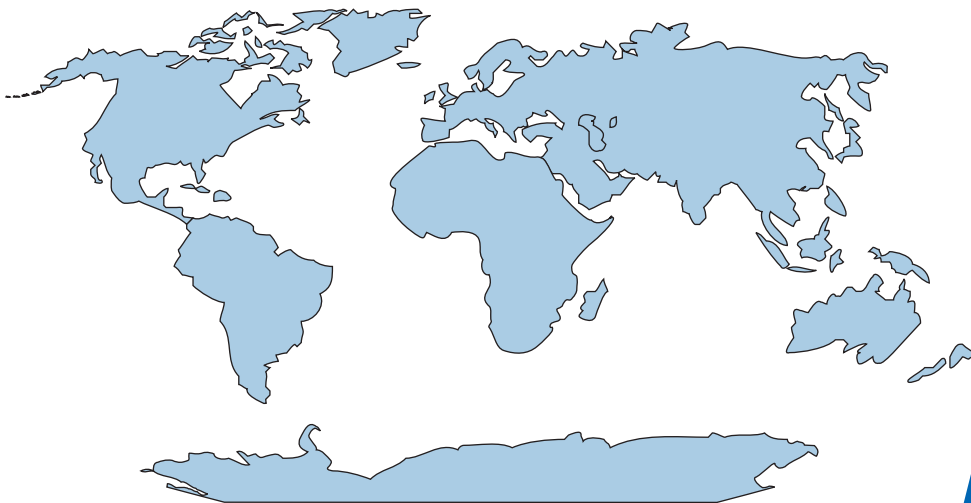


ISSN 2322 - 0899

**INTERNATIONAL JOURNAL OF RESEARCH
IN MANAGEMENT & SOCIAL SCIENCE**



Volume 5, Issue 3 (VII)
July - September 2017

International Journal of Research in Management & Social Science

Volume 5, Issue 3 (VII) : July - September 2017

Chief Patron

Mr. Zahirul Alam Ahmed

Director, Empyrean Institute of Higher Education.
President , Bhramaputra Welfare Organization

Editor- In-Chief

Dr. Tazyn Rahman

Members of Editorial Advisory Board

Mr. Nakibur Rahman

Ex. General Manager (Project)
Bongaioan Refinery, IOC Ltd, Assam

Dr. Alka Agarwal

Director,
Mewar Institute of Management, Ghaziabad

Prof. (Dr.) Sudhansu Ranjan Mohapatra

Dean, Faculty of Law,
Sambalpur University, Sambalpur

Dr. P. Malyadri

Principal,
Government Degree College, Hyderabad

Prof.(Dr.) Shareef Hoque

Professor,
North South University, Bangladesh

Prof.(Dr.) Michael J. Riordan

Professor,
Sanda University, Jiashan, China

Prof.(Dr.) James Steve

Professor,
Fresno Pacific University, California, USA

Prof.(Dr.) Chris Wilson

Professor,
Curtin University, Singapore

Prof. (Dr.) Amer A. Taqa

Professor, DBS Department,
University of Mosul, Iraq

Dr. Nurul Fadly Habidin

Faculty of Management and Economics,
Universiti Pendidikan Sultan Idris, Malaysia

Dr. Neetu Singh

HOD, Department of Biotechnology,
Mewar Institute, Vasundhara, Ghaziabad

Dr. Mukesh Saxena

Pro Vice Chancellor,
University of Technology and Management, Shillong

Dr. Archana A. Ghatule

Director,
SKN Sinhgad Business School, Pandharpur

Prof.(Dr.) Sharad Kumar Goel

Director,
Indirapuram Institute of Higher Studies, Ghaziabad

Prof. (Dr.) Monoj Kumar Chowdhury

Professor, Department of Business Administration,
Guahati University, Guwahati

Prof. (Dr.) Baljeet Singh Hothi

Professor,
Gitarattan International Business School, Delhi

Prof. (Dr.) Badiuddin Ahmed

Professor & Head, Department of Commerce,
Maulana Azad National Urdu University, Hyderabad

Dr. Anindita Sharma

Dean & Associate Professor,
Jaipuria School of Business, Indirapuram, Ghaziabad

Prof. (Dr.) Jose Vargas Hernandez

Research Professor,
University of Guadalajara, Jalisco, México

Prof. (Dr.) Himanshu Pandey

Professor, Department of Mathematics and Statistics
Gorakhpur University, Gorakhpur

