INTERNATIONAL JOURNAL OF RESEARCH

IN MANAGEMENT & SOCIAL SCIENCE

International Journal of Research in Management & Social Science

International Journal of Research in Management & Social Science

CONTENTS

Research Papers

ALL TAKEOVERS ARE NOT HOSTILE- SOME ARE FRIENDLY SOME CASE STUDIES OF WHITE KNIGHT TAKEOVER

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ABSTRACT
A white knight is a friendly saviour in the business world which helps a company by purchasing it when it is either in the midst of an attempted hostile takeover, or when the business is either near bankruptcy or bankrupt due to unpaid debts. The intention of this paper is to explain the concept through live cases where one business is saving the other business from bankruptcy, helping it after bankruptcy, or preventing a hostile takeover. The cases in focus will be JP Morgan Chase's acquisition of Bear Stearns allowing Bear Stearns to avoid insolvency after Bear Stearns stock price suffered a Precipitous decline, with its market capitalization dropping by 92%; Satyam's acquisition by Tech Mahindra after the big Satyam scandal; Takeover of Paras by Reckitt Benckiser where it is Reckitt Benckiser's growth strategy and Paras' Girish Patel is also happy that his company will reach a new level and the likes. But white knight are not always the saviour where the target company is an ultimate fraud for example, Dynegy's takeover bid for Enron failed because Enron had been committing fraud and as a result the takeover was nullified.

Keywords: White Knight, friendly takeover, hostile takeover, Bankruptcy.

The process of transformation of the entire business scenario began in the later half of twentieth century. The economy of India underwent a drastic change which was hitherto controlled and regulated by the Government was set free to seize new opportunities available in the world. With the announcement of the policy of globalization, the doors of Indian economy were opened for the overseas investors. To meet the competition generated by this globalization, the scale of business was needed to be increased. Mergers and acquisitions were the best option available for the corporate considering the time factor involved in capturing the opportunities made available by the globalization.

With this scenario of enhancement and rising on the corporate scale, some regulations were needed to protect the interest of investors so that the process of takeover and mergers is used to develop the securities market and not to sabotage it.

THE DEVELOPMENT OF THE TAKEOVER CODE:
In the year 1992, SEBI was established as regulatory body under SEBI Act, to promote the development of securities market and protect the interest of investors in securities market. Thus SEBI appointed a committee headed by P.N. Bhagwati to study the effect of takeovers and mergers on securities market and suggest the provisions to regulate takeovers and mergers. In its report, the committee stated the necessity of a takeover code on the following grounds:

- The confidence of retail investors in the capital market is a crucial factor for its development; therefore, their interest needs to be protected.

- An exit opportunity shall be given to the investors if they do not want to continue with the new management.

- Full and truthful disclosure shall be made of all material information relating to the open offer so as to take an informed decision.

- The acquirer shall ensure the sufficiency of financial resources for the payment of acquisition price to the investors.

- The process of acquisition and mergers shall be completed in a time bound manner; disclosures shall be made of all material information earliest opportunity.

MEANING OF TAKEOVER
Takeover implies acquisition of control of a company which is already registered through the purchase or exchange of shares. Takeover takes place usually by acquisition or purchase from the shareholders of a company their shares at a specified price to the extent of at least controlling interest in order to gain control of the company.

TYPES OF TAKEOVER
(a) Friendly or Negotiated Takeover: Friendly takeover means takeover of one company by change in its management and control through negotiations between the existing promoters and prospective investor in a friendly manner. In friendly takeover, a public offer of stock or cash is made by the acquiring firm, and the board of the target firm will publicly approve the buyout terms, which may yet be subject to shareholder or regulatory approval.

(b) Bail out Takeover: If the transferor company is a sick company covered by the provisions of sick industrial companies (Special provisions) Act, then the transferee company can absorb the sick company through a merger cum rehabilitation scheme under the orders of Board of industrial and financial reconstruction (BIFR) without going through the court procedures.

(c) Hostile Takeover: Hostile takeover is a takeover where one company unilaterally pursues the acquisition of shares of another company without being into the knowledge of that other company. The most dominant purpose which has forced most of the companies to resort to this kind of takeover is increase in market share.

WHITE KNIGHT
A white knight is a friendly savior in the business world who helps a company by purchasing it when it is either in the midst of an attempted hostile takeover, or when the business is either near bankruptcy or bankrupt due to unpaid debts. Whatever the kind of the merger is, the main theme is *to grow and to grow faster*. Of course there are cases of friendly or bailout mergers- absorbing sick companies either due to obligation or out of compulsion. Even in these cases, the operations expand- probably multifold.

TYPES OF WHITE KNIGHT
The first type refers to the friendly acquirer of a target firm in a hostile takeover attempt by another firm. The intention of the acquisition is to circumvent the takeover of the object of interest by a third, unfriendly entity, which is perceived to be less favorable. The knight might defeat the undesirable entity by offering a higher and more enticing bid, or strike a favorable deal with the management of the object of acquisition.

(b) The second type refers to the acquirer of a struggling firm that may not necessarily be under threat by hostile firm. The financial standing of the struggling firm could prevent only other entity being interested in an acquisition. The firm may already have huge debts to pay to its creditors, or worse, may already be bankrupt. In such a case, the knight, under huge risk, acquired the firm that is in crisis. After acquisition, the knight then rebuilds the firm, or integrates it into itself.

These concepts are well explained and explored through some live cases and the cases in point are:
- JP Morgan Chase's acquisition of Bear Stearns.
- Satyam's acquisition by Tech Mahindra.
- Takeover of Paras by Reckitt Benckiser.
- Dynegy's takeover bid for Enron.

1ˢᵗ CASE: JP Morgan Chase's acquisition of Bear Stearns
JP Morgan Chase & Co. is one of the oldest financial institutions in the United States with a history dating back over 200 years. It is a leading global financial services firm with assets of $ 2 trillion and operations in more than 60 countries. The firm was a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management, and private equity. JP Morgan Chase is a component of the Dow Jones Industrial Average and serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its JPMorgan and Chase brands.

The Bear Stearns Company served governments, corporations, institutions and individuals worldwide. The company's core business lines include institutional equities, fixed income, investment banking, global clearing services, asset management, and private client services.

Bear Stearns had one of the largest shares in Dow Jones industrial average which had the potential to bring down the whole market. Shares of Bear Stearns fell nearly 50%, and the Dow Jones industrial average ended with a loss of nearly 200 points. Bear Stearns which traded at $100 before such collapse closed at $30. Their liquidity position significantly deteriorated. It was in the words of chief Executive Alan Schwartz it was clear that Bear Stearns was losing the confidence in the marketplace and thus they submitted themselves to the JPMorgan. His words were, "We took this important step to restore confidence in us in the marketplace, strengthen our liquidity and allow us to continue normal operations."

JPMorgan agreed to pay just $ 236 million for the firm, a figure that includes the price of Bear's soaring headquarters on Madison Avenue in Manhattan. Bear Stearns had no choice in getting purchased by JPMorgan for such a fire-sale price. The bank was facing an onslaught of rumours about its losses in the mortgage industry, and it also reported some major liquidity problems- investors were pulling their money out and the bank was short on cash. The only way for Bear Stearns to keep doing business was to let itself be bought by another firm like JPMorgan-a white knight.

2nd CASE: Satyam's acquisition by Tech Mahindra

Satyam Computers was founded in June 1977 as a private limited company by Ramalinga Raju along with one of his brothers-in-law DVC Raju. It was one of the leading global consulting and IT services that offers end-to-end IT solutions for a range of key verticals and horizontals. It was recognised as public limited company in 1991. Satyam went public in May 1992 and its issue was oversubscribed 17 times. In May 1977, Satyam became the first Indian IT company to get ITAA Certification for Y2K solutions. There were many other firsts to its credit like first company to enter Indian Internet service market and first Indian Internet Company to be listed on NASDAQ. In May 2001 it was listed on NYSE and in 2005 satyam acquired 100% stake in Singapore based knowledge dynamics, a leading Data warehousing and Business intelligence solutions.

Beyond all these accolades, there was undercurrent of fraud going on and that got converted into big Satyam Scandal.

