preparatory level have accounted 28.57% and higher education level is accounted only 14.28% their because unemployed people of this stage of education are more qualified to get job.

EMPLOYMENT AND EDUCATION STATUS

The level of education is a chived one of the major determinants of employment, as result we have taken educational status as a variable of interest in study. As it is clearly observed from the above table employment rate more in less educational status. It peak the primary level and then decline towards higher education.

The reason is that the illiterate people who a chive zero level education are less in position to select job.

In contrary to those people who achieve less level of education especially grades 6th those drop out are usually found to be selection. They need to have higher earning comfortable and easier job for which they were qualified this made them to be more employed than others in the case of self employed level in grade 6th.

As we can read from the table that 30.76% of the employed persons were secondary and high school, (7-10) drop out in grade 10th these students were only from Dilla town, but also from the surrounding areas students who come from those areas go back to their home and remain in the city.

EMPLOYMENT AND AGE

Age is one of the major variables affecting employment in the Dilla town. As to the sample data taken from the survey conducted, one can extract some correlation on between ages and rate of employment. Here our concern is on which age group is highly affected by employment determinant and how does then rate of employment correlated with their age. As we can observe from the table (3.5) above the age group 16-20 and 30-40 people were more employed as their percentage of employment is 30.76% and 30.76% respectively. However the age group like 20.30% and also people are less employed.

Generally there is positive correlation between employment rate and age that is as are increase the rate of employment is solely determined by their age, other a variables such as skill, job selectivity and financial shortage have also significant contribution to their higher rate of employment.

EMPLOYMENT SEX AND MARITAL STATUS

Sex and marital status are other major factors affecting the rate of employment in this case the main concern is on identifying who are more subjected to employment males and females and the married and the single one.

As far as sex concerned, employment is unevenly distributed between the two sexes males are more employed than males. They account for about the total employed the reason is males have higher performance in education than males. There are encouraged to attend class by their family. Their encourage them from being competent in education performance for this reason they become able to succeed. Become change full to be employed more than females.

1. Again divorced males are were more employed as maintain their family life this percentage is 12.50%.
2. The reason is that factors such as educations failure and age are more likely to be associated with the divorce individuals from the martial status.

This is worse for females this may be taken as one step to words rational economic decision making developed by the community.

RURAL- URBAN MIGRATION IN DILLA TOWN

Rural - urban in the common condition almost in all cities and towns of the country. That is why cities and towns are expanding more than any other time before even though rural urban migration is curial for the expansion of cities and towns. It is accompanied by the problem of housing sanitation unemployment and low social services when we come to our case in Dilla. It is the most affected city by rural urban migration.

The town is forced to accommodate people more than its economic activity. As a result for mentioned of cities and towns happened in Dilla town. The following table shows that where the majority unemployed people come from.

Table 3.6. The extent of unemployment by migration from the total sample size

Migrants from Different Areas	No of Migrants			
	Females	Male	Total	% age
1. Resident in the city	1	0	1	14.28%
2. Surrounding rural	2	1	3	42.85%
3. Surrounding urban area	0	1	1	14.28%
4. From other region	1	1	2	28.57%
Total	4	3	7	100%

Source: own survey

As we can observe from the table from the total sample unemployed people 7 from 20, 42.85% of them come from the surrounding rural area, 14.28% of the unemployed are residents people and 14.28% comes from surrounding urban areas. This shows that rural urban migration is the major reason for peoples being unemployed.

There are a number of reasons behind rural urban migration as different respondents gave different reasons which make them to migrate to Dilla town. The most significant reason is low agricultural productivity of the village surrounding the city. There is shortage of farm land .The soil degraded for a long period and is infertile and seasonality of rain fall and lack of infrastructural development are the cause for lower agricultures productivity. All those things are push factors in addition to this people who live in rural area except that there is better economic activity and income in the town. Therefore people immigrate to the town to improve their quality of life by their expectation at the beginning.

More over to this when student in rural areas failed from their exam they migrates to the city rather than starting their business from that rural area. Females who are disoriented to work only in a house or those who are prohibited to learn or who are forced for migration are pushed to migrate to the city.

CONSEQUENCES OF UNEMPLOYMENT IN DILLA TOWN

There are many challenges which are occurred to the problems of unemployment we can see these challenges from three perspectives. There are economic social and political perspectives.

ECONOMIC PERSPECTIVE

In economic perspective unemployment has two side effects. The first is for the society in general and the second is for unemployed people them selves. The society losses the out put that are foreign due to the unemployed labor force. This is called GNP gap is the amount by which actual GNP falls short of potential GNP this is on opportunity cost which is not produced and loss forever. On the other hand unemployment has many side effects on the unemployed individual him self.

Lack of self confidence dependence on one's parents or relatives of parents' psychological problem and lack of economic freedom in general are few of them when we say economic freedom it is talk about the incapability to purchase and consume things of the right time and place. The following data shows that the economic dependence of unemployment people.

Table 3.7 the economic dependence of unemployed people

	The Means Sustain the Unemployment People	Number of unemployed			
		Male	Female	Total	% age
1	Rely on parent help	1	2	3	42.85%
2	Small occasional job	2	1	3	42.85%
3	Through helps from friends and relatives	1	0	1	14.28%
Total		4	3	7	100%

Source: own survey

As we observe from the above table 3.7 the total sample of unemployed people 42.85% of them are rely on their parents, and 42.85% of them are relying on their parent sustain their life by doing small occasional jobs. In addition 14.28% of the total unemployed rely on their friend people effect the welfare of the society.

Generally the research reveals that unemployment is associated with aggravation of poverty and income inequality.

SOCIAL PERSPECTIVE

We have said that unemployment individuals are more economically dependent on some one else that mean the employed individual will not have economic freedom. In order to avoid this problem many people are found to be engaged in different activities which are social for bidden. Those activities prostitution Gambling, begging, street life the theft and robbery etc in addition discussed in the previous topics females are found to be unemployed than male of the same time the youth are found to be unemployed considerable number of unemployed females in now taking prostitution as an alternative way of life. This has significant role spreading HIV/AIDS epidemic in the society on the other hand most of unemployed youth males spent their time in gambling in its own that is the only problem but it pause the way for other criminal activities such as fighting and theft.

POLITICAL PERSPECTIVE

Even though there was not that much aggregated political problem in Dilla town which come from due to the problem of unemployment but if unemployment problem is not solved continuously. They it will inevitability lead to political instability.

CONCLUSION AND RECOMMENDATION

Rapid population growth is impediment for the social and economic development and it makes the whole economy very complex. Rapid population growth increase the unemployment problem by making difficult creation of sustainable job opportunities and the number of economic establishment will be too few to observe the large position of the economically active population. Existing data shows when the number of population in Dilla town is increasing from time to time the extent of unemployment rate also increase from year to years.

Along with fertility and mortality, migration is component of populating change migration is making the unemployment more serious because migration means adding active labor force in the existing labor force in Dilla town. The existing data shows from the total sample of unemployed persons of the unemployed are migrant therefore it will be harder for the existing sector to afford all the labor force. As we have already seen in the discussion, Dilla town experience the highest unemployment rate. This has affected the population on the town negatively in terms of speeding poverty exploitation of under aged children and involvement of informal sectors.

On the other hand females high school drop outs the youth people in the age interval between 16.30 and the single (Unmarried) one are found to be the most affected section of the society by unemployment problem. A private investment plays a major role in unemployment reduction by creating new job opportunities for those unemployed people. Even though recently relatively better investment exists and business skill is increasing it is not enough to absorb completely the new labor force. In Dilla town micro and small enterprise are expending and working. These activities create wider job opportunity for the unemployed individual high population growth combined low economic activity rural –urban migration less expansion of private investment and micro and small enterprise poor culture of people to words work and shortage of labor intensive industries are cause of unemployment and brings about negative economic social and political effects on the society.

RECOMMENDATIONS

The primary goal of this research paper is not only to identify the severity of unemployment in the town but also to prepare some remedial measures to minimize. As only knowledge of the extent of unemployment is nothing, if no action is taken to avoid it. As a result the researchers want to recommend the following to the responsible bodies.

As shown in the previous section of this paper rapid population growth is an impediment for social and economic growth especially by making the unemployment problem harder. Therefore rapid population growth should be reduced (eliminated) by making the people to be aware of the unemployment problem and motivate to use contraceptive (birth controlling method)

1. Infrastructure development in the surrounding area. This enables survey mean to increase their productivity easy access to markets and other social services. As a result rural –urban migration can be successfully reduced.
2. Expansion of micro and small enterprise which are very important to absorb new labor force. This must be promoted both by the government and the society to be expanded more.
3. Women empowerment is important in terms of credit accessibility access to land, tax reduction and organizing them in the form of cooperative since more of the unemployed are women.
4. TVET school expansion should be available to the number of students that going in grade 10 to 11 have some technical skills. It also resulting gain reduction of unemployment

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A STEP AHEAD TOWARDS GREEN PRODUCTS- A STUDY ON CONSUMER PERCEPTION

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ABSTRACT

In the modern marketing era Green marketing is a phenomenon which has been adopted by an individual as well as by industries and is being observed as an important concept in India as in other parts of the developing and developed world, and is seen as an important MANTRA of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. The Paper aims at the preference of consumer towards the green product and also to spread the awareness of the green products. The main objective of this study is to spread the awareness about the green product.