Prof. (Dr.) Agbo Johnson Madaki

Faculty, Faculty of Law,
Catholic University of Eastern Africa, Nairobi, Kenya

Prof. (Dr.) D. Durga Bhavani

Professor,
CVR College of Engineering, Hyderabad, Telangana

Prof. (Dr.) Shashi Singhal

Professor,
Amity University, Jaipur

Prof. (Dr.) Alireza Heidari

Professor, Faculty of Chemistry,
California South University, California, USA

Prof. (Dr.) Badar Alam Iqbal

Adjunct Professor,
Monarch University, Switzerland

Dr. Dhananjay Prabhakar Awasarikar

Associate Professor,
Suryadutta Institute, Pune

Dr. Mohammad Younis

Associate Professor,
King Abdullah University, Saudi Arabia

Dr. Kavita Gidwani

Associate Professor,
Chanakya Technical Campus, Jaipur

Dr. Vijit Chaturvedi

Associate Professor,
Amity University, Noida

Dr. Marwan Mustafa Shammot

Associate Professor,
King Saud University, Saudi Arabia

Dr. Juhab Hussain

Assistant Professor,
King Abdulaziz University, Saudi Arabia

Dr. V. Tulasi Das

Assistant Professor,
Acharya Nagarjuna University, Guntur, A.P.

Dr. Urmila Yadav

Assistant Professor,
Sharda University, Greater Noida

Prof. (Dr.) Aradhna Yadav

Professor,
New Horizon College of Engineering, Bengaluru

Prof.(Dr.) Robert Allen

Professor
Carnegie Mellon University, Australia

Prof. (Dr.) S. Nallusamy

Professor & Dean,
Dr. M.G.R. Educational & Research Institute, Chennai

Dr. Sarmistha Sarma

Associate Professor,
Institute of Innovation in Technology and Management

Dr. Pranjal Sharma

Associate Professor, Department of Management
Mile Stone Institute of Higher Management, Ghaziabad

Dr. Lalata K Pani

Reader,
Bhadrak Autonomous College, Bhadrak, Odisha

Dr. Sunita Dwivedi

Associate Professor,
Symbolic Center for Management Studies, Noida

Dr. R. Navaneeth Krishnan

Associate Professor,
Bharathiyar College of Engg & Tech, Puducherry

Dr. Namita Dixit

Assistant Professor,
ITS Institute of Management, Ghaziabad

Mr. Sukhvinder Singh

Assistant Professor,
Institute of Innovation in Technology & Management

Dr. Nidhi Agrawal

Assistant Professor,
Institute of Technology & Science, Ghaziabad

Copyright @ 2017 Empryal Institute of Higher Education, Guwahati
All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgment of author, publishers and source must be given.

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board or the Institute. Although every care has been taken to avoid errors or omissions, this publication is being published on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors and publishers, who do not owe any responsibility for any damage or loss to any person, for the result of any action taken on the basis of this work. All disputes are subject to Guwahati jurisdiction only.



Journal No. - 48996

UGC Journal Details

Name of the Journal : International Journal of Research in Management & Social Science

ISSN Number : 23220899

e-ISSN Number :

Source: UNIV

Subject: Business, Management and Accounting(all)