An analysis of the report of the fraud showed manipulation of software, and lack of audit controls and systemic review. The fraud can be divided into three phases:

- For nearly three years since 1999, the firm rode on the Y2K phenomenon, which saw India's software industry got huge orders and earn good profits.

- The second phase began in 2001. According to the report, the falsification of accounts started then to keep Satyam's share price high. Riding on high price, Satyam promoters offloaded their shareholding in the market and used the proceed to buy land. B.Ramalinga Raju had set up 374 infrastructure firms and eight investment companies. This phase continued till 2004, it was when things started going wrong.

- The third and final phase started in mid-2007 and continued till Raju's confession on 7 January 2010. During this period, the company showed huge cash balances and fixed deposits in several banks of international repute. However, it was actually starved of funds and the promoters were desperate to raise money to keep the company afloat.

And thus, the biggest corporate was unveiled.

After this scam, Government of India threw Satyam for the open auction and ultimately there were only three Indian players in the fray. Some foreign companies too registered but it couldn't be confirmed. The three Indian bidders who competed with one another for a controlling stake of 51 percent in the IT Company were L&T, B.K. Modi's Spice Group and Tech Mahindra. But ultimately Tech Mahindra proved to be the winner and obviously white knight for the shareholders.

Erstwhile Tech Mahindra Limited was a global leader in providing end-to-end IT services and solutions to the Telecom industry. Committed to quality, Tech Mahindra added value to client businesses through well-established methodologies, tools and techniques backed by its stringent quality processes. It was an ISO 9001-2000 certified company. Now, Tech Mahindra with all its acumen acquired Satyam and became Mahindra Satyam.

3rd CASE: Takeover of Paras by Reckitt Benckiser

UK based Reckitt Benckiser, the company behind brands such as Dettol, clearsil, Durex and Disprin acquired Ahmadabad based Pharmaceuticals which owns medicine brands such as Moov, Krack, D'cold in an Rs.3, 620 crores deal.

"The Acquisition of Paras is another step forward in Reckitt Benckiser's growth strategy in consumer healthcare. It creates a material healthcare business in India, one of the most promising healthcare markets in the world with the addition of a number of strong and leading brands," said Bart Becht, chief executive of Reckitt Benckiser.

Girish Patel, founder and chairman of Paras, said: "We have been on a rewarding journey with Actis and the quality of our partnership has proved to be the key reason for the recent success of the company. I believe RB will take our already strong brands to the next level, while also providing our high quality management team with the opportunity for further development."

Thus, it can be concluded that it is not only the bailing out or the proving to be friendly in the hostile takeover is only the roles of white knight, the mutual understanding for the growth strategy can also be termed as white knight as in case of Paras and Reckitt Benckiser.

4th Case: Dynegy's takeover bid for Enron

Dynegy is a large owner and operator of power plants and a player in the natural gas and coal business attempted to merge with Enron, an American energy company and one of the world's leading electricity, natural gas, communications and pulp and paper companies with claimed revenues of nearly $101 billion in 2000.

Dynegy, to cover the massive debts of Enron attempted to merge with it but Enron went bankrupt by 2002 and the merger failed as it became obvious that Enron had been committing fraud, resulting in the Enron scandal.

Now, it shows that even if any company thinks of bailing out other company in debt and proved to a white knight in turn may go in vain if the acquired company commits any fraud.

CONCLUSION

This paper has attempted to analyze the various aspects of white knight takeover through some cases. But ultimately it can be concluded that white knight takeover is good for any bailed out company provided the bailed out company is worth enough to be taken over.

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A STUDY ON JOB SATISFACTION AMONG THE EMPLOYEES OF THE   PRIVATE IT SECTOR, BANGALORE CITY

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ABSTRACT
This research work has been done to measure the job satisfaction level of employees with reference to a private IT sector in Bangalore city. Today's world is very competitive world, to sustain in such a competitiveworld it's very important to retain good employees, who contribute towards the betterment of Organizational goal and for satisfaction of customers as well. Job satisfaction means doing a job which everyone enjoys to do, doing it in a good way and also being rewarded for the efforts that went into it. Job satisfaction further means enthusiasm and happiness with work whatever we are doing. This study focused on three factors Behavioral, environmental and organizational factors. The report mainly focused on all the three factors and attempted to find the relation between the above three factors and employee job satisfaction. It was observed from the study that all above factors have a positive impact on job satisfaction.

From the study it has been clear that organizational factors are the main aspect for job satisfaction of the employees in a company i.e. if the employees are treated equally and properly and supervised, their level of satisfaction can be increased towards their job.

Keywords : Job satisfaction, employees, private IT sector

INTRODUCTION
Job satisfaction means how content or satisfied employees are with their jobs. It also means happiness and enthusiasm with one's work.it is typically measured using an employee satisfaction survey. These surveys includes topics such as flexibility, compensation, perceptions of company, workload etc. These things are all important to organizations who want to keep their employees happy and reduce turnover.

OBJECTIVES OF THE STUDY
➢ To determine the level of satisfaction of the employees regarding their job.

➢ To study the different factors which influences the job satisfaction.

➢ To study the relationship of the job satisfaction with the personal factors such as(Income, Designation, Gender, etc)

➢ To study the relationship of the job satisfaction with the behavioral, organizational and environmental factors (Work environment, Job security etc)

➢ The main purpose of the study is to establish the critical factors of job satisfaction and find the impact of job satisfaction on the employee loyalty in the IT sector in Bangalore.

LIMITATIONS OF THE STUDY
➢ The research work was done within a limited duration of time. So a detailed study could not be made.

➢ The number of respondents is limited to 50.

➢ The information collected by the observation method is very limited.

➢ The result would be varying according to the individuals as well as time.

➢ Some respondents were not ready to give the actual situation

DATA ANALYSIS AND INTERPRETATION

TABLE 1: CLASSIFICATION OF RESPONDENTS ACCORDING TO GENDER

Sr. No	Gender	No. of Respondents	% of Respondents
1	Male	72	72
2	Female	28	28
Total		100	100

Source: Primary source

GRAPH 1: CLASSIFICATION OF RESPONDENT ACCORDING TO GENDER
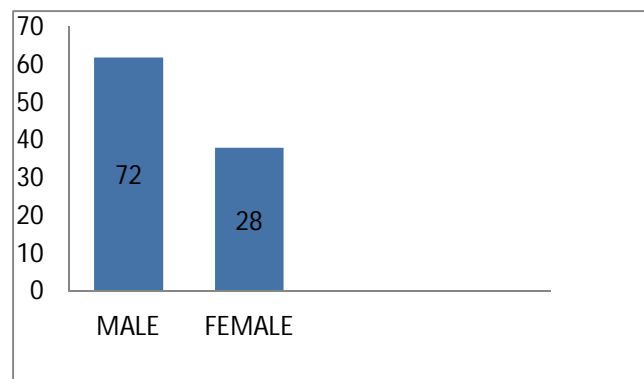
INTERPRETATION

The table shows that around 28% of the respondents are female employees and 72% of the respondents are male. The question asked was regarding the gender of respondents. From the graph it can be inferred that majority of the respondents who are working in the IT sectors are males.

TABLE 2: CLASSIFICATION OF RESPONDENTS ACCORDING TO WORK EXPERIENCE

Sr. No.	Work Experience	No. of Respondent	% of Respondents
1.	Less than 2 years	19	19
2	2-5 years	34	34
3	More than 5 years	47	47
	Total	100	100

Source: Primary source

GRAPH 2: CLASSIFICATION OF RESPONDENTS ACCORDING TO WORK EXPERIENCE
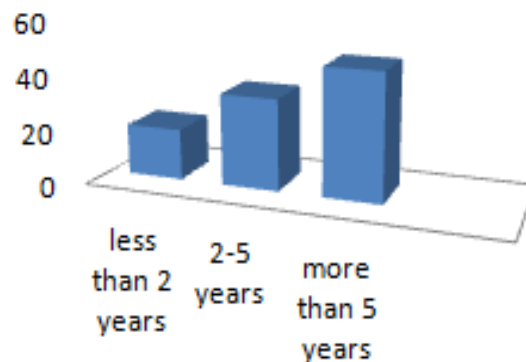
INTERPRETATION

The question asked was regarding the total work experience. The above table shows that 47% of the employees are with the work experience of above 5 years,34% of the employees are with the work experience of 2-5 years and only 19% of them are with the experience of less than 2 years. From the graph, it can be inferred that majority of the respondents are employees with work experience of more than 5 years.