A detailed study has been done to record post purchase customer satisfaction for buying eco – friendly products. In this study a sample size of 400 were taken in which different factors affect buying decisions and how customer felt after using the products were recorded. Certain findings, conclusion and suggestions were recorded after analyses done with the help of statistical tools.

Keywords: Green Products, Consumer perception, Eco friendly, Environmental concerns

INTRODUCTION

At the present the concept of green marketing is very popular as its obvious decision of consumers towards the safe environment as the growth of the global economy, over consumption and utilization of natural resources has deteriorated the environment. The climate change which is caused by human-induced greenhouse gas emissions and fossil fuel combustion and is now occurring and it has presented a great challenge to everyone around the world. Generally Climate change leads severe negative results such as higher temperatures, rising sea levels, increased air pollution, loss of animal and plant habitats, ocean circulation disruption and extreme weather conditions which severely impair output and productivity. As the result now- a- days both the consumers and marketers are becoming cautious to the need for switching to green products. Though the shifting from normal goods to “green” products seem to be expensive but in long run the results leads to fruitful in environment.

LITERATURE REVIEW

Green consumers are those who are increasingly aware and concerned about the environmental issues (Soonthorsmai, 2007). However, according to Mandese(1991), green consumers are those consumers who have strong environmentally friendly attitudes, always look for opportunities to behave in such a way and often express environmental concerns like air and water pollution, the ozone layer, green house gases, excessive use of chemical fertilizers, pesticide and insecticides in agriculture. The green consumers support businesses that have an environmentally friendly operation and they are concerned about how green the products and foods that they purchase and consume are (Renfro, 2010).

Ottman (1992) defined that green products are the products that are non-toxic and made from recycled materials. In general, green products also known as environmentally friendly products or ecological products. According to Pavan (2010), green products are the products which protect or enhance the natural environment by conserving energy or resources, original grown, recyclable and reusable, reducing or eliminating use of toxic agents, pollution and waste, contain natural ingredients or recycled content, do not pollute the environment, contain approved chemicals and have not been tested on animals. However, according to Peter(2011), green products are products that guarantee that they are processed, manufactured and produced in an environmentally friendly way that minimizes a negative or damaging impact on the environment. A significant number of studies have been carried out since 1970 on consumer behaviour towards green products. However, the green marketing studies in the Asian countries are relatively less than the Western countries (Lee, 2008). A research done by Mei et al. (2012), indicate that Malaysian consumers'. In the recent years, due to the massive amount of environmental pollution caused by firms in the world, people have become more aware of the environmental issues. In 1975, the concept of green products was first tracked by the “American Marketing Association” on their workshop on “Ecological Marketing”. AMA defines green marketing as the marketing of products that are presumed to be environmentally safe, it incorporates several activities such as product modification, changes to production processes, packaging and advertising strategies. It also resulted in the publications of the first book on the concept of green products or green marketing titled “Ecological Marketing” (Henion and Kinnear, 1976). In this book the positive and negative aspects of concept of green products or green marketing had been

discussed. After this many authors commented on the concept of green product like according to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding")from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between and also Curlo (1999) as cited in Lee (2009) argued that consumers in the USA and Western Europe had become more concern about the environment in the past decade.

OBJECTIVE OF THE STUDY

The following research objective of the paper were chosen

- To know the perception of customers for buying eco friendly products.
- To know what impact demographic factors have in preferring green products.
- To analyze the factors which consumer feel are important for buying eco friendly products.
- To know the impact of green products on the environment.

The following hypotheses were formulated for study.

- H_{01} : Age has no impact on perception of Green Products.
- H_{02} : Gender has no impact on perception of Green Products
- H_{03} : Occupation has no impact on perception of Green Products
- H_{04} : Education no impact on perception of Green Products

RESEARCH METHODOLOGY

The research involved collection of both secondary and primary data. The secondary data has been obtained from various journals and websites. A structured questionnaire has been designed to collect the primary data. Researcher has collected information from different parts of Delhi from 100 respondents

SAMPLE SIZE

The sample size for conducting the study was taken as 100 in order to form an opinion.

METHODS OF DATA COLLECTION

Primary as well as secondary sources of data collection were used to conduct the research. A qualitative research was done by interviewing using a structured questionnaire designed by the authors.

TECHNIQUES USED IN THE ANALYSIS

The research instrument used in the project for conducting the research was Questionnaire and physical Interview. People were interviewed and their responses were recorded, sorted, categorised and processed in the SPSS-16 to derive the results. The respondents' analysis have been analysed using ANOVA on the basis of age, gender, occupation and education.

DATA ANALYSIS AND INTERPRETATION

Table1: Demographic Profile

Variable	Characteristics	Frequency	Percentage
Gender	Male	48	48.0
	Female	52	52.0
Age	18-30 years	42	42.0
	30-45years	23	23.0
	More than 45	35	35.0
Profession	Student	39	39.0
	Service	29	29.0
	Businessman	16	16.0
	Other	16	16.0
Education	Secondary level	19	19.0
	Undergraduate	39	39.0
	Postgraduate	31	31.0
	Other	11	11.0

The Demographic profile indicates that majority of respondent are in the age group of 18-30 years and are either graduate or post graduate and have different occupation but majority of respondents belong to student category and were aware about the concept of Green Products.

Cronbach's Alpha	N of Items
.765	10

RELIABILITY AND VALIDITY

Table 2 shows the result of reliability analysis- Cronbach's Alpha Value. This test measured the consistency between the survey scales. The Cronbach's Alpha score of 1.0 indicate 100 percent reliability. Cronbach's Alpha scores are all greater than the Nunnally's generally accepted score of 0.7. In this case, the score was 0.765 for the different attributes of green products.

Table – 3: Computation of ANOVA

	Age group		Gender		Occupation		Education	
	F	Sig.	F	Sig.	F	Sig.	F	Sig.
Ready to pay high price	1.531	.219	.375	.543	.307	.872	2.291	.112
Awareness about companies promoting eco-products	1.248	.303	.075	.785	1.180	.333	1.497	.234
Eco-friendly products used in last three months	1.713	.177	.620	.435	.354	.840	4.113	.023
Companies sincere in promoting green products	.634	.597	.001	.976	.465	.761	.882	.421
Ready to pay nominal increase in tax for eco-products	.851	.473	.299	.587	.677	.611	1.015	.370
Reason to prefer green products	.768	.518	.108	.744	1.151	.345	.569	.570
Awareness about eco-products	.817	.491	.526	.472	2.371	.067	1.699	.194
Eco-products easily accessible	.677	.571	.919	.343	.361	.835	.120	.887
Green products your needs	.188	.904	.028	.869	2.193	.085	1.232	.301
Opinion about the eco-products	.421	.739	.005	.944	.422	.792	1.215	.306

The study shows that none factor is significant except education. Responses reveal that education plays a significant role in the perception of green products. The significant value is .023 which is less than p-value 0.05, hence proved that null hypothesis is rejected and education has an impact on the perception of green products.

CONCLUSION

Green product development is more than just creating products that are environmentally friendly, it is about systemic change in society that includes consumers, producers and the general commercial structure within which they negotiate. By widening & deepening the meaning of green, relevant actors will have an economic incentive to pursue green product development.

The research has found that the education has a strong influence on the consumer perception on green products. The other factors of marketing mix has only marginal impact on decision making, hence all the companies dealing in green products may take care of products feature . Similarly the price of green product has important

impact on buying of green products. Majority of the respondents keep the price in mind while buying the green product therefore it is suggested that the companies should be more sincere about promoting the green products.

It is observed that customer are willing to pay more for green products as they think that it is their environmental responsibility to use green products and also they feel that they must go for green as it is beneficial for the environmental safety.

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TECHNOLOGY ACCEPTANCE MODEL FOR ADOPTION OF E - SHOPPING BY CONSUMERS IN ODISHA

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ABSTRACT

One of the continuing issues in the management of information technologies is the difficulty of identifying significant factors that influences consumers to accept and make use of systems developed and implemented by others. Existing studies have employed the technology acceptance model (TAM) to address this issue and the model has now become one of the most widely used models in information technology. In this study, an attempt is made to explain consumer acceptance of e-shopping by means of an extended model based on TAM. Perceived trust, perceived enjoyment, perceived information quality, perceived system quality and perceived service quality factors are added to the classical TAM to produce an extended research model. This extended research model is tested against data obtained from 186 internet users in Odisha, and a structural equation model is used to analyze these data. The results support the previous findings related to classical TAM; however, the recently included constructs in this study are also effective in explaining the adoption and continuous usage of e-shopping.

Keywords: E Shopping, Technology Acceptance Model, Perceived trust, perceived service quality, Odisha.

1. INTRODUCTION

The process of growing the Internet in the recent years has been genuinely perceived as an extraordinary event (Krishna & Guru, 2010). Research indicates that the development of the commercial trade that is carried out through the Internet has surprisingly changed the retail vista in the world economy since 1990 (Chen & Chang, 2003). This is supported by Delafrooz et al. (2010) as the usage of the Internet in the contemporary era is no longer limited as a networking media, but it is also being used as a means of transaction for consumers in the global market.