Publisher: Empryal Institution of Higher Education

Country of Publication: India

Broad Subject Category: Social Science

 THOMSON REUTERS	 INDEX COPERNICUS INTERNATIONAL	 University Grants Commission	 Journal Seeker Research Bible	 OAJI Open Academic .net Journals Index
 INNO SPACE SJIF Scientific Journal Impact Factor	 CiteFactor Academic Scientific Journals	 JOURNAL INDEX .net	 Google scholar	 ResearchGATE scientific network
 SciSeek	 I2OR	 Scribd.	 ADVANCED SCIENCE INDEX	 AcademicKeys UNLOCKING ACADEMIC CAREERS
 bing	 iseek	 entireweb ^{Beta}	 Scholarsteer — Scholarly Information —	 WZB Berlin Social Science Center
 IJIF	 JISRA JIF	 DIIF	 GENERAL IMPACT FACTOR Universal Digital Object Information	 Research Impact Factor
 GIF GLOBAL IMPACT FACTOR	 Cosmos COSMOS IMPACT FACTOR		 iis	 JIFactor
 SIS Scientific Indexing Services	 Pak Academic Search GROWING KNOWLEDGE FOR FUTURE	 ZB MED Wissen für Mensch & Umwelt www.zbmed.de	 Open Access Library Search Engine, Journal, Index, Repository	 EZB Electronic Journals Library
 Journal Seek	 JOUR INFORMATICS	 INTERNATIONAL Scientific Indexing	 UMS UNIVERSITI MALAYSIA SABAH	 OCLC WorldCat®
 International Innovative Journal Impact Factor (IIJIF)	 bibliothek WISSENSCHAFTSPARK ALBERT EINSTEIN	 ESJI Eurasian Scientific Journal Index www.ESJIndex.org	 JOURNAL FACTOR	 INFOBASE INDEX
 DocSlide	 SJIFactor Scientific Journal Impact Factor	 UNIVERSIDAD DE GUADALAJARA Red Universitaria de Jalisco	 www.irmgn.ir	
 ACADEMIA	 Yumpu	 STUDYLIB	 docshare.tips	 BASE Bielefeld Academic Search Engine
 International Institute For Research Impact Factor Journals (IFIJ)	 SSRN SOCIAL SCIENCE RESEARCH NETWORK	 Xactseek RELEVANT WEB SEARCH	 GIGA BLAST The Search Engine	 NSD ERIH PLUS EUROPEAN REFERENCE INDEX FOR THE HUMANITIES AND SOCIAL SCIENCES
 Baidu 学术	 FWS FreeWebSubmission.com	 ISIFI INTERNATIONAL SERVICES FOR IMPACT FACTOR AND INDEXING	 beta refseek	 zenodo

Certificate IC Journal Master List



Certificates that journal
**International Journal of Research in
Management & Social Science**

ISSN: 2322 - 0899

has been indexed in the
IC Journal Master List in 2014.

ICV: 6.35

1 May 2014

Date

A handwritten signature in black ink, appearing to read "Rote Wangate".

Signature:

CONTENTS

Research Papers

ACADEMIC PERFORMANCE OF CHILDREN IN NEED OF CARE AND PROTECTION IN RELATION TO THEIR SOCIAL BACKGROUND: A STUDY OF PRERONA AND SWAPNALAYA CHILDREN HOMES, ASSAM 1 – 10

P. Nath and Dr. S. V. Borbora

DOES TANZANIA'S TOTAL AGRICULTURAL TRADE SUFFICIENT 11 – 18

Dr. N. Viswanadham and Gideon S. Kwandu

APPLICATION OF INTELLIGENT SYSTEMS FOR MANUFACTURING INDUSTRIES: A STUDY 19 – 23

Rupshree Ozah, Manapuram Muralidhar and Subrata Kushari

COLLABORATIVE TOURIST DESTINATION MARKETING: A CASE STUDY OF MEGHALAYA 24 – 32

Ashok Kumar and Deborah Rose Shylla Passah

CONTEMPORARY TRENDS OF PERSONNEL MANAGEMENT IN INDIAN ORGANIZATIONS – A CRITICAL STUDY 33 – 36

Dr. Dhananjay Awasarikar

SEMESTER SYSTEM AND ITS IMPACT IN UNDERGRADUATE CLASSES: A STUDY IN CHHAGAON AND BOKO CONSTITUENCIES 37 – 42

Dr. M. Seik Mozibar Rahman

EMPIRICAL ANALYSIS ON QUALITY OF WORK LIFE AT ZESTWINGS INFORMATICS PRIVATE LIMITED 43 – 49

Dr. J. Laxmi Rajasekhar

AN EVALUATION OF E-COMMERCE STRATEGIES USED BY AMAZON.COM 50 – 60

Manish Jha, Vanika Chugh and Simranjeet Kaur

A STUDY ON SCOPE AND CHALLENGES OF PAYMENTS BANKS IN INDIA 61 – 66

Ambika K. C. and B. Shambhu Lingappa

CAD FOR TRADITIONAL CARPET & TEXTILE DESIGN 67 – 69

Dr. R. Karmakar

GEOGRAPHICAL INDICATION OF INTELLECTUAL PROPERTY NEEDS TO BE PROTECTED 70 – 72

Dr. Bimal Prasad Mishra

IFRS - THE CONCEPTUAL FRAME WORK: THE IMPETUS TO HAVE AN ENHANCEMENT IN IFRS FINANCIAL STATEMENTS 73 – 78

M. Bhaktavatchalam and Dr. Margani Somasekhara

IMPACT OF NEW DIRECT TAX CODE (DTC) ON SELECED ASSESSEES FOR SHORT TERM AND LONG TERM	79 – 85
Taralkumar Pinakinbhai Bhatt and Dr. Himanshu N. Sanghavi	
INFLUENCE OF EMOTIONAL LABOUR ON JOB SATISFACTION AMONG NURSES: A STRUCTURAL EQUATION MODELLING APPROACH	86 – 95
Dr. Sandeep Kaur	
WORK ENGAGEMENT OF MENTAL HEALTH NURSES IN KERALA	96 – 101
Muhammad Abdul Rasheed KP and Dr. B. Johnson	
EFFECT OF EDUCATION LEVEL ON STEREOTYPICAL PORTRAYAL OF WOMEN IN INDIAN PRINT ADVERTISEMENTS	102 – 110
Monika Gulati and Prof. Syed Mehartaj Begum	