TABLE 3: THE LEVEL OF JOB SECURITY.

Particulars	No. of Respondents	% of Respondents
Highly Secure	15	15
Secure	20	20
Insecure	65	65
Total	100	100

Source: Primary source

GRAPH 3: THE LEVEL OF JOB SECURITY
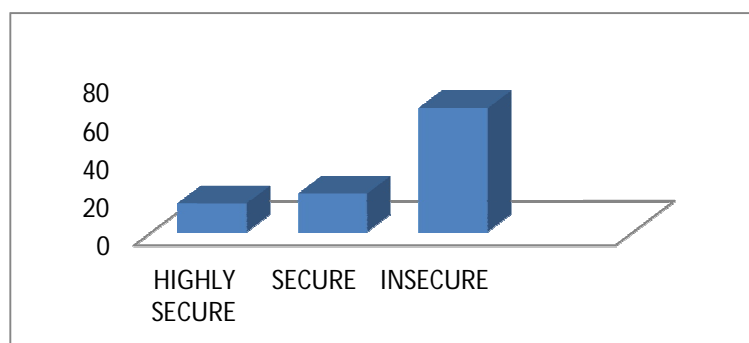
INTERPRETATION

The above table shows that 65% of the s feels insecure in their jobs, where 15% are highly secured and around 30% of respondents also feel the security about their job. From the above graph, the job security of the employees is analyzed. It clearly shows that majority of the employees working in the private institutions are highly insecure regarding the job.

TABLE 4: THE LEVEL OF SATISFACTION WITH THE OVERALL COMPENSATION PACKAGE

Particulars	No. of Respondents	% of Respondents
Highly Satisfied	16	16
Satisfied	*35*	35
Needs Improvement	49	49
Total	100	100

GRAPH 4: THE LEVEL OF SATISFACTION WITH THE OVERALL COMPENSATION PACKAGE
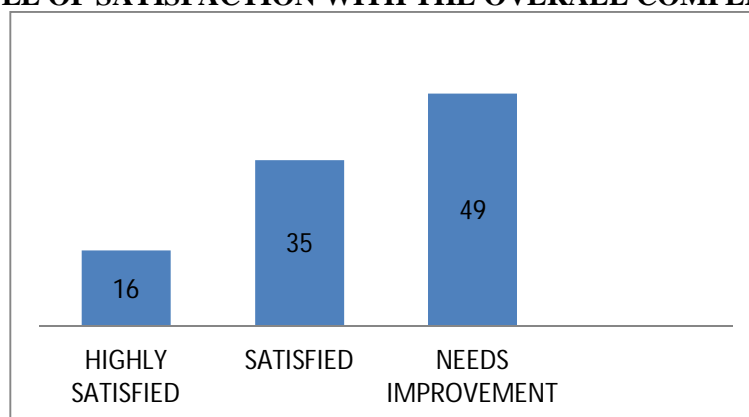
INTERPRETATION

The above table shows that around 49% of the employees are not really happy with the compensation offered. Only around 35% of the respondents are satisfied and 16% of respondents are highly satisfied. Only a few were happy with the compensation package offered. And hence the private institutions need to improve the pay scale offered as it has a direct impact on the satisfaction of the employees at work. As per the Herzberg's theory, improving the hygiene factors can remove the dissatisfaction of the employees to a large extent.

TABLE5: OPINION ABOUT WORK ENVIRONMENT

Particulars	No.of Respondents	% of Respondents
Excellent	5	5
Good	30	30
Satisfactory	45	45
Not Satisfactory	20	20
Total	100	100

Source: Primary source

GRAPH 5: OPINION ABOUT WORK ENVIRONMENT
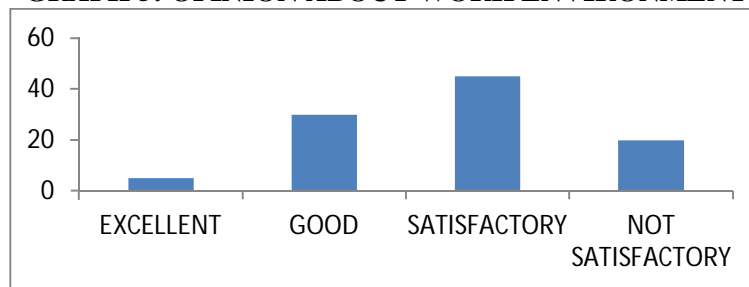
INTERPRETATION

The above table shows that nearly 45% of the respondents were happy with the work environment and 5% felt that the work environment was excellent. Nearly 45% were just satisfied and 20% were highly dissatisfied. From the graph, it can be inferred that majority of the employees were really happy with the working environment and only a few were highly dissatisfied.

TABLE 6: LEVEL OF SATISFACTION WITH THE REWARD SYSTEM

Particulars	No. of Respondents	%. of Respondents
Highly satisfied	15	15
satisfied	30	30
Needs improvement	55	55
Total	100	100

Source: Primary Source

GRAPH 6: LEVEL OF SATISFACTION WITH THE REWARD SYSTEM
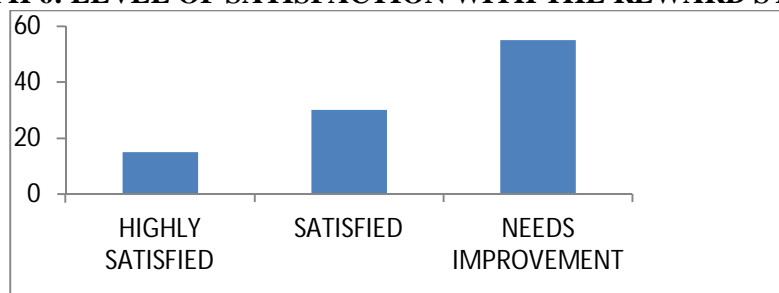
INTERPRETATION

The table clearly shows that 15% of the respondents are highly satisfied with the reward system and 30% also felt satisfied. However, around 55% of the employees feel that they there should be improvement in the reward system. From the graph it can be inferred that majority of the respondents feel that, there needs to be lots of improvement in the reward system.

TABLE 7: LEVEL OF SATISFACTION WITH LEAVES OFFERED

Particulars	No. of Respondents	% of Respondents
Highly Satisfied	38	38
Satisfied	40	40
Needs Improvements	22	22
Total	100	100

Source: Primary Source

GRAPF 7: LEVEL OF SATISFACTION WITH LEAVES OFFERED
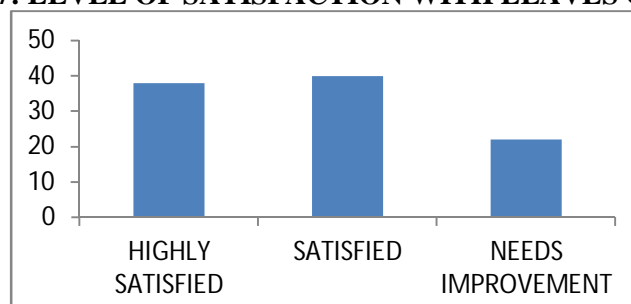
 INTERPRETATION
The table clearly shows that 40% of employees are satisfied with the leaves offered. And 38% of the employees are highly satisfied with the leaves that are offered to them.Only 22% of the employees feels that there should be improvement in the leaves offered.