Shopping in India has undergone a huge transformation over the past few years. It is no more confined to bazaars, street markets and malls. Online shopping, also known as e-shopping, is the act of purchasing products or services over the internet. E-commerce was introduced in India in 2002 when Government of India introduced IRCTC online passenger reservation system. It allowed booking of tickets online with easy payments, people were able to check the status of their tickets and also look for ticket availability. Today, online shopping has become a booming industry in India. India stands at number five in e-commerce throughout the world. In Asia, it holds second position (Monika Dahiya, 2015). Today, marketers can promote their products and services using internet over a wide geographical area. Google has estimated that in India there are more than 100 million internet users and among them about 50% of the users' access internet for their purchases. According to the Associated Chambers of Commerce and Industry of India, the online retail industry which is currently at Rs 2,000 crores, is expected to grow at an annual rate of 35% and touch Rs 7,000 crores by the year 2015. Popular online shopping sites in India are: - Amazon.com, Flipkart.com, Snapdeal.com, EBay.in, Myntra.com, Homeshop18.com etc.

This study employs TAM (technology acceptance model) as the underlying theoretical grounding for the research framework as it provides a valid basis for explaining and predicting consumers' intention towards online shopping behaviour (Bobbit & Dabholkar, 2001; Goldsmith, 2002; Grabner-Krauter & Kaluscha, 2003; Haque, et al., 2006; King & He, 2006). The knowledge this study generates will contribute in two ways: in terms of theory, this study provides an empirical understanding on the technology acceptance of consumers in Odisha towards online shopping; and in terms of practice, this study presents strategic implications and directions for the development of online shopping in Odisha.

2. LITERATURE REVIEW

2.1 Technology Acceptance Model (TAM)

Based on established pertinent theoretical foundations and literature, a research model has been employed to investigate the technology acceptance factors that influence the adoption of online shopping within the context of consumers of Odisha. The TAM (Davis, 1989), with its basis in the Theory of Reasoned Action (TRA) (Ajzen, 1991; Fishbein & Ajzen, 1975) has emerged as a powerful model in investigating the acceptance and use of information technology; its relationship to TRA has been discussed extensively in the literature (Davis,

1989; Keil, et al., 1995; Mitchell & Groatorex, 1993; Roger, 1995) and need not be elaborated here. The choice for using TAM as a research model to explain consumers' online shopping adoption is attributed to its consistent capability to explain a substantial portion of variances between behavioural intention and actual behaviours derived mainly from research into the purchase of technology related products (Bobbit & Dabholkar, 2001; Goldsmith, 2002; Grabner-Krauter & Kaluscha, 2003; Hanque, et al., 2006; King & He, 2006). As a simplification of TRA, the TAM suggests that users' decisions to accept a new information technology are based on two rational assessments of its expected outcomes: (i) perceived usefulness (PU), defined as user expectation that using a new information technology could result in improved job performance and (ii) perceived ease of use (PEOU), defined as the degree to which a person believes that using a particular system would be effortless [Davis, 1989; Lingyun and Dong, 2008; Yuanquan et al., 2008]. In the past decades, PEOU and PU constructs have been considered important in determining an individual's acceptance and use of information technology (IT). Information system (IS) researchers have investigated and replicated these two factors and agreed that they are valid in predicting individual acceptance of various corporate information technologies.

The original TAM variables may not adequately capture key beliefs that influence consumer attitudes toward e-shopping. In a series of studies, the coverage of TAM has been extended and, in addition to the variables in the classical TAM approach, trust, social personality and perceived enjoyment have been added [Gefen et al., 2003; Pavlou, 2003; Wu and Chen, 2005; Lingyun and Dong, 2008]. However, in addition to these factors, several other factors, including personal characteristics (age, sex, income, education and culture), internet experience, normative beliefs, shopping tendencies, online experience, safety, system quality, psychological perception (the perception of risk and benefit), online shopping experience, availability, service quality and attitude, have been added to the TAM for better modelling. Although it was stated in the past that these factors would construct the online shopping model as a whole, the models where all these factors are handled as a whole were only theoretically examined, and some of these factors were not included in the model in practical studies [Moon and Kim, 2001; Devaraj et al., 2002; Chen et al., 2002; Alreck and Settle, 2002; Pavlou, 2003; Park et al., 2004; Susskind, 2004; Pires et al., 2004; Klopping and McKinney, 2004; Yu et al., 2005; Lim et al., 2005; Zhou et al., 2007; Crespo and del Bosque, 2008; Lingyun and Dong, 2008].

2.2 Perceived Usefulness (PU)

PU is a major determinant of attitude toward use in the TAM model (Davis, et al., 1989). PU is defined as the degree to which the user believes that the technology will enhance the performance of an activity (Davis, 1989). According to McCloskey (2004), the ability to improve shopping performance, shopping productivity, and most importantly, accomplishing shopping goals, were concluded as valid determinants as to what makes consumers' shopping activity a success. This is in line with the findings of Barkhi et al. (2008) as their study suggests that consumers will develop favorable attitudes toward products and/or services that they believe to provide sufficient benefits or attributes toward a solution and negative attitudes toward those that are inadequate.

2.3 Perceived Ease of Use (PEOU)

Perceived ease of use is the degree to which a person believes that using a particular system would be free of effort (Dholakia and Dholakia, 2004). Other constructs that capture the notion of perceived ease of use, are complexity and effort expectancy (Rogers, 1995; Venkatesh, *et al.*, 2003). According to Buton-Jones and Hubona (2005), the ease of learning and becoming skilful at using pervasive technologies, including technologies and interfaces on online shopping sites, were concluded as valid determinants as to what makes a technology easy to use. The work of Selamat et al. (2009) further added that a technology which is perceived to be easier to use than another is more likely to be accepted by users whereas the more complex a technology is perceived to be, the slower will be its rate of adoption. Few scholars have also found that the perceived ease of use had a positive influence on consumers' attitude in using the Internet to shop online (Bisdee, 2007; Yulihassri & Daud, 2011). This is consistent with the work of Childers et al. (2001) which argued that online retailers which are able to provide online shopping sites which are clear and understandable, with less mental effort requirement, and allow the consumers to shop the way they want to shop.

2.4 Perceived Trust (PT)

Trust is a complicated and multi-dimensional structure. In conventional shopping methods, the risk level is very low, but in e-commerce, consumers have a lower level of trust. In e-commerce, trust plays an important role. Increases in the level of trust directly and positively affects the intention for e-shopping. Relations between classical TAM and trust have been widely discussed in prior studies in the literature. Successful e-shopping web sites and marketing activities are channels that ensure a low level of consumer risk perception and a high level

of consumer trust. Trust in an online seller improves PU in the short term and the long term [Gefen, 2000; Corbitt et al., 2003; Chang et al., 2005; Wang and Head, 2007; Kim et al., 2008].

2.5 Perceived Enjoyment (PE)

PE plays an increasingly important role, attracting growing interest in information systems research. In the intention for a certain behaviour, the effect of perceived enjoyment acts as an intermediary for PU and PEOU. PE makes web sites more attractive and directly affects the intentions of users. Lee et al. (2003) have determined that enjoyment is positively correlated with customer satisfaction and online shopping.

2.6 Perceived Information Quality (PIQ)

PIQ is assessed as the output quality of information systems. It is used to show the characteristics of the information. In the studies conducted in the literature, information quality was often used to measure the performance of information systems [Shih, 2004]. During e-shopping, companies and consumers share and exchange information, which results in coordination and communication. PIQ evaluates the quality of information provided through the network in a consumer-centred manner. It is assumed that PIQ will affect PU, PEOU and attitude.

2.7 Perceived System Quality (PSQ)

PSQ is defined as the transaction characteristic of an information system, supporting functions of which are measured as system quality. It is assumed that PSQ affects PU, PEU, attitudes and intentions. System quality refers to the ability of the information system to conduct transactions. In several studies, system quality measurements have been used to measure the performance of information systems. The supporting functions of an information system are a measure of its quality. In models extended with TAM, it has been determined that perceived quality affects PU, attitudes towards e-commerce and user acceptance [Liu and Arnett, 2000; Shih, 2004].

2.8 Perceived Service Quality (PSvQ)

For PSvQ, Parasurman et al. (1998) developed SERVQUAL, a measurement device consisting of 45 items. In many studies in the literature, SERVQUAL was used to measure the information quality of information systems [Kettinger and Lee, 1994; Shih, 2004; Chang et al., 2005]. Experimental results have shown that service quality is a defining characteristic of information systems [Liao and Cheung, 2002; Shih, 2004]. It is assumed that PSvQ of a website affects PU, PEU, attitudes and intentions.

In this study, the Technology Acceptance Model (TAM) provides the basis for attempts to explain the e-shopping behaviours of consumers in Odisha along with the causal relationships among factors that are believed to affect e-purchase since very few notable work has been done in Odisha in this area of study. This study attempts to fill in this gap by providing insights on how consumers form their attitudes and online shopping intentions to the existing literature and managerial implications for online shopping retailers and marketers on how best to serve and attract consumers to shop online via the management of online shopping technologies.

3. OBJECTIVES OF THE STUDY

The objectives of the study are the following:

- (i) To understand the e-shopping behaviors of consumers in Odisha along with the causal relationships among factors that is believed to affect e-purchase.
- (ii) To study the factors those facilitate to the adoption of e-shopping services by the consumers from Odisha.