**ACADEMIC PERFORMANCE OF CHILDREN IN NEED OF CARE AND PROTECTION IN
RELATION TO THEIR SOCIAL BACKGROUND: A STUDY OF PRERONA AND SWAPNALAYA
CHILDREN HOMES, ASSAM.**

P. Nath¹ and Dr. S. V. Borbora²Assistant Professor¹, Department of Education, Moran College, MoranProfessor², Department of Sociology, Dibrugarh University, Dibrugarh

ABSTRACT

In this paper an attempt has been made to analyze the academic performance of the children in need of care and protection sheltered in two children homes namely Prerona in Dibrugarh and Swapnalaya in Sivasagar in relation to their social background. The paper highlights the findings of a study in which the academic performance of 60 nos. of such children coming from various social backgrounds is analyzed. The conditions that have made these children enter the children homes are also been taken into consideration while trying to analyze their academic performances.

Key Words: Academic Performance, Children Home, Children in Need of Care and Protection, Social Background

INTRODUCTION

The United Nations Convention on the Rights of the Child defines Child as all human beings under 18 years unless by law majority is attained at an earlier age. As per the Census Report 2011 of Govt. of India there are around 472 million children in India between the age group 0 to 18. Unfortunately in India it is estimated by the National Commission for Protection of Child Rights 2016 that around 40% of Indian children are vulnerable or facing difficult circumstances and vulnerabilities such as fractured houses, violence, abuse, drug and substance abuse and poverty. Normally the innate qualities of a child get the scope for nourishment amidst care and security of a healthy family. Every child deserves such an atmosphere of care and security. In other words every child in the world takes birth with their fundamental rights. Education is one of the fundamental rights that make a child to accomplish his inborn qualities. It can enrich child more than anything else. It is considered as the primary means to face the society and the real world. Therefore it is justified to say that the foundation of a nation is the education of every child of the nation.

Since a sizeable number of children who are integral part of our nation live a vulnerable life the question of education of these children naturally arises. The Juvenile Justice (Care and Protection of Children) Act, 2000 aims at consolidating and amending the laws relating to the neglected or delinquent children to provide proper Care, Protection and treatment by catering to the developmental needs of these children in need of care and protection. The provisions of the Act have made it mandatory for every state of India to frame Rules and Regulations to safeguard the right of the Children and provides for establishment of children Homes by the states either by themselves or in association with voluntary organizations in every district or group of districts for reception of Children in need of Care and Protection. The provision of Juvenile Justice(Care and Protection of Children) Rules 2007 has clearly stated that every institution established for children in need of Care and Protection will provide education to all juveniles according to their age and ability, both inside the institutions and outside as per requirement.(The Juvenile Justice Care and Protection of Children Act,2000)

In this paper an attempt has been made to focus the educational status reflected in the academic performances of the children in need of Care and Protection living in the Prerona Children Home of Dibrugarh and Swapnalaya Children Home of Sivasagar District, Assam, in relation to their social background.

LITERATURE REVIEW

An attempt has been made to present a brief review of some of the studies conducted in the areas of this research work. ORC Macro an Opinion Research Corporation that helps governments, business, and nonprofit entities make decisions based on well-planned activities, timely performance, and cost-effective results conducted a study in 2005 on “*Study of Children in Children Homes in Nepal*”. They observed that children living in Children Homes were mostly school age children. Most homes had made reasonable arrangements for schooling of their school age children. They generally preferred to send the children to private schools.

Garg (2010) identified in her “*Juvenile Justice System: A Study of the Juvenile Homes in Delhi*” that functioning of Juvenile Justice Boards was not satisfactory. The level of coordination amongst the various stakeholders responsible for implementation of the law was almost missing.

Devi (2012) in the study “*Socio-Economic Status and Education of Children with Special Needs CWSN; a Study Conducted in Nagaon and Morigaon District*” found that there is a close significant relationship between the Socio-economic status of parents and educational performance of CWSN of Nagaon and Morigaon District. There is no significant gender difference in educational performance of CWCN of Nagaon and Morigaon District.