TABLE 8: OVERLOADED WITH JOB RESPONSIBILITIES

Particulars	No.Of Respondents	% Of Respondents
Strongly Agree	10	10
Agree	51	51
Disagree	35	35
Strongly Agree	04	04
Total	100	100

Source: Primary Source

GRAPF 8: OVERLOADED WITH JOB RESPONSIBILITIES
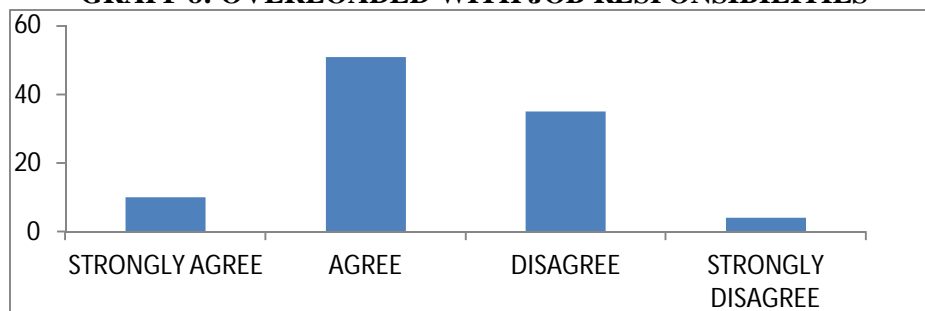
INTERPRETATION
The table clearly shows that 51% of the respondents felt that, they were overloaded with responsibilities. However, 35% felt that they were really not overloaded with work. It is also found that another 10% of them strongly agreed on this fact and 4% felt otherwise. The above graph clearly shows that majority of the employees feel that they are really overloaded with responsibilities. Only a few feel that, they are not overloaded and are quite happy regarding their responsibilities at work.

TABLE 9: STRESS AT WORK

Particulars	No.of Respondents	% of Respondents
Yes	47	47
No	53	53
Total	100	100

Source: Primary Source

GRAPF 9: STRESS AT WORK
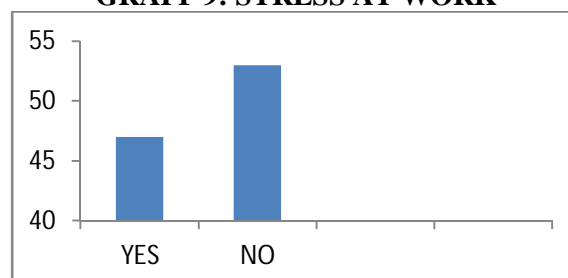
INTERPRETATION
The table clearly shows that 47% of employees feels stress at work and remaining 57% of employees are not feeling stress at work.

TABLE 10: OVERALL SATISFACTION LEVEL WITH THE CURRENT JOB

Particulars	No. of Respondents	% of Respondents
Highly Satisfied	8	8
Satisfied	54	54
Needs Improvements	38	38
Total	100	100

Source: Primary Source

GRAPF 10: OVERALL SATISFACTION LEVEL WITH THE CURRENT JOB
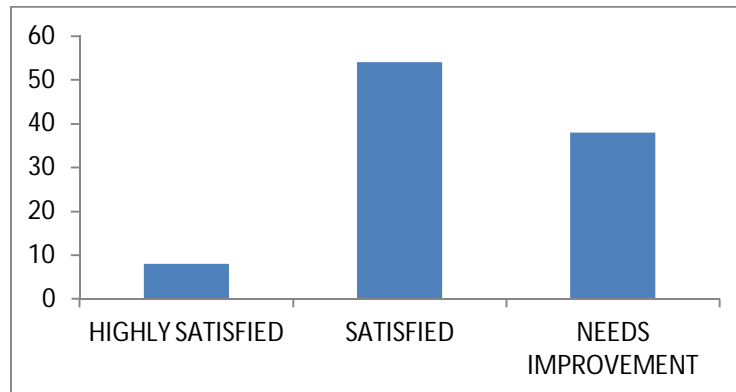
INTERPRETATION

The table clearly shows that 8% of the respondents were satisfied with their current job and 54% respondents were highly satisfied. Only 38% of the respondents were dissatisfied and hence felt improvement has to be made in various areas. From the graph, it can be inferred that majority of the respondents were satisfied with their current job. The company pays reasonable salary, ensures employees job security and has created a positive culture in the workplace among the employees.

FINDINGS

1. The analysis of the survey revealed that there is no significant relationship between Age and level of satisfaction. Highly satisfied employees are more among the age group of 31-45.

2. The analysis of the survey revealed that there is no significant relationship between marital status and level of satisfaction. Highly satisfied employees are more among the unmarried persons than the married persons.

3. The analysis of the survey revealed that there is significant relationship between monthly income and level of satisfaction. Highly satisfied employees are above Rs. 30,000/- income group.

4. The analysis of the survey revealed that there is significant relationship between experience and level of satisfaction. Highly satisfied employees are with 10 years' experience.

5. The analysis of the survey revealed that there is significant relationship between nature of job and level of satisfaction.

SUGGESTIONS

1. Since few of the respondents experienced high level of work stress, the company should conduct frequent training programs or workshops on managing the stress.

2. The company need to improve the pay scale offered as it has a direct impact on the satisfaction of the employees at work. As per the Herzberg's theory, improving the hygiene factors can remove the dissatisfaction of the employees to a large extent.

3. There needs to be lot of improvement in the reward system.

4. Mostly female respondents found very difficult to balance work life. Hence the company need to provide some flexibility in their timings or work.

5. One of the main reasons for the dissatisfaction among employees was due to lack of support from their company for pursuing higher education. The company need to encourage and provide required help to their employees for personal growth.

CONCLUSION

It is found that, for the growth of any organization job satisfaction of employees is very important. Eliminating dissatisfaction is only one half of the task of the company. They need to increase satisfaction in the workplace by improving on motivating factors. A few factors that were prominent to the employee for job satisfaction in the researches were income, promotion, feeling of fulfillment, work environment, relations with superior etc. It was also found that a few important factors such as welfare measures, role clarity, freedom of decision making and recognition at work that normally contributes to the job satisfaction, didn't have much influence. The company has also taken the best efforts to maintain cordial relationship with the employees. Most of the employees were not satisfied with the fringe benefits provided by the institutions.

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REVERSE AND RETURN LOGISTICS WITH REFEENCE TO E-COMMERCE COMPANIES

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ABSTRACT
This paper gives an overview of scientific literature that describes and discusses cases of problems of Reverse and returns logistics activities in practice. Over four e-commerce companies are considered. Based on this study we are able to indicate critical factors and the effect of return policy of e-commerce companies on logistic companies. In addition we compare practice with theoretical models and point out research opportunities in the field. The promoting parts of reuse and expanding item life of made things have been centered and point by point structure to set up and do reverse logistics projects have been proposed This paper will help us to understand the reasons for returning of products by consumers (various reasons for it and their relationship).

Keywords: Reverse logistics; Return Policies, Overview, E-Commerce companies.

THE BACKGROUND

Reverse logistics (RL) can be characterized as the methodology of moving deciding items from their ordinary last destination with the end goal of catching quality or fitting transfer. RL starts where the conventional standards of production network administration (SCM) reach a decision; this is the point at which a shopper item achieves its end of life or utilizes, and is excess to its clients. Especially during the last decade, reverse logistics has obtained recognition both as a research field and as a practice. During the early nineties, the Council of Logistics Management published two studies on reverse logistics. The first by Stock (1992) recognized the field of reverse logistics as being relevant for business and society in general. One year later Kopicki et al. (1993) paid attention to the discipline and practice of reverse logistics, pointing out opportunities on reuse and recycling. In the late nineties, several other studies on reverse logistics appeared. However, in the course of recent years, RL has been increasing expanding consideration and mindfulness in the production network group, both from professionals and analysts perspective because of various reasons. Rivalry and promoting intentions, direct financial thought processes and concerns with nature are a portion of the imperative reasons. India is plentifully supplied with both innovation and human assets. In spite of this, the idea of Reverse logistics is yet not broadly acknowledged in view of parcel numerous boundaries for its fruitful execution.

Some of these boundaries are absence of frameworks, administration obviousness, assets in the form of money, personal assets, organization approaches. Turn around logistics as an exploration field is generally new. A group of information is starting to grow around the opposite logistics field which just developed inside the most recent two decades or thereabouts. Particularly amid the most recent decade, reverse logistics has acquired distinguishment both as an exploration field and as a practice. Truly, turn around logistics is time and again seen as a migraine, an profligate and reiterated cerebral pain.

INTRODUCTION

Reverse logistics (RL) is the accumulation of all courses of action that become an integral factor for products that move in the converse bearing, i.e., from the client to the business. Here are the most essential methods that are secured under converse logistics: Client Support, Physical Movement of Goods, Warehousing, Repair, After Sales Support.