4. HYPOTHESES

This study has postulated to test the following hypotheses which have been developed from careful study of existing literature.

H₁: Perceived Usefulness of e-shopping will have a positive impact on consumer's attitude towards e-shopping.

H₂: Perceived Ease of Use of e-shopping will have a positive impact on consumer's attitude towards e-shopping.

H₃: Perceived Trust will positively influence consumer's attitude towards e-shopping.

H₄: Perceived Enjoyment will positively influence consumer's attitude towards e-shopping.

H₅: Perceived Information Quality will have a positive impact on consumer's attitude towards e-shopping.

H₆: Perceived System Quality will have a positive impact on consumer's attitude towards e-shopping.

H₇: Perceived Service Quality will have a positive influence on consumer's attitude towards e-shopping.

5. RESEARCH METHODOLOGY

The current study employed a survey research in order to understand how consumers form their attitudes and make online shopping intentions. Survey research was the predominant methodology used in this study. The measurement device included in the research model was developed as a result of several studies. The purpose of the measurement device was to determine the factors that were believed to affect real e-shopping-related behaviors of consumers in Odisha. In this section, we discuss the sampling and data collection procedures followed by variables operational measurement and statistical tests used to evaluate hypotheses.

5.1 Sampling and Data Collection

In terms of data collection a self-administered questionnaire was developed to measure the relevant constructs. A 5-point Likert scale was adopted in the measurement device, namely “strongly agree”, and “agree”, “neither agree nor disagree”, disagree and “strongly disagree”. In this study, e-survey was used to collect the data. In many studies where e-surveys are used, the number of internet users is taken into account when determining the size of the sample [Couper, 2000]. Target respondents of this study were the internet users those who make purchases online and thus have already experienced e-shopping. Samples were collected from Cuttack, Bhubaneswar and Berhampur cities of Odisha through mail survey. Here convenience sampling method was used to collect the data since the target group was the internet users who have some e-shopping experience. Out of the 320 questionnaires that were sent out, 186 were completed and returned, recording a response rate of 58.12%. Socio-demographic features of the 186 participants who answered the measurement device are given in Table 1 below.

TABLE NO: 1 Demographic profile of respondents

Demographic Variables	Groups	Frequency	Percentage
Gender	Male	88	47.31
	Female	98	52.69
Age (in years)	18-30	89	47.85
	31-40	62	33.33
	40 and above	35	18.82
Academic Qualification	Undergraduate	24	12.90
	Graduate	78	41.93
	Post graduate	67	36.02
	Ph.D	17	9.14
Occupation	Student	24	12.90
	Part time employee	16	8.60
	Full time employee	83	44.63
	Business	28	15.05
	Home maker	35	18.82
Income	<2 lakhs per annum	75	40.32
	2-5 lakhs per annum	81	43.55
	>5 lakhs per annum	30	16.13
Frequency of e-shopping	Less than 5 purchases per year	92	49.46
	More than 5 purchases maximum up to 10 purchases per year	73	39.24
	More than 10 purchases per year	21	11.30

5.2 VARIABLES IN THE STUDY

5.2.1 Independent Variables

Independent variables in this study were accessed with items derived from existing literature. There are seven independent variables used in this study. They are Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Trust (PT), Perceived Enjoyment (PE), Perceived Information Quality (PIQ), Perceived System Quality (PSQ) and Perceived Service Quality (PSvQ). Each of these variables measured between three to six

questions which tailored within e-shopping adoption context. Hence, a total of 27 questions were constructed and captured the intention to adopt and continuous use of e-shopping by consumers. Responses to these questions were measured by a five-point Likert scale. For example, “1” denoted as strongly disagree, “2” denoted as disagree, “3” denoted as neutral, “4” as agree, and “5” as strongly agree.

5.2.2 Dependent Variable

Attitude towards e-shopping (ATES) by the consumers was the dependent variable. A five-point Likert scale was applied to measure the responses, ranging from scale “1” as strongly disagree to scale “5” as strongly agree.

5.3 DATA ANALYSIS

5.3.1 Correlation analysis

Correlation analysis was performed to examine the relationship between all the variables. The results support the non-existence of multi-co linearity since all the correlation coefficient values are below 0.8. Table no 2 represents correlation coefficients among the dependent variable and independent variables. The highest correlation shown in the table is 0.524 between Perceived Trust (PT) and Perceived Service Quality (PSvQ).

TABLE No- 2 : Correlation analysis among the variables under study

Variables	Attitude towards online shopping (ATOS)	Perceived Usefulness (PU)	Perceived Ease Of Use (PEOU)	Perceived Trust (PT)	Perceived Enjoyment (PE)	Perceived Information Quality (PIQ)	Perceived System Quality (PSQ)	Perceived Service Quality (PSvQ)
Attitude towards online shopping (ATOS)	1	0.249	0.367	0.451	0.173	0.156	0.314	0.378
Perceived Usefulness (PU)	0.249	1	0.274	0.372	0.087	0.243	0.324	0.361
Perceived Ease Of Use (PEOU)	0.367	0.274	1	0.403	0.122	0.382	0.138	0.417
Perceived Trust (PT)	0.451	0.372	0.403	1	0.062	0.515	0.479	0.524
Perceived Enjoyment (PE)	0.173	0.087	0.122	0.062	1	0.108	0.268	0.302
Perceived Information Quality (PIQ)	0.156	0.243	0.382	0.515	0.108	1	0.428	0.147
Perceived System Quality (PSQ)	0.314	0.324	0.138	0.479	0.268	0.428	1	0.446
Perceived Service Quality (PSvQ)	0.378	0.361	0.417	0.524	0.302	0.147	0.446	1

Note: PU, PEOU and PT- Correlation is significant at 0.05 level (2-tailed) ; PIQ, PSvQ- Correlation is significant at 0.01 level (2-tailed).

5.3.2. Factor Analysis and Reliability Testing

Factor analysis and reliability testing were performed to ensure that all research constructs are reliable. Firstly, factor analysis was executed in order to reduce the complexity of research constructs, as well as ensuring that minimal latent constructs were employed to explain the shared variance of measured constructs use in the questionnaire (Henson & Roberts, 2006). Secondly, Cronbach's alpha was utilized to ensure consistency of the survey data (Wang, et al., 2005). Cronbach's alpha is based on average correlation of items within the test because it will be interpreted as coefficient (Coakes, et al., 2010). A common rule of thumb is that indicators should have a Cronbach's alpha of at least 0.7 to judge the set of items as reliable (Peterson, 1994). Confirmatory factor analysis (CFA) results are given in Table no 3.

TABLE No- 3 : Confirmatory Factor Analysis Results

Dimension	Items	Factor loadings	t-value	Cronbach's α
Perceived Usefulness (PU)	PU1	0.812	25.27	0.84
	PU2	0.807	24.03	
	PU3	0.786	26.18	
	PU4	0.843	25.69	
Perceived Ease Of Use (PEOU)	PEOU1	0.864	23.79	0.89
	PEOU2	0.828	27.26	
	PEOU3	0.856	24.57	
Perceived Trust (PT)	PT1	0.914	25.59	0.91
	PT2	0.927	27.74	
	PT3	0.919	26.69	

	PT4	0.931	28.42	
Perceived Enjoyment (PE)	PE1	0.665	21.16	0.67
	PE2	0.743	22.57	
	PE3	0.688	20.78	
Perceived Information Quality (PIQ)	PIQ1	0.902	28.81	0.90
	PIQ2	0.921	29.35	
	PIQ3	0.943	27.89	
Perceived System Quality (PSQ)	PSQ1	0.675	22.53	0.63
	PSQ2	0.683	23.75	
	PSQ3	0.749	20.48	
Perceived Service Quality (PSvQ)	PSvQ1	0.941	29.78	0.93
	PSvQ2	0.916	28.61	
	PSvQ3	0.877	29.15	
	PSvQ4	0.893	27.83	
Attitude towards E-shopping (ATOS)	ATES1	0.912	26.89	0.89
	ATES2	0.933	29.67	
	ATES3	0.897	29.72	

5.3.3 Multiple Regression Analysis

Multiple regression analysis was carried out to analyze the relationship between one dependent variable to several independent variables. Therefore, multiple regression analysis was an appropriate method to examine the relationships between independent variables and dependent variable in this study. The coefficient of determination, R^2 stated 0.396, indicating that 39.6 percent of the changes in attitudes to adopt e-shopping can be explained by the changes in the seven variables. The individual model variables indicate that PU ($p < 0.05$), PEOU ($p < 0.05$), PT ($p < 0.05$), PIQ ($p < 0.01$), PSvQ ($p < 0.01$) positively and significantly affect the attitudes towards online shopping. Contrarily, PE ($p > 0.05$) and PSQ ($p > 0.05$) had no significant relationship with consumer's attitude towards online shopping.