Agarwal and Pathak(2015) in their study “*A Socio Economic Analysis of Child Labour in India*” found that socio economic status of the parents has significant bearing on the children prone to fall victim of child labour at the age group of 11-13 years.

Wood, Goba (2011) had made a research study on “*Care and Support of Orphaned and Vulnerable Children at School: Helping Teachers to Respond.*” They recommended that a whole school approach to caring orphaned and vulnerable children would be more suitable as such an approach would enable a concerted, sustainable and context-appropriate response by all who are ultimately responsible for the care and protection of vulnerable children.

Sharma, (2016) conducted a study on “*Educational Status of Children Living in the Slum Areas of Greater Guwahati*”. In her study she found that poverty is the major reason for school dropouts. The study shows that all children living in slum areas belong to very poor families and living a low quality life in slum areas children do not have interest in education.

The above studies are an indication of the importance of research in the area of education of institutionalized children in need of care and protection all over the world. Thus after reviewing these research studies and literature, the researcher has decided to undertake the present study.

The state of Assam consistently ranking top in juvenile delinquency among the eight north eastern states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. In 2011, Assam topped the list with 405 cases(402 of Indian Penal Code Crimes and 3 special or local Laws). Assam also topped the lists of states in India as per “study on Child Abuse India 2007” carried out in 13 states by the Ministry of Women and Child Development, Government of India. (Assam, The State of Juvenile Justice, ACHR 2012). According to Annual Reports from 2001 to 2011 of the National Crimes Record Bureau, Ministry of Home Affairs, Government of India, crimes against children increased manifold since 2005. The number of crimes committed against children in Assam was 18 in 2001 which increased so much as to 236 in 2011.

Thus records show that children in Assam are more vulnerable to abuse. To safeguard such children various Juvenile Homes such as Observation homes for the Children in conflict with Law, Shelter Homes for the children in the need of urgent Support and Children Homes for the children in need of Care and Protection etc. have been set up by the state under the Section 8(1) of The Juvenile Justice (Care and Protection of Children) Act, 2000. The State Government has established four Children Homes in the State and there are 20 Govt. registered NGO run Children Homes in Assam where a sizable number of Children In Need of Care and Protection have been sheltered. It is necessary to analyze the social background of the Children to know about the conditions that have led their entry into the Children Homes. It is seen that studies have been conducted in other few states of India on social backgrounds, value and aspirations etc. of the children living in Children Homes but no such sociological study has been conducted on the issue of educational attainment of children living in the Children Homes of Assam.

After the enactment of the Right to Education Act, 2009 stress has been given on the issue that all the children in need of care and protection get their right to education through the proper implementation of the Juvenile Justice (Care and Protection) Act. It has been made mandatory that even those children who are temporarily sheltered in the Children Homes must be given access to education. But whatever may be the provisions of Acts and Regulations the real picture is still not clear.

To understand the children in need of care and protection living in the children homes, the study of the social background of the children is of primary importance as it helps to determine the overall status of the children. Especially to get the clear picture of the Children’s educational attainment, their social background needs to be analyzed. This study attempts to divulge the true picture of the educational scenario of these children in relation to their social backgrounds living in the two Children Homes of Assam.

OBJECTIVES

1. To know the social background of the inmates living in Prerona and Swapnalaya Children Homes
2. To study the Academic performances of the inmates living in Prerona and Swapnalaya Children Homes

FIELD AND METHODOLOGY

The research design of the present study is descriptive in nature. The study is attempted to describe the real picture regarding the social background and academic performances of the children in need of care and protection living in the children homes namely Prerona Children Home in Dibrugarh and Swapnalaya Children home in Sivasagar.

The children in need of care and protection living in the two children homes are the respondents of the study. Total children in both the Children Homes are 60 of these 28 nos. in Prerona and 32 nos in Swapnalaya Children Home. All inmates are selected as samples for the study. That is why the sampling of the study is core sampling.

The present study is concerned mainly with primary and secondary data. Primary data is collected with the help of Interview Schedule while the Secondary Data is collected with the help of Interview Guide, Official Records and Documents. The information gathered from the office Records maintained in the Children Homes and the same time collected from the respondents is further verified and analyzed for the purpose of the study.