Reverse logistics introduces one of the greatest operational difficulties in the realm of e-Commerce cargo logistics because of the sheer volume and expense of handling returns. Compelling opposite logistics is accepted to result in direct profits, including enhanced consumer loyalty, diminished asset venture levels, and diminishments away and dissemination costs Shockingly, for the conventional blocks and-mortar retail operations, returns are three to four times more extravagant than forward (outbound) shipments. In a few businesses, for example, book distributed, index retailing, and welcome card, more than 20 percent of all items sold are in the long run came back to the merchant. In addition astounding is that a few commercial enterprises are evaluated to have return rates in the scope of 30 percent to 50 percent with different evaluations are as high as 60 percent. Given the present state of affairs of the opposite logistics, the disregard of the significance to the converse piece of the logistics stream opens a chance to make and oversee client connections and manufacture client reliability to the retailer.

Reverse Logistics is more than just an essential insidiousness. It's helpful as a Strategic Advantage, for Client Retention, Regulation Compliance, Enhancing productivity through Asset Recovery and Shareholder Value.

RETURN POLICIES

The Return approaches for most real e-Commerce organizations are currently genuinely comparable and have been made to empower the client. Returns approaches need to address the accompanying key ranges for clients:

- What they are allowed to Return or Exchange

- If they must contact somebody to organize or approve the arrival

- Any Costs for Return merchandise

- Who pays shipping for the returning merchandise and the substitution products

- Where the products can be returned

- When they will get a credit or substitution thing

- How long they need to perform an arrival

An E-business reverse logistics strategy that real e-Commerce retailers are incorporating with their sent bundles is as per the following:

Return Form	For the client to finish to help you with their arrival reasons and remarks. The arrival reasons may help you distinguish how to handle the returned item.
Return marks	That incorporates delivery address and an identifier number or standardized tag for the accepting group to rapidly coordinate the returned things to the first buy so a credit can be issued.
Pre-paid transportation identifier on the delivery name	If the arrival qualifies, the retailer pays the delivery overall the transportation expense will be deducted from the client credit. Offering to orchestrate the delivery and to deduct if from the client's credit can be leverage to the client who doesn't wish to remain in line at the mail station to ship the bundle. You can likewise offer the client a lower delivery and protection cost since you can go on your transportation volume rebates.

For instance:

The express business coddles numerous industry portions by giving time bound logistics administrations. The clients utilize expedited service administrations for shipment of different items, having high esteem like life-sparing pharma items; electronic items among others as they give time bound logistics administrations. The express business in India however little is yet critical in the logistics business and is among the quickest developing portions of the business. It has developed quickly and has progressively included an assortment of administrations and client fragments in the space of express conveyances.

According to Crisil Report, 2012 the business sector size of express logistics portion amid 2011-12 was assessed at Rs. 10,870 crores (about $1.8 billion). The business is relied upon to develop at 17 percent every annum contrasted with 11 percent development evaluated for the general logistics industry to Rs. 17,450 crores (about USD 2.9 billion) in the following three years.

By giving an incorporated time-bound way to-entryway conveyance benefits, the express portion has turned into a vital piece of the logistics business in India. What's more, the industry makes noteworthy commitment towards livelihood and exchequer. It is seeing an interest support because of the above normal development of industry fragments like sorted out retail, e-trade, shopper durables, electronic items and health awareness.

As indicated by "CII Media discharge" as on "Jan 7, 2013", With the increasing globalization and move in monetary predominance towards southern side of the equator from the northern half of the globe as of late, the Reverse Logistics industry has officially come to at $12 billion, opened up an exploration by Reverse Logistics Company, The business is accepted to be at the initial stage as just 10 every penny of offers in India happen through sorted out channel.

"Upset Logistics in India is a perfect stage for the entire Reverse Logistics system to get together to search for new assistants, new contemplations and addition from the business pioneers about their experiences. Mr. Gopalkrishnan V K (Member, CII-IL Advisory Council & Vice President, Genpect) on the subject of the talk said, "Organization affiliations are endeavoring to change from cost to profit centers. To enhance the organization benefit, the organization affiliations need to improve cost to organizations, grow customer steadfastness and meanwhile moreover commute organization pay."

A producer makes items and achieves it to the end buyer through the production network of wholesale merchants and retailers. In the event that the item happens to be flawed, the end client will return it to the maker through the retailer and whole sale merchant. For this situation, the item is moving in the converse course in the inventory network. The maker will need to deal with the opposite logistics and test, repair, reuse or arrange the item as is regarded fit furthermore.

In the ecommerce business, numerous items are sold on money down (COD) premise. Now and again, clients deny these items at the time of conveyance. In such a case, the logistics administration supplier will take after the opposite logistics method to give back the item to the maker who then adds it to the stock after legitimate quality checks. Reverse logistics is of most extreme significance to ecommerce organizations, as it is a quality suggestion that goes above and also past recently cost decrease.

Simple return approaches are de rigueur for classifications like way of life and attire because of non-institutionalization of sizes and thusly, a higher plausibility of profits. Online style and way of life retailer Myntra.com, which has returns in the scope of 7-9 every penny, says near to 70 every penny of all item returns in the attire and footwear classification are because of size and fitment issues. Since Myntra deals with its own particular stock, it can likewise offer a brisk and simple trade approach. This gives customers an alternative to trade a current item for an alternate size without needing to first return and afterward re-arrange the item. Myntra's conveyance kid will accompany the new item and take back the old one in the same visit, cutting down the logistics cost altogether. "Return is great cholesterol," says Ganesh Subramaniyam, COO, Myntra. "Clients truly acknowledge if the procedure is simple and on the off chance that they recover their cash rapidly."

TABLE1:- RETURNS POLICIES OF ONLINE COMPANIES

FLIPKART	JABONG	MYNTRA	SNAP DEAL
Replacement can be for the whole item or a piece of the item	Tags of the items ought not be uprooted.	Exchanges are permitted just if your location is serviceable for an Exchange by our logistics group.	Replacements will be made premise access made basis availability of that product on the website.
Clothes and footwear are not utilized (other than for trial), changed, washed, dirty or harmed in any capacity.	The item ought not be utilized, it ought not be washed furthermore in undamaged condition	Fine adornments items must be returned inside 15 days from the day of conveyance.	Brand's arrangement should request particular marked item. We source marked items and these items are bound by brand arrangements of repair, trade, discounts and abrogation's in this way tying the client with the same
For things that come in marked bundling, the container ought to be undamaged.	The thing ought to be returned in unique bundling..	All things to be returned or traded must be unused and in their unique condition with all unique labels and bundling in place (for e.g. shoes must be pressed in the first shoe box also and returned), and ought not be broken or messed around with.	Products must be in their unique condition • Only unused, unaltered, unsoiled items with their unique labels will be acknowledged • Brand bundling ought to be in place
'Made to arrange' gems, Innerwear, undergarments, socks and dress freebies are not secured under the	Exchange will be carried out on the exceptional cost of the things and not on the maximum retail price.	In case you had bought a thing which has a free blessing/offer connected with it and	Brand's arrangement should request particular marked item. We source marked items and these items are bound by brand

arrival approach. Harmed or inadequate attire and footwear items are in the mean time secured by the 30 Day Return or replacements	Jabong is not subject for the items which are returned by oversight.	you wish to give back the thing most extreme of Refunds/Free thing MRP will be charged until the agreeable receipt of all free blessing/offer thing that are sent alongside it.	arrangements of repair, trade, discounts and abrogation's in this way tying the client with the same

LITERATURE REVIEW

Amid the mid nineties, the Council of Logistics Management began distributed studies where reverse logistics was perceived as being significant both for business and society. Different studies took after focusing on the opportunities on reuse and reusing. In the late nineties, promoting parts of reuse and expanding item life of made things have been centered and point by point structure to set up and do reverse logistics projects have been proposed. Rogers and Tibben Lembke(2001) have shown an expansive accumulation of converse logistics business hones. Eltayeb et al. (2011)have investigated that taking back items , business associations can create profits to nature, as less waste and better asset productivity, not withstanding profits made and expense decreases to the associations. Carter and Ellram(1998) have find drivers and limitations deciding an organization's opposite logistics exercises. In view of a writing study, they distinguish regulation and client inclination as real fortifying variables. In the meantime, sub-par nature of data assets and an absence of partner responsibility are discovered to be real obstructions for fruitful converse logistics programs. In addition, they have proposed discriminating figures the converse logistic process and added to a model that proposes how these variables have an association..Mehta et. Al. stated in their research that with increasing competition, thin profit margins and government regulations for safe disposal of products, this is the right time for the product manufactures' to look into reverse logistics. With the existing opportunities, there are more or equal challenges for successfully managing a reverse logistics' business model

RESEARCH OBJECTIVES

- To understand reasons for returning of products by consumers (various reasons for it and their relationship).