TABLE No- 4: Results of Multiple Regression Analysis

Model	Standardized Coefficients (β)	<i>t value</i>	Significance value (<i>p</i>)
Constant	0.094	1.247	0.168
Perceived Usefulness (PU)	0.189	2.337	0.028
Perceived Ease of Use (PEOU)	0.194	2.446	0.036
Perceived Trust (PT)	0.295	3.571	0.019
Perceived Enjoyment (PE)	0.077	0.506	0.233
Perceived Information Quality (PIQ)	0.262	2.827	0.007
Perceived System Quality (PSQ)	0.059	0.465	0.166
Perceived Service Quality (PSvQ)	0.308	4.162	0.000
R^2	0.396		
Adjusted R^2	0.375		

Note: PU, PEOU and PT- Correlation is significant at 0.05 level (2-tailed) ; PIQ, PSvQ- Correlation is significant at 0.01 level (2-tailed).

5.3.4. Hypotheses Testing Results

Hypothesis testing is performed to determine whether hypotheses proposed based upon a review from existing literature are supported or not supported. Table 5 projects the results from the testing of hypotheses. Five of the seven proposed hypotheses (i.e. H_1 , H_2 , H_3 , H_5 , and H_7) that emerged from the literature review are supported and found significant based on the results from the regression analysis. Remaining two hypotheses (i.e. H_4 and H_6) are not supported and thus were found to be insignificant based on results from regression analysis.

TABLE NO 5. Summary of hypothesis testing

HYPOTHESES	SUPPORTED/ NOT SUPPORTED
H ₁ : Perceived Usefulness of e-shopping will have a positive impact on consumer's attitude towards e-shopping.	Supported
H ₂ : Perceived Ease of Use of e-shopping will have a positive impact on consumer's attitude towards e-shopping.	Supported
H ₃ : Perceived Trust will positively influence consumer's attitude towards e-shopping.	Supported
H ₄ : Perceived Enjoyment will positively influence consumer's attitude towards e-shopping.	Not Supported
H ₅ : Perceived Information Quality will have a positive impact on consumer's attitude towards e-shopping.	Supported
H ₆ : Perceived System Quality will have a positive impact on consumer's attitude towards e-shopping.	Not Supported
H ₇ : Perceived Service Quality will have a positive influence on consumer's attitude towards e-shopping.	Supported

6. IMPLICATIONS

The first hypothesis posited that consumer PU will have a positive effect on attitude towards online shopping. Results revealed significant result ($\beta = 0.189$; $p = 0.028$). Thus, H1 is supported. The positive attitude towards online shopping is due to reasons that consumers perceive that online shopping improves their shopping performance and productivity. This corroborates the findings by Barkhi et al. (2008), Bisdee (2007), Childers et al. (2001), Davis (1989), Davis et al. (1989), Kim et al. (2003), and McCloskey (2004).

Further investigation of study was performed on the second proposed hypothesis on whether there is significant relationship between PEOU and attitude towards online shopping. Results revealed significant result ($\beta = 0.194$; $p = 0.036$). Thus, H2 is supported. This suggests that the ease of use of technological interfaces and tools on online shopping sites are imperative in predicting the online shopper's attitude towards online shopping. Specifically, this study further contends that consumers would only develop favourable attitudes toward online shopping if online shopping sites are easy to use. This result is analogous to Bisdee (2007), Buton-Jones and Hubona (2005), Childers et al. (2001), Davis (1989), Davis et al. (1989), Selamat et al. (2009), Teo (2001), and Yulihassri and Daud (2011) stating that PEOU is a major determinant of attitude towards behaviour.

Research hypothesis H3, that perceived trust (PT) has a positive impact on attitude, was accepted ($\beta = 0.295$; $p = 0.019$). The results obtained are consistent with Hassanein and Head (2007) who stated that perceived trust has a positive impact on consumer's attitude.

In previous studies, it was stated that the information, service and system quality variables of the system used had a significant impact on the ease of use. Ha and Stoel (2009) suggested that these three implicit variables could collectively explain the dimension of e-commerce quality. In our study PIQ ($\beta = 0.262$; $p = 0.007$) and PSvQ ($\beta = 0.308$; $p = 0.000$) (hypotheses H5 and H7) both are supported but on the contrary Perceived system quality (PSQ) i.e. hypothesis H6 was not supported. ($\beta = 0.059$; $p = 0.166$.)

Finally hypothesis H4 which claimed that perceived shopping enjoyment has a positive impact on attitude has also not been supported in this study ($\beta = 0.077$; $p = 0.233$.)

7. DISCUSSIONS AND RECOMMENDATIONS

In this paper, a model was generated of consumer acceptance of e-shopping in Odisha for the purpose of showing the factors not included in the classical TAM model, such as enjoyment, trust and quality of e-shopping, which determine behavior, intentions and attitudes towards e-shopping. Theoretical models obtained as a result of a comprehensive literature research on e-shopping were compared to each other, and a research

model that is able to explain the tendencies of consumers in different dimensions was devised. This research model was determined to be unique in the factors that it includes. In addition to the factors employed by the classical TAM to explain the behaviors of consumers, five new factors were added and attempts were made to explain the causal relations between these factors and their impact on consumer behavior for e-shopping. The five new factors added to the classical TAM consist of two belief factors (perceived trust and perceived enjoyment), and three e-quality-related factors (perceived information quality, perceived service quality and perceived system quality). Out of the five new factors perceived enjoyment and perceived system quality were found to be insignificant in this study where as all the other factors were found to be significant. Technology Acceptance Model that is used in the study has been proven by showing parallels with the literature. Moreover, direct and indirect effects of the other factors included in the model were significant on the behavior of the e-procurement (e-purchase).

Online retailers are recommended to make their digital marketplace simple to learn and easy for consumers to become skilful at using the technological interfaces and tools on the site i.e. as user friendly as possible. Webpage layout and structure should be designed in a way that makes potential customers easy to find what they want. Features that facilitate the comparability between product and service offerings and site maps will aid to this cause. Additionally, online retailers can provide interactive features, such as live customer support and chat rooms for shoppers, that facilitates flexible multiple interactions between consumers and between consumers and online retailer. Furthermore, to support online shopping adoption, system developers for online shopping sites could focus on developing effective user guidance, such as video tutorials and step-by-step visual e-how guides, to aid consumers who are new or unfamiliar with online shopping. Most importantly, as the ease of browsing at online shopping sites had the highest factor loading among the measurement items for perceived ease of use, online retailers are strongly encourage to ensure that online shopping sites are easy to browse.

Additionally, online retailers should take note about the importance of shopping performance to consumers. In this situation, it is worthwhile to consider providing information and services that helps consumers save e.g. time and/or money. Since the operational cost of digital retail stores is much lower as compared to those in the brick-and-mortar environment, less expensive final price tags should be considered. Delivery services are encouraged as it would provide much convenience to consumers as they do not need to travel to source and purchase particular products and/or services. Also, features which enhance shopping productivity could also be employed. Search engines for online shopping sites are recommended as it helps consumers to make timelier purchase decisions and aids towards search for product information within a shorter time frame.

8. CONCLUSION

The results obtained in this study can be used to determine the marketing strategies employed by e-stores to improve the willingness of consumers to engage in online shopping. Using the model in this study, the factors that are seen as important by users in e-shopping systems were clearly defined. E-shopping is developing rapidly. An effective e-store design is of critical importance if the e-store wants to meet the expectations of e-consumers. Changing consumer and life patterns are introducing more and more consumers to the virtual environment. Acceptance and adoption by consumers of this virtual life will change according to the marketing performance of service providers, who are seen as important actors in the virtual environment. All things considered, the current findings significantly enhance understanding of user acceptance of online shopping. Consideration of the factors identified should lead to more successful adoption of online shopping. Results suggest consumers' of online shopping need to be provided with effortless and useful web interfaces and online shopping technologies. Future research can further evaluate and analyse the technology acceptance of consumers toward online shopping from a larger perspective by creating a technology acceptance index for different product and service categories, extending the TAM to include other belief constructs, and the moderating effects of demographic variables on the technology acceptance relationships.

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TALENT ACQUISITION IN 21ST CENTURY – A CHALLENGE

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ABSTRACT

The success of any business is depends upon the talent which any organization possess. In order to drive business talent is must, but gap between demand and supply of talented is getting widen day by day. There is a shortage of talent in the market and this has created a war like situation often known as 'talent war', 'skill shortage', or 'employment seller's market'. In 21st century the deep conviction could be 'Talent Leads to Better Corporate Performance' and for this talent acquisition going to prove a big challenge.

Over the next few years, the demand for talented people will far exceed the availability of skilled workers - at all levels, and in all industries. This will affect the competitive positions of big players also. Nevertheless the economic situation of a country which may affect the job market for a time being, many 'A-players' or 'knowledge workers' who have not had significant opportunities for growth and advancement change the jobs. This is observed, when the fundamental shortage becomes apparent - especially for those companies who have not developed a reputation as 'employer-of-choice', and who have not developed the capabilities and infrastructure to compete effectively to acquire and retain scarce talent resources.

Thus, there is a need of developing Talent Acquisition Strategy as one of the most important HR function. This paper revolves around Strategic Talent Acquisition and attempts to find out those strategies that can help an organization to attract the best talent of the pool.

Key Words: Knowledge Workers, Talent Acquisition, Talent Acquisition Strategy, Poaching

INTRODUCTION

Talent Acquisition involves all the sub-processes around finding, attracting and engaging highly talented individuals into your organization. It is also different from recruitment which is entirely a tactical event. Getting the best talent, and keeping the talent you have is becoming intensely competitive. Most corporate officers say that the biggest constraint to pursuing growth opportunities is talent.