- To understand the problems logistic companies face during return logistic

RESEARCH METHODOLOGY

For this research a questionnaire is prepared and filled by customers of online portals in India, it's a descriptive research and snowball sampling has been done. A total of 153 complete questionnaires were obtained. A structured non-disguised questionnaire was prepared to collect the responses.

To understand the problems logistics companies face during return logistics an interview method had been used where 60 executives of different companies had been interviewed.

DATA ANALYSIS, FINDINGS & INTERPRETATION

Following problems had been complied after discussion with executives of different companies:

1. Salary streams to switch logistics systems are connected with high vulnerability in regards to their amount, quality, spot of starting point, and timing of profits.

2. High devaluation rate:- This requires a successful and quick re-conveyance of profits in the unique business sector (clients returns) or in optional markets (abundance stock).

3. End-clients' hesitance / reluctant to discharge their products:- this is a weight for ideal recuperation. In this way, a compelling component needs to be outlined and executed to draw these units back from the end-clients in a timely manner.

4. Capture of evaluation information is deferred: - this information get to be accessible just when the units are really recovered. On the other hand, abuse of Web advancements can bolster the prior catch of this data / information.

5. Uncertainty of the product

6. High treatment cost is there

7. Complex forms of E-commerce companies at each stage which results into being late

8. Laborious and time consuming process.

9. Online vendors do not pay much attention on reverse logistics

To understand the reasons behind return from customers , close ended question has been asked, where 39.8% majority of customers said they received the defective/damage product . This is a matter of concern as it reduces the loyalty of the customer towards the company. 37.3% of customers responded that the product did not met their expectations. Other reasons include wrong size or product, product had not be delivered on time.

Figure 1:- Reasons behind Product Return
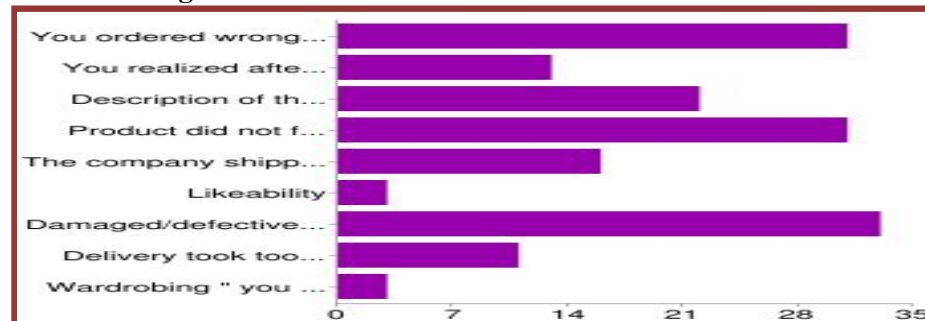
- To find the reasons behind return of the products following hypothesis had been formulated ;-

   Ho = Difficulty of product usage does not leads to product return.

   Ha = Difficulty of product usage leads to product return.

FIGURE 2:- Correlation Between Product Usage and Product Return

		Returned the product	Product is difficult to use
Returned the product	Pearson Correlation	1	.003
	Sig. (2-tailed)		.975
	N	153	153
Product is difficult to use	Pearson Correlation	.003	1
	Sig. (2-tailed)	.975	
	N	153	153

Difficulty of product usage does not lead to product return, rather complexity of the products leads to returns of the products and with a 95% of confidence of interval, it's been said that there is a positive correlation between the difficulty in operating a product and it being returned.

When Customers are buying expensive items from online portals whether it will increade or decrease returns, Ho = More expenditure on online portals does not increase returns, has been formulated for same

Correlations

		Returned the product	Expenses on online purchase
Pearson Correlation	Returned the product	1.000	.429
	Expenses on online purchase	.429	1.000
Sig. (1-tailed)	Returned the product		.015
	Expenses on online purchase	.015	
N	Returned the product	153	153
	Expenses on online purchase	153	153

H0 is rejected hence, More expenditure on online portals increase returns: more the expensive products more the returning done, hence it reduces customers loyalty and also reduces the purchase of more expensive items and it can be said that people usually prefer Flipkart for expensive products and other for in expensive.

CONCLUSION & SUGGESTIONS

E-business organizations can exclusively or on the whole keep up an area savvy distribution center/ warehouse (small zone like at least 500sqft). There they can store these turned around items on an interim premise. Presently they can use one of the two routes said underneath.

1) They can send back the products to the principle distribution center once they have a full truck load (FTL), which is exceptionally prudent in truck cargo logistics. It is far not as much as a messenger organization charges for the same measure of packages.

2) They can send these items to adjacent clients if any new requests are made (just if the items are new/saleable condition). Thusly the logistical expense of sending the request is lessened. This is more like keeping up a neighborhood stockroom.

3) As the E-commerce companies thinks that the problem lies within the logistics companies that they are not able to handle the traffic so they should try to improve their infrastructure and because of that the products will not lie in their warehouses and then go to dumping.

Others suggestion to E-commerce companies can be:
- Divide the single – piece orders
- Divide the bulky items accordingly.
- Merchants can move some of its inventory to 3PL's warehouse for few months and pull it back after the holidays of festive seasons.
- Can use the cartonization software.
- Customization of cartons can also be possible as it relives the space and hence warehouse can be emptied, as it is also a problem for the logistic companies at the time of forward as well as reverse logistics.

Organizations ought to actualize positive returns arrangements for the general diversions of both sides. Firstly, discerning return cost, whether at a full discount or rebate discount as indicated by the first wholesale value, ought to be formed to augment the general hobbies. Besides, we must focus the best return degree by permitting proper sum rebate or value markdown before the conveyance, to lessen the instability of profits, to better adjust the expenses and profits. Thirdly, returns obligations ought to be made clear. Clear the responsibility for returned products in the agreement marked by the makers, suppliers and retailers, to keep away from the disagreements regarding forces and obligations among diverse gatherings. At last, return arrangement ought to be recorded in a conspicuous position on shopper shopping pages, making them clear to clients.

With the further advancement of e-trade, for undertakings, the accomplishment of more prominent profits will be significantly impacted by the path in which the current assets are used for the decrease of converse logistics conceivable outcomes, also as the administration proficiency if there should be an occurrence of converse logistics in e-trade environment.

Reverse logistics is an extremely frail connection in the logistics framework. Based on the further comprehension of converse logistics intention in e-business environment, together with examination of handy issues, for example, undertakings absence of administration mindfulness, opportunity of compelling returns component, handling inefficiencies and poor administration demeanor, we have planned an arrangement of more reasonable administration systems. By applying methods, for example, advancing the exchanging methodology, creating sensible return strategies, and selecting proper opposite logistics modes, ideally the sound advancement of reverse logistics could be figured it out.

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CASTE DISCRIMINATION ON DINDIGUL DIOCESE – A STUDY

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ABSTRACT
Dalits who converted to Christianity did not escape the caste system. The study analysed the present scenario of Dalit Christians in Dindigul Diocese. The main objective of the study is identifying the social – culture status of Dalit Christians in Dindigul diocese and to suggest a suitable action plan for their sustainable development. In the present study data have collected from both 'primary' as well as 'secondary' sources. The primary data were collected constituted of the respondent of all age groups and the interview method was used for data collection. The total sample consist of 20 respondents were selected by using simple random sampling technique. The researcher selected 20 villages in Dindigul Diocese. The collected data were analysed by using descriptive and simple percentage. Thus the study revealed that, to get a better understanding of the social and culture statues of Dalit Christain in Dindigul Diocese.

Keywords: Dalits Christians, Discrimination, Social, Cultural and Diocese

INTRODUCTION

Dalits who converted to Christianity did not escape the caste system which has a strongly ingrained presence in Indian society that is not limited to Hindu religious ideals. The different branches of Christianity in India still engage in these societal practices with regards to the caste system, along with all its customs and norms. The Roman Catholic Church treated the caste system as part of the Indian social structure.

In the Catholic Church, the Dalits Christians form the majority, almost 70 percent: but it is the upper caste-people, only 30 percent of church population, who control the Church by pre-emptying the key position. The majority of the catholic bishops and clergy, the religious and lay leaders, come from the higher caste. One can say that this 30 percent, the upper caste, occupy the 90 percent of the administration and leadership of the church. The untouchability is practicing among Christians within the Church, cemetery, festivals, and marriage alliances, etc. The caste Christians are following caste system with the support of their own caste people, Priest, and nuns. That is the main reason for caste practice continuing in the Church.

Dindigul Diocese: Pope John Paul II erected the new Diocese of Dindigul on Nov. 10, 2003, carving it out of the Diocese of Tiruchirapalli. Dindigul the 17th diocese in Tamil Nadu, consists of 46 parishes. Among them 31 parishes were originally from Tiruchirapalli, 6 parishes were carved out of Madurai archdiocese and nine new parishes have been set up in the new diocese between the years 2004-2016. The geographical area of the diocese is almost co-extensive with the civil administrative area of Dindigul District in the south Indian state of Tamil Nadu.

The total population in the diocesan area was 1,74,503 as of the end of 2010. Tamils form the majority ethnic group here. Tamil and English are the languages used. The diocesan territory stretches over a land area of 6,267 square kilometers and covers the civil district of Dindigul. Dindigul and Palani are the largest towns in the diocese. The literacy rate here is 69.35 percent.

Dindigul diocese has many educational and religious institutions. There are 6 Professional Colleges, 13 Higher Secondary Schools, 13 High Schools, 10 Middle Schools, 47 Primary Schools, 2 Training Centres, 2 Vocational Training Centres, 1 College, and 8 Ecclesiastical Institutions. It has religious and diocese Priest, their population are 49 and 65 respectively. There are 46 Parishes in Dindigul diocese. It has public service organisation in the name of Home/Orphanages, Dispensaries Hospitals and Social Service Centres their total numbers are 18, 6, 3 and 3 respectively.

STATEMENT OF THE PROBLEM

- Dalits Christians to continue to live in the same segregated places.
- Dalits Christians are separations or exclusion viz. in the church, in the funeral paths and graveyards, in the Church festivals, etc., and
- The lower caste Christians are considered as polluted, who are treated as untouchables by higher caste.

OBJECTIVES

- ✓ To find out social status of Dalits and Non Dalits Christians and
- ✓ To discover cultural status of low and High caste Christians

Area of Study

The research was conducted following places in Dindiglu Diocese such as A. Vellodu, Anandarayankottai, Ariyanellure, Assisi Nagar, Athoor, East Marianathapuram, Guzliamparai, Irendalaiparai, K Avarampatty, Kamalapuram, Kosavapatty, Kuttathupatty, Mangarai Ammapatty , Marambady, Maravapatty, N Panjampatty, Palani, Ramayanpatty, Sirunayakkanpatty and Vannampatty.

Methodology

Survey method was used for the present study. The researcher collected data from 20 respondents by using simple random sample techniques on DCLM members, youth and lay people in Dindigul Diocese. The researcher used simple percentage analysis for the study.

Table: 1					
Sr. No	Total no. of villages	Separate Burial ground			
		Yes	%	No	%
1	20	20	100	0	0
Table: 2					
Sr. No	Total no. of villages	Separate place for living			
		Yes	%	No	%
1	20	20	100	0	0
Table: 3					
Sr. No	Total no. of villages	Separate church			
		Yes	%	No	%
1	20	20	100	0	0
Table: 4					
Sr. No	Total no. of villages	Separate festivals			
		Yes	%	No	%
1	20	20	100	0	0

Table 1 indicates that 20 (100 per cent) of the respondents are accepting separate burial ground for Dalits and Non Dalits Christians.

Table 2 displays that 20 (100 per cent) of respondents Agreed Dalits and non Dalit Christians are living Separate place.

The above Table 3 shows that there are 20 (100 per cent) sample respondents accepting Separate church for low caste Christians and upper Caste Christians.

The table 4 reveals that (20) 100 per cent of the respondents have agreed Separate festivals for low caste and high caste Christians

Social Status (Statement of the respondents)

We do not achieve the goals without ambition. Most of the Dalit Christians do not prepare themselves for the personal goals, targets etc. The large number of lower cost Christians is living in below poverty line because they are doing menial jobs and daily coolies. They are depending on high caste Christians for job and they are paid with very low. Dalit Christians are always lives simple life or normal life due to their poor economic conditions. They do not plan richest life or modern life and the live on causal life. Majority of Dalits are living in small houses and highly satisfied with what they have. Dalit Christians have faith in the Christianity, they are following the priest and nuns words like Holy Bible. They are unfortunately felt in Christianity but a Christian religion is not given freedom for Dalit Christians. Once upon a time the scheduled caste people have converted to Christianity for their social protection, food and welfare facilities. But now a day they are facing caste problem in Christianity. The non Dalit Christians are dominating the church and society. Hence, Dalit Christians are facing caste problem on every minutes and every day. For example Dalit Christians are living out of village or corner of village, separate burial ground, separate festival for Dalit and non Dalits. Most of non Dalit Christians are administrating Christian institutions and church etc., They deny employment opportunities for Dalit Christians.

The Christianity is spread out all over the world, the second biggest minority religions in India. Dalit Christians are largest members in church. The majority of Christians belong from Dalit community but caste system have been playing vital role in Christian religion. It is burden of Dalit Christians development. Dalit Christians priest, nuns, lay people do not get the opportunity to occupy powerful post in Christian institutions. Even Dalit Christians lives a richest life, the non Dalit do not treat them equally reason for the Indian caste system is deep rooted in our societies. The caste structure mixed with air in India. The high caste people are deeply breathing the air. It is a spirit of their body. It leads towards increasing the caste thought and implements it in their day to day life. Therefore they never treat Dalit Christians equally in India.

Educational Status (Statement of the respondents)
Education is powerful of knowledge. The Christian Institutions runs many Schools, Colleges, Universities and Vocational Training Centers in India. The ultimate purpose of this institution is providing education to all. If the educational institutions provide education to Dalits, there is no chance for Dalits to go for menial jobs. Christians educational institutions failed to enhance Dalits educational qualification, knowledge, skills, ability, etc. They are improving talent and skills of their own community people. Even traditional skills are transform to Dalits, who is aware on skills they well settle in their life. The Christian matriculation schools neglected Dalits Christians students admission. By cause the administration felt that they are poor and unable to pay fees, excepting fee concession from management, the school administration must conducting special class for that student's, it is extra risk for school development. The same strategy is followed by the all Christian school for avoiding Dalits Christian student admission. The church institution management is mistreatment the Dalits Christians. Example: The teachers publically announce or calls the student by their caste name, do not give them willing subject after 10th standard. Do not concentrate on Dalits student developmental activities. Among the teachers also caste plays a importance role. The caste politics arises between Dalits and non Dalits teaching and non teaching staffs in the schools. This activity is absorbed by the students and same is reflected among the classmates. Unfortunately students are learning caste structure through teachers behaviour and school administration policy. The caste hierarchy is prevalent in all places, then how educational institution escapes from caste system? We must reduce caste discrimination, it is possible only when educational institution teaches the students about humanity and social development perspective. The Indian education system was framed by British Government. That period it was gave and made great Philosopher, Social reformer, Poetries, Lawyer and Doctors from Dalits community. Now the caste system is planning to shutdown the Dalits opportunity.

Employment Status (Statement of the respondents)
The church failed to distribute employment, especially Administration post for Dalit and non Dalits Christians. Dalits are doing coolie, agriculture allied activities and menial jobs. Most of Dalits Christians are landless. Most of non Dalits have been land lord and fully utilize church employment related opportunities. The church administration gives daily wages work for Dalits which is not permanent jobs. But the same church is gives management and white colour jobs for upper cast. The church controlled by the high caste people. Hence upper caste people only highly benefits compare then low caste people. The church do not have plan to create new employment for Dalits even do not focus to enhance Socio - economic status of Dalits towards arranging alternative jobs. Dalit Christians believe the priest nuns and social leaders but they misuse their faith. The church was full and full dominated by high cast people towards administration. Dalit Christian fights for their rights until, the church not listen to their demands. The caste system blocks helping minds, equality, fraternity, and human dignity.