Acquiring A-players is a both art and science. People who are capable have numerous options. Employer brand identity is increasingly important to compete for successful acquisition. Rebuilding a damaged employer brand often takes years. New technology such as Internet sourcing has not reduced cycle times nor increased effectiveness.

Organizations that consistently attract players develop an employer-of-choice brand identity, deep capabilities in talent acquisition, retention and development, and the process & infrastructure to support them.

It is estimated that at least 1/3 of business failures are due to poor hiring decisions and inability to attract and retain the right talent. Average cost of replacing a manager or professional is 1.5 to 3 times salary. The cost of working around an under-performer can run as high as six figures. The cost of consistently failing to attract and retain good talent including each declining productivity, morale, culture and reputation is inestimable. Vacant position costs your organization Rs. 60,000 on average. For some management positions, it can easily run into six figures.

OBJECTIVES

- To understand the trends in current talent pool
- To define basic strategies for talent acquisition in an organization
- To find out the talent acquisition strategies for the organizations in 21st century.

RESEARCH METHODOLOGY

Methodology means a particular set of methods used for collecting the information pertaining to the objective of the project.

The data and information for this project is collected through secondary sources. This research paper is based only on secondary data.

UNDERSTANDING TALENT ACQUISITION

Talent Acquisition involves all the sub-processes around finding, attracting and engaging highly talented individuals into your organization.

ORIGIN OF THE "CONCEPT" OF TALENT ACQUISITION

Historically organizations have not treated the recruitment process as one of strategic importance, but latterly many are now waking up to the reality that the world has changed dramatically. No more can the organization pick and choose between several great candidates for one position that used to happen traditionally.

Traditional recruitment is re-emerging as a broader 'talent acquisition' concept - An approach that is becoming more and more critical in the 'War for Talent'.

- First and foremost, 'talent acquisition' forms a part of a much broader strategic approach in the corporate quest to gain and sustain a competitive advantage in today's marketplace.
- Other aspects include talent development, retention and transition.

These are primarily inward facing, whilst the former is outward looking.

The core concept of talent acquisition is to get away from the 'fill in the box' thinking to one that is more proactive and much closer to building the skill sets required to achieve business success. Traditionally, a recruitment need occurs when an individual either leaves or is promoted to another function. That's when panic can set in, especially if no suitable internal solution is found, a situation that is becoming known as - "under the bus syndrome". Strong relationship building or networking skills are important here.

The key to success in talent acquisition is the unique way that you are able to tap into the 'top performers' who are not really looking for another job. They never read the traditional job ads or go to the job boards on the Internet.

Encouraging your own 'star' players to identify other outside top performers is an extremely powerful tool that is being used more and more. Corporations are offering a wide range of rewards in order to get these names and then act on them.

Once the talent has been identified, the next stage is to start building on-going relationships and look for that all elusive 'trigger point' in someone's career that would get them to change jobs. This can be a number of things but it is often a negative experience or an outstanding opportunity. Gathering intelligence from their 'friends' and from previous market research will help in uncovering exactly what excites top players.

Educating line managers that talent acquisition must also be an every day duty is also a success criterion. Most manager, look at hiring only when there is a 'box' vacant on a purely transactional basis. Today's top talent has a very short shelf life; therefore you must have a sense of urgency in bringing them aboard, a job opening or no job opening. This tactic is considered very risky by some managers, but at the end of the day not making an offer the day a 'top' performer comes to the job market, you will most certainly loose them. Usually bringing in top management (CEO, CFO, COO, etc.) in the relationship building process helps considerably in influencing the 'star' performer.

Money is of course essential in the talent acquisition quest, but it's not the only element. Many corporations are using traditional job classification and job grading systems in order to remain competitive in the 'cash compensation' side. Being able to mould an opportunity and make it exciting will also attract top performers, the notion of "a la carte" job descriptions is becoming more and more adopted as a way of finding the "hot button", and excite people enough to make the move. Benefits and perks are at the fore here with long-term incentives such as stock options, being widely used. The work/life concept will also have an impact, a lot of corporations talk about this element but not many have fully embraced it. Others look at it from an investment banker perspective and view potential 'top performers' as they would any targeted acquisition, some people are even thinking of attributing P/E ratio values to top talent.

Peter Drucker was the first to coin the term, 'Knowledge Worker'. He describes the character of knowledge workers: Knowledge Workers are not satisfied with work that is only a livelihood. Their aspirations and their view of themselves are those of the "professional" or "intellectual." They demand that knowledge become the basis for accomplishment.

Knowledge workers expect to achieve and they want to be measured for their actual performance. Knowledge workers require that the demands be made on them by knowledge rather than by bosses - by objectives rather than by people. They require a performance-oriented organization rather than an authority-oriented organization. Although knowledge workers respect and acknowledge authority and responsibility within the hierarchical structure, they also recognize that knowledge work itself knows no hierarchy - knowledge is either

relevant to a given task or irrelevant to it. The task decides not the name, the age, or the budget of the discipline, or the rank of the individual plying it.

DIFFERENCE BETWEEN “RECRUITMENT” AND “TALENT ACQUISITION”

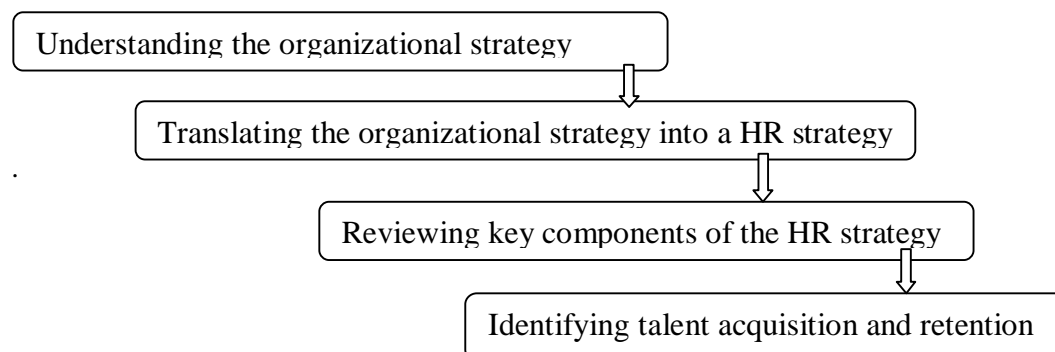
Recruiting is nothing more than filling open positions. It is an entirely tactical event. Whereas Strategic Talent Acquisition takes a long-term view of not only filling positions today, but also using the candidates that come out of a recruiting campaign as a means to fill similar positions in the future.

These future positions may be identifiable today by looking at the succession management plan, or by analyzing the history of attrition for certain positions. This makes it easy to predict that specific openings will occur at a pre-determined period in time.

Taking the long term strategic approach to talent acquisition has a huge impact on how an approach is made to a candidate. In this approach is more strategic in nature, the intent of the call is to go much further, and the conversation becomes more relationship building. The candidate has an opportunity to explain his/her future career aspirations, and the recruiter gathers enough information to determine if there is a potential fit in the client organization. If during a strategic recruiting call the candidate declares that they are both qualified and interested, then the tactical nature of the call has been automatically fulfilled. If, however, the candidate lacks sufficient experience, or the timing for a career move is not propitious, then they become candidates for the future, and all the recruiter has to do is keep in touch until either they become available, or a position with the client organization opens up.

Strategic Talent Acquisition allows access to a pool of competitive talent that would otherwise have been missed or even worse, ignored. It is nothing but adding a small incremental effort, in exchange for a huge potential reward.

LINKING ORGANIZATIONAL STRATEGY TO HR STRATEGY



TALENT ACQUISITION – AS A STRATEGY

The various sources in the connected world tipped the scales in favor of the highly talented individual looking for a new opportunity. Most important are as follows:

- **Internet**

Candidates can now advertise their desire to change jobs within minutes of making the decision and receive enquires about their talents within hours.

Potentially, it is feasible that a high quality employee of yours, having received a bad appraisal, inappropriate negative response from boss or extra workload stress can post their CV/Resume up on a particular jobs board at midday today, receive three interested requests for contact with third party recruiters or headhunters within hours, be interviewed for an outstanding role (at one of the competitors) tomorrow, receive an offer in writing the following day and resign that afternoon (within 2 days). But at the same time Internet has enabled this process for candidates, it has also brought significant advantages for organizations:

- **Direct access to the candidate market**

Now organizations can go direct to the candidate market, thereby cutting the time it takes to find the right people, whilst dramatically reducing their recruitment costs.

TALENT ACQUISITION STRATEGIES

Basic Strategies

Organizations are involved in the activities, such as staffing, recruiting, talent management as human resources professionals:

1. Indicator of success:

Together with high performers, organizations should establish some indicators of success or of high performance for each position recruit for. These could be the number of sales they have made in a month, the number of reports they have written that resulted in consulting assignments, the amount of revenue their group has generated, and so forth. Through this hard work, the task is to quantify the contributions.

2. Work with managers to develop profiles of the high performers in each group: Organizations should try to find commonalities and things that can be identified during the screening process that might predict success. These could be competencies, activities high performers engage in, work methods, or processes. There are many firms that help in determining what these "critical success factors" are and even help to develop tests to identify the candidates.

3. A focus on competitive intelligence (CI) :

This step allows organization to target advertising toward high performers, the kinds of people you seek. CI is well known in the industrial world; many companies employ CI experts to ferret out information about production capacities and equipment installations at their competitors. The same principles apply to recruiting. By gathering information from competitors, vendors and suppliers good people may be located. Employee referral program can be used for the same purpose.

4. Collecting and capturing critical information about candidates:

The knowledge accumulated gradually is valuable and should be put into some sort of database where it can be shared with other recruiters. A BLOG can form the basis on an internal or external community of recruiters where this kind of information can be exchanged. This is a form of knowledge sharing and transfers that, when properly done, can save thousands of hours of work and bunches of money. After all, headhunters rely on their own human knowledge management systems (i.e. their brains) to do this all the time.

5. Developing people so that they can become high performers:

The recruiting function has to move toward becoming more like a talent agency — something it has not been historically. Talent agencies not only recognize talent but also develop it for strategic purposes. Recruiters need to take knowledge of what talent looks like and offer people who have "it" a chance to acquire the skills they need to perform for the jobs required.

Mostly this will apply to current employee population. The only limit is vision and ability to work within the politics of corporate environments. One way to find the talent would be to open all of screening processes to anyone and then select those who seem likely to be successful. The Internet and corporate recruiting websites make this very easy to do. The development side could take the form of classroom training, e-learning, internships, action (work-based) learning assignments, or special programs that train a group of people for specific jobs within a company. The key is that recruiting is not only about finding talent, but also, increasingly, about developing it.

TALENT ACQUISITION STRATEGIES FOR 21ST CENTURY

Setting high standards for the caliber of talent an organization wants to have on its team and take deliberate action to strengthen that group. Developing a discerning "nose" for talent, and make clear-eyed, insightful assessments of the performance and potential of each person help to identify right talent.

Tell people, in a straightforward way, how they are performing and what you perceive as their greatest strengths and weaknesses. Only 35 percent of the managers in a survey feel that their company is open and candid with them. Telling people about their strengths builds their self-confidence. Telling them about their weaknesses helps them grow. Giving people the performance feedback they so need, and then encouraging and coaching them to improve their performance is demanded by the companies.

The old mind set about employees talk about -

- A vague notion that "People are our Most Important Asset"
- HR is responsible for people Management
- We have a two-day Success Planning Exercise Once a year
- I work with the people I inherit.

This is now replaced by -

- A deep conviction that Talent Leads to Better Corporate Performance
- All Managers Are Accountable for strengthening their talent Pool

- Talent Managers is a central Part of How we run the company
- I take bold actions to build the talent pool I need

Talent acquisition process can be more effectively carried out by using following aids

1. Strengthening Own Direct Reports→ This can be derived from giving the strong performers new challenges, greater responsibilities and the tasks they are most passionate about. Accelerating the development such that organization can keep them delighted and energized. It is advised to spend two-thirds of coaching time on the A and B performers, rather than on the C performers, as can so easily happen.
2. Dealing with low performer is the difficult task. It is necessary to tell them unambiguously that their performance is not good enough along with exactly what they need to improve.. If their performance does not improve sufficiently, remove them from the position, either by finding them a different role that will allow them to succeed or by asking them to leave the company. It is expected that, while developing the employee, the company should hunt for new talent to bring into group.
3. Finally, the need of the hour says that the company should be ready to do everything to make its unit a magnet for highly talented people. Giving people exciting challenges and lots of room to spread their wings will help them grow their skills and body of experience. A demanding boss who sets high aspirations, but also one who engenders trust and helps others shine will definitely serve the purpose. Companies that practice outstanding talent management have the talent mindset embedded in the institution.
4. Establishing a talent Standard... sharp difference between poor; average and excellent performance - The leader of any large organization has to extend his/her influence to the talent pool by setting the gold standard for talent in the organization. Identify and articulate the characteristics and caliber of leaders that the organization should have. It can be model every day through the quality of the people hired, the quality of people to be chosen to keep in the company and standards on which the people are judged.
5. Weaving development into organization→ Emphasis must be on the development of the people. Everyone is the organization – even if he/she cannot be a superstar – can push the limits of what they can. But many leaders do not understand how managers grow.
6. Holding Managers Accountable for the strength of their talent pools→ Each department of the organization should set three to six Specific talent strengthening objectives for the year. These objectives should be negotiated between the unit manager and the next-higher executive. Assessing how well a manager delivers against those objectives will require judgment and ongoing discussions about how effectively the talent pool is being built.
7. Poaching...acceptable or unacceptable?? - Poaching is not wrong and it is not unethical as well. It only shows some loop holes in the retention strategies of the company whose employees are being poached. If anyone identify a talent of his requirement in another company and if he can afford that talent in terms of compensation and growth then he has every right to poach the same. Poaching talent is the practice of proactively targeting and hiring top talent away from a competitor or top firm.

The specific intentions of poaching are:

- Securing skills or capabilities faster than if he was to attempt to develop talent internally through training and development efforts
- Securing expanded capacity that will require fewer ramps up time. Mitigating high-level talent losses due to attrition.
- Damaging your competitors' ability to achieve their strategic objectives

AN UNSTOPPABLE GLOBAL TREND

The truth is that when winning matters, the best teams seek out the best talent wherever it resides. The migration to a truly global economy is impacting every nation large and small in both positive and negative ways. One of the most apparent impacts is that it has increased demand for labor in nations that once supplied a surplus to developing nations, causing dramatic increases in local wages, in turn making it more difficult to recruit talent abroad. In addition, the rampant growth of offshore outsourcing has imbued developing nations with disposable income, making possible their investment into higher value work.

It has also turned the tables; such that developing nations must now devise ways to steal talent back from hyper-developed nations, i.e. poach!

Aggressive firms in such nations are following the leaders, they are:

- ✓ Putting work where the talent resides
- ✓ Subcontracting outsource contracts for low value activities to other developing nations
- ✓ Opening offices in locations that compete directly with their clients
- ✓ Offering very lucrative compensation packages for key players who return or are willing to relocate to a developing nation

In short, the war for talent is now a global one which is started to drive the evolution and practice of talent poaching.

CONCLUSION

Talent Acquisition Managers of 21st century have a great responsibility of not only hiring the best minds but also to developing them to the fullest so that they can be optimally utilized for the benefit of the organization. The various strategies discussed in this paper are the better ways of handling the situation in this highly competitive environment where delay in minutes can result into competitor's advantage. Talent Acquisition Managers ought to have a sharp smelling sense so that he can very well smell the talent as soon as it enters the market.

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E GOVERNANCE IN INDIA: ISSUES AND PROSPECTS

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INTRODUCTION

E-governance refers to the delivery of governmental services and information to the public through electronic means.ⁱ E-Governance provides an opportunity for both the governmental agencies and the people for bringing about qualitative and qualitative changes in their mutual interactions with the help of Information Communication Technology (ICT). According to United Nations Educational, Scientific and Cultural Organisation (UNESCO), e-Governance is “the exercise of political, economic and administrative authority in the engagement of a country’s affairs, including citizens’ articulation of their interests and exercise of their legal rights and obligations. E-Governance may be understood as the performance of this governance via the electronic medium in order to facilitate an efficient, speedy and transparent process of disseminating information to the public, and other agencies, and for performing government administration activities”.ⁱⁱ According to The Council of Europe, e-Governance is the use of electronic technologies in three areas of public action: (1) relations between the public authorities and civil society, (2) functioning of the public authorities at all stages of the democratic process, (3) the provision of public services (electronic public services).ⁱⁱⁱ For India, Dr. A.P.J. Abdul Kalam, former President of India, had a vision of “a transparent smart e-Governance with seamless access, secure and authentic flow of information crossing the interdepartmental barrier and providing a fair and unbiased service to the citizen.”^{iv}

E-governance, therefore, is the use of information and communication technology to carry out government functions such as service-delivery and information communication to the people. It is a means of making governance more efficient and responsive to the needs of the citizens. It simplifies both the internal government operations and the interactions between the Government and people and the Government and business.^v E-governance is also applied in the monitoring of the performance of various Governmental schemes. It also advances the aspect of democracy in governance and administration.

EMERGENCE OF E-GOVERNANCE IN INDIA

The initial steps towards e-governance in the India can be traced to the efforts for computerization and automation of government offices. The advent of personal computers brought the storage, retrieval and processing capacities of computers to Government offices. Recognizing the increasing importance of electronics, the Government of India had established the Department of Electronics in 1970. The National Informatics Centre (NIC) was established in 1977 to bring ‘information’ and its communication into focus in the various areas of governance and administration.

In the early 1980s, the use of computers was confined to very few organizations. By the late 1980s, a large number of government offices had computers, but they were mostly used for ‘word processing’. Gradually, with the introduction of better softwares, computers were put to other uses like managing databases and processing of information. Advances in communications technology further improved the versatility and reach of computers. Many Government departments then started using ICT for a number of applications like tracking movement of papers and files, monitoring of development programmes, processing of employees’ pay rolls, generation of reports etc.