Political Status (Statement of the respondents)
The caste hierarchy scattered Dalits in India. They are stiff to reform the society members or organize different schedule caste. The caste system is well planned to divide the society members. The society members are felt in caste system. They do not get victory in the present scenario of caste. The different scheduled caste leaders have been started their own political parties in India. Their ultimate aim is to eradicate caste system and reduce the caste discrimination. The political leader feels risk in organizing one common team or unique political parties for Dalits development. They said to appreciate each caste and have own political parties for a particular caste development. But, they do not plan to concentrate on others caste development perspective. The Dalits political leaders are well known about the caste politics system in India and although they join with dominate high caste parties. They again voluntarily felt the caste structure. The high caste political leaders feel that if Dalits gets political power in India, We must lose the caste identity and rule powers. The church is not concentrating the development of Dalits Christians political parties.

The church do not provides the political awareness among the members. Basically most of the Christians people unaware about the political statuses in India even if few people known they become voice less. The failure of Christianity education is that it does not give awareness for Dalits Christians. When Dalits Christians are getting political power in India, they easily solve the Dalits Christians common issues and caste problems. The Indian government denied Dalits Christians civil rights because voice less, forceless, unity less and not having good political parties in Dalits community. Therefore the church and social reformer should start new political parties for Dalits Christians developments.

SUGGESTION

- Casteism in the Church is affects Dalits Christians civil or social rights even violates our human dignity and basic natural equality. Therefore should control caste practice in the Church.

- The church administration should take action against the casteism in the Church and the consequent discriminations and deprivation of Dalit Christians.

- The Indian Church authorities should immediately ban all forms of divisions and separations or exclusion viz. in the church, in the funeral paths and graveyards, in the Church festivals, etc.

- Dalits Christian's priests and Nuns are severely marginalised in the appointments for any higher authority or positions. Therefore post should be equally allocated post for Dalits and Non Dalits Christians.

CONCLUSION

The caste culture and caste practices are those which are very much rooted and prevalent in the Indian Church with all its domination and oppression of the Dalits within. The Dalit Christians are waiting a long for peaceful solution from the Church authorities here. But lack of sincerity and sensitivity towards the core problems it cannot lead to a peaceful solution. Peaceful solution consists of sincere, honest and speedy attempts to restore justice and equality to the oppressed and the suffering people. That has to come from the authorities, the powerful and the dominant.

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DEVELOPMENT AND IMPACT OF TOURISM (IN INDIAN REFERENCE)

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ABSTRACT

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

Keywords: Features, Impact, Resources

INTRODUCTION

There are various definitions of tourism. Theobald (1994) suggested that etymologically, the word "tour" is derived from the Latin *'tornare'* and the Greek *'tornos,'* meaning *'a lathe or circle; the movement around a central point or axis.'* This meaning changed in modern English to represent 'one's turn.' The suffix -ism is defined as 'an action or process; typical behavior or quality' whereas the suffix -ist denotes one that performs a given action. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist. [en.wikipedia.org/wiki/Tourism]

The Macmillan Dictionary defines tourism as the business of providing services for people who are travelling for their holiday. Wikipedia defines it as travel for recreational, leisure or business purposes. The OECD glossary of statistical terms defined tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. [stats.oecd.org/glossary/detail.asp?ID=2725]

Over the decades, tourism has experienced continued growth and deepening ?diversification to become one of the fastest growing economic sectors in the world. Tourism has become a thriving global industry with the power to shape developing countries in both positive and negative ways. No doubt it has become the fourth largest industry in the global economy.

Similarly, in developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification. However, there are pros and cons involved with the development of tourism industry in the country. Let us discuss the development as well as the negative and positive impacts of tourism industry in India.

DEVELOPMENT OF TOURISM IN INDIA
Early Development

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

But it was only after the 80's that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism

formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, the *New Tourism Policy* recognises the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism were. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organisations and the local youth in the creation of tourism facilities has also been recognised.

PRESENT SITUATION AND FEATURES OF TOURISM IN INDIA

Today tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. India witnesses' more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the *"Incredible India"* campaign.

According to World Travel and Tourism Council, India will be a tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th best tourist destination for its natural resources and 24th for its cultural resources, with many *World Heritage Sites*, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37th rank for its air transport network. The India travel and tourism industry ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019. The 2010 Commonwealth Games in Delhi are expected to significantly boost tourism in India further.

Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by *Future Brand*, a leading global brand consultancy. India also claimed the second place in CBI's "best country brand for history", as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

Tourist Attractions in India: India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

Despite the economic slowdown, *medical tourism* in India is the fastest growing segment of tourism industry, according to the market research report "Booming Medical Tourism in India". The report adds that India offers a great potential in the medical tourism industry. Factors such as low cost, scale and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

Initiatives to Boost Tourism: Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. The hotel and tourism-related industry has been declared a high priority industry for foreign investment which entails automatic approval of direct investment up to 51 per cent of foreign equity and allowing 100 per cent non-resident Indian investment and simplifying rules regarding the grant of approval to travel agents, tour operators and tourist transport operators.

The first-ever Indian Tourism Day was celebrated on January 25, 1998. The Year 1999 was celebrated as *Explore India Millennium Year* by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organising India Tourism Expo in New Delhi and Khajuraho. Moreover, the campaign *'Visit India Year 2009'* was launched at the International Tourism Exchange in Berlin, aimed to project India as an attractive destination for holidaymakers. The government joined hands with leading airlines,

hoteliers, holiday resorts and tour operators, and offered them a wide range of incentives and bonuses during the period between April and December, 2009.

Future Prospects: According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC) and its strategic partner Oxford Economics in March 2009:

- The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.

- India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.

- Capital investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019.

- The report forecasts India to get capital investment worth US$ 94.5 billion in the travel and tourism sector in 2019.

- India is projected to become the fifth fastest growing business travel destination from 2010-2019 with an estimated real growth rate of 7.6 per cent.

Constraints: The major constraint in the development of tourism in India is the non-availability of adequate infrastructure including adequate air seat capacity, accessibility to tourist destinations, accommodation and trained manpower in sufficient number.

Poor visitor experience, particularly, due to inadequate infrastructural facilities, poor hygienic conditions and incidents of touting and harassment of tourists in some places are factors that contribute to poor visitor experience.

IMPACT OF TOURISM IN INDIA

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

POSITIVE IMPACTS

1. Generating Income and Employment: Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate.

3. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

4. Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

5. Promoting Peace and Stability: Honey and Gilpin (2009) suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

NEGATIVE IMPACTS

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a

haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.

2. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.

3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most *all-inclusive package tours* more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

ENVIRONMENTAL IMPACT OF TOURISM IN INDIA
The tourism industry in India can have several positive and negative impact on the environment which are discuss below.

POSITIVE IMPACTS
1. Direct Financial Contribution
Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

2. Contributions to Government Revenues
The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

3. Improved Environmental Management and Planning
Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

4. Raising Environmental Awareness
Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and lead to environmentally conscious behavior and activities to preserve the environment.

5. Protection and Preservation of Environment
Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks.

In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

NEGATIVE IMPACTS

1. Depletion of Natural Resources: Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

(i) Water resources: Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water. (www.gdrc.org/uem/eco-tour/envi/index.html). In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

(ii) Local resources: Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

*(iii) Land degradation***:** Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials (www.gdrc.org/uem/eco-tour/envi/index.html)

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

2. Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution (www.gdrc.org/uem/eco-tour/envi/index.html).

(i) Air and Noise Pollution: Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO_2) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas (www.gdrc.org/uem/eco-tour/envi/index.html).

(ii) Solid waste and littering: In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides.
In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities (www.gdrc.org/uem/eco-tour/envi/index.html).

(iii) Sewage: Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerela, Maharashtra, Tamil Nadu, etc.

3. Destruction and Alteration of Ecosystem

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerela, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The

threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

CONCLUSION

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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