The use of ICT in the Government then progressed from such “in-house” government applications to the networking of government departments and deployment of Information Technology to manage data-intensive functions related to elections, census, tax administration etc.^{vi} These processes brought about changes in the organizational structures, in the rules and regulations, and in the manner in which government officials dealt with the public. That the people have also accepted e-governance is evident from the fact they no longer take to streets on the news of computerization and mechanization.^{vii}

The main thrust for e-Governance was provided by the launching of the National Satellite-based Computer Network (NICNET) in 1987. This was followed by the launch of the District Information System of the National Informatics Centre (DISNIC). This was a programme to computerize all district offices in the country for which free hardware and software was offered by the Central Government to the State Governments. NICNET was extended via the State capitals to all district headquarters by 1990.

In the ensuing years, along with the ongoing computerization, tele-connectivity and internet connectivity came a large number of e-Governance initiatives, both at the Union and State levels. A National Task Force on Information Technology and Software Development was constituted in May 1998. While recognizing Information Technology as a frontier area of knowledge per se, the Task Force focused on utilizing it as an enabling tool for assimilating and processing all other spheres of knowledge. It recommended the launching of an 'Operation Knowledge' aimed at universalizing computer literacy and spreading the use of computers and IT in education. In 1999, the Union Ministry of Information Technology was created. By 2000, the Government of India identified a 12-Point Minimum Agenda for e-Governance for implementation in all the Union Government Ministries/Departments. Some of the important agenda points included the following actions to be taken by the Ministries / Departments.^{viii}

India is a developing nation. With its geographical vastness and its diversity in terms of literacy, education, language and culture, the country is beset with many problems which could come in the way of the success of the e-Governance initiatives taken by the Governments. But many of the problems can also be solved through the means of effective e-governance. Despite the various problems, e-governance in India is growing tremendously. It is already easing the life of rural as well as urban masses by providing various types of ICT (information and communication technology) enabled services.^{ix} From the early nineties, e-governance has seen the use of IT for wider sectoral applications with policy emphasis on reaching out to rural areas and taking in greater inputs from NGOs and private sector as well. There has been an increasing involvement of international donor agencies such as DFID, G-8, UNDP, and World Bank under the framework of "e-governance for development".^x

While the emphasis in early stages has been primarily on automation and computerization, the recent state endeavours to use IT include forays into connectivity, networking, setting up systems for processing of information and delivering services. At the micro level, this has ranged from IT automation in individual departments, electronic file-handling, and access to entitlements, public grievance systems, service delivery in the high volume routine transactions such as payment of bills and taxes, meeting poverty alleviation goals through the promotion of entrepreneurial models and provision of market information. The thrust has varied across sectoral initiatives, with some focusing on the creation of citizen-state interfaces for various government services, and others focusing on bettering the livelihoods.^{xi} As e-governance process brings transparency in the system, its application in various fields can reduce corruption to a considerable extent. National Informatics Centre (NIC) is playing a vital role in the implementation of e-governance by designing and launching various types of web portals and online Management Information Systems (MIS). There are a large number of e-governance projects running in India, but still there is a bunch of untouched areas where the implementation of e-Governance is required.^{xii}

MODELS OF E-GOVERNANCE IN INDIA

Depending on the inter-dependent interactions and the actors involved in the process of transactions, e-governance initiatives in India can be categorised into four models:

Government to Citizens (G2C): It refers to the government services which are shared by citizens. Here, citizens visit the link to the services that they want to use. This model strengthens the bond between government and citizens. The type of services which are provided by this model includes:-

- (a) Payment of online bills such as electricity, water, telephone bills, etc.
- (b) Online registration of applications.
- (c) Online access to land-records.
- (d) Online filling of complaints.
- (e) Online provision of any kind of information.

Government to Government (G2G): This model is used for sharing of information between the governments and among the departments and agencies of the governments. Examples of such sharing of information are:-

- (a) Sharing of information between police departments of various States.
- (b) Exchange of government documents for different purposes, which include preparation, approval, distribution, storage and retrieval. Most of the finance and budget work are done by using the mode of electronic exchange of information.

GOVERNMENT TO EMPLOYEES (G2E): This model increases the transparency in the relations between a government and its employees. Here, an employee can keep track of the functioning and working of the government offices and the government can supervise and monitor the work of the employees. Examples of the uses of this model are:

- (a) Recording, maintenance and sharing of information on employees' attendance, work record, etc.
- (b) Preparation and maintenance of record of payments to the employees
- (c) Sharing the rules and regulations with employees
- (d) Filing of grievances by the employees.^{xiii}

GOVERNMENT TO BUSINESSMAN (G2B): Through this model various kinds of data and information are shared between the governments and the private sector business entities. The various kinds of uses of this model are:-

- (a) Collection of taxes by the Governments and submission of tax returns by the private business organisations.
- (b) Submission of applications for various kinds of licences and approvals by the private organisations and delivery of approvals, licenses and documents by the Governmental departments to the private business organisations.
- (c) Payment of all kinds of fees, penalties, etc.
- (d) Sharing of all kinds of data and information between Government and the private organisations including complaints of grievances or any kind of dissatisfaction by private business organisations.

IV. REQUIREMENTS FOR E-GOVERNANCE: Efficient e-governance requires the following:-

CONNECTIVITY: Physical internet connectivity is a basic requirement to connect the people to the e-services of the government. Connectivity is provided through various kinds of telecommunication infrastructures. There are both wired and wireless technologies for effective internet connectivity.^{xiv}

KNOWLEDGE: Knowledge of Information Technology is another basic requirement for e-governance. Governments need to employ skilled IT engineers for efficiently handling e-governance.

Data Content: The share any kind of knowledge or information over the internet, there should be its database. This database should have the data content which is related to government services.

CAPITAL: The use of Information Technology for e-governance requires huge capital investment. An estimated 3 trillion US dollar was spent during the first decade of the 21st century on government information systems in India.^{xv} Apart from the budgetary allocations of the Central and State Governments, the e-governance projects are also financed through Public-Private Partnerships.^{xvi}

V. PROBLEMS IN E-GOVERNANCE IN INDIA

Despite the considerable progress made in the area of e-Governance India, the reach of then e-government services is still limited considering that India is a vast country with a population of 120 billion. A majority of the population in India is still not able to access e-Government services.^{xvii} The various reasons for this are:

Poor infrastructure: Because of the lack of necessary basic infrastructures like electricity connection and communication networks, large areas in India are not connected with internet. This has limited the extent of the reach of e-governance in India. Lack of use of advanced internet technology affects the speed of e-governance.^{xviii} This is especially true in the rural and remote tribal areas of India.

Illiteracy and IT Illiteracy: Persistence of illiteracy among a large proportion of population is a serious issue in advancing e-Governance in India. Even among the literate and educated, the technical knowledge and skills are not adequately developed to take advantage of the benefits of Information Technology.

Language: The dominance of English language on the internet inhibits the access of non-English-speaking people to e-Government services. This language barrier makes the computers and internet quite useless for large numbers of people living in the Indian villages, especially in the educationally backward regions and districts.

Lack of awareness: A large sections of Indians is not aware of the various uses of Information Technology.

Lack of Appropriate Administrative Structures: Implementation of E-Governance projects require restructuring of the existing administrative structures and procedures. Efforts for restructuring of administrative procedures are often faced with resistance from those who are not technologically savvy. Technical education in Information Technology being relatively recent, large number of Government employees face difficulties in adapting to newer modes of work environment which require some proficiency in the use of Information Technology.

Risk of Information Leak: Public administration through e-governance tends to suffer from the lack of confidence on the part of the consumers or the public because of the lack of confidence and trust in the technology being used in the e-governance. One reason for the lack of confidence on the part of the public is the scope for fraudulent transactions and leakage of information which could undermine privacy and security. There is also cause for lack of confidence and trust on the part of the Governmental authorities because of the possibilities for theft of electronic data. Apart from the leakage of confidential information, the theft of electronic data can also lead to loss of financial security. E-governance therefore suffers from the confidentiality and security concerns.^{xix}

VI. OPPORTUNITIES AND CHALLENGES FOR E-GOVERNANCE IN INDIA

There is great prospect for expansion of e-Governance in India. The most important indicator of this is that at present only a limited proportion of the population has been effectively brought into the web of e-Governance. The areas of application of e-governance are also presently limited to some select services. To overcome these limitations, the Governments at the Central and States levels need to take up various measures. These measures include:-

- Making a policy choice in favour of computerization at all possible areas of operation if it requires huge investments for the purchase of hardware and software;
- Serious efforts would be required to mobilize resources for this arduous job.
- One way to deal with the situation could be that governments enter into arrangements for procuring computers on lease. This would reduce initial heavy capital investments. Public-Private Partnerships can be a model for project implementation for overcoming the shortage of financial resources at the disposal of the Government.
- Establishing complete connectivity between various ministries and departments so that transfer of files and papers could be done through internet thereby ensuring efficacious speed as an alternative to manual labour. To make this really effective, there is a need to make databases of various departments compatible with one another. Thus, interoperability of e- governance projects is of vital importance if the citizens are to feel the benefit of IT in day to day life.
- Supplying information to the public in their local languages.
- Changing the mindset of the government employees who are used to working only in the manual mode. Technical skill development and training programmes need to be undertaken to upgrade the technical knowledge of the Government employees.

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Examples of References

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

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