FINDINGS AND DISCUSSION

Exact familial background of the children living in Children Homes is difficult to track. It is very hard to get authenticated data from the children regarding their family as they remain in immense psycho-social pressure. However, Data regarding their sex, age, caste, religion, language, parental status etc is gathered by interaction with the inmates vide interview schedule and from recorded data by the Home Authority. After analysis of the data collected from the Prerona Children Home and Swapnalaya Children home it is found that orphan state, missing, run away, child labourer, child abuse, child marriage, POCSO victim (Prevention of Children's Sexual Offence Act), abandoned, victims of family conflict are the conditions guiding a child's entry into the Home. The conditions reflect the social background of these children.

The data related to social background of the total 60 inmates living in the Prerona and Swapnalaya Children Homes obtained through interview schedule, interview guide and office records are tried to show in the following tables.

1. SEX**Table 1.1: Sex wise distribution of the respondents**

Sex	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
Male	15	54	11	34	26	43
Female	13	46	21	66	34	57
Total	28	100	32	100	60	100

It is seen from the above table that sex ratio differs in the Children Homes. At Prerona Children Home male children are more than female. But at the Swapnalaya female inmates outnumber the male. However out of 60 number of total inmates in both the children homes pc of female inmates is 57% whereas pc. Of male inmates is 43%. The table shows that girl child is more sheltered in the children homes.

2. AGE

Age of the respondent is an important factor for the purpose of this study. The entry age of an inmate testifies the age in which he or she been deprived of the rights that are otherwise due to him. The Convention on the Rights of Children of UNICEF defines it as such in its Article seven pertaining to Survival and Development Rights " You have the right to a legally registered name and nationality. You also have the right to know and, as far as possible to be cared by your parents. The age of the respondents have been classified into three categories. i. 6 to 14 years. ii. 15 to 16 years iii. 17 to 18 years. The children are so grouped as to fit the age to the corresponding school classes i.e. Primary, High School and Higher Secondary .

Table 1.2: Age wise distribution of the respondents

Age Group	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
6-14	24	86	25	78	49	82
15-16	3	11	6	19	9	15
17-18	1	3	1	3	2	3
Total	28	100	32	100	60	100

As is seen in table 1.2 the majority of children comprising as many as 82% entering the Children Homes are from the age group 6-14 years whereas 15% inmates belong to age group 15-16 years and only 3% belongs to the age group of 17 – 18 years.

3. CASTE

Caste is an important component of the social background of the individual. Caste speaks a lot about the Social, Cultural and the Religious aspects of the respondents. In the classification of Caste others means the children coming from other states except Assam.

Table 1.3: Caste wise distribution of the respondents

Caste	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
General	1	3.5	1	3	2	3
OBC	3	11	4	12.5	7	12
SC	2	7	3	9.5	5	8
ST	1	3.5	3	9.5	4	7
TGL	14	50	11	34	25	42
MINORITY	3	11.1	6	19	9	15
OTHERS	4	14	4	12.5	8	13
TOTAL	28	100	32	100	60	100

Others category includes the children coming from other States whose data are not known.

As seen in the above table it can be estimated that in both the Children Homes children belonging to TGL category are found in majority that is 42% rather than other categories whereas only 3% inmates could be found from the general category. Found 4 respondents hailing from other states.

4. RELIGION

Religion plays a imperative role in the lives of all individuals. It may be viewed as an important factor of social background. During the study children are found to be coming from three major sects.

Table 1.4: Religion wise distribution of the respondents

Religion	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
Hindu	23	82	25	78	48	80
Muslim	3	11	6	19	9	15
Christian	2	7	1	3	3	5
Total	28	100	32	100	60	100

Table clearly shows that most of the inmates amounting to 80% belong to the Hinduism.

5. ORIGINAL LOCALITY

The original area of the respondent whether it is rural or urban also another component of the social background. The original locality of the children in need of care and protection living in the children Homes indicates the conditions of children entering into the children homes.

Table 1.5: Original Locality wise distribution of the respondents

Locality	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
Rural	27	96	28	87.5	55	92
Urban	1	4	4	12.5	5	8
Total	28	100	32	100	60	100

The table shows that out of 60 respondents 55(92%) belong to rural area and only 5(8%) respondents belong to urban families.

6. NATURE/TYPE OF FAMILY

Family types play a vital role in social order in our Indian Society. The families are classified into three types i.e. Nuclear, Joint and Broken family. It has been attempted to show children belonging to which type are more likely to have entry into the Children Homes.

Table 1.6: Nature/Type of family wise distribution of the respondents

Family Type	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
Nuclear	24	86	25	78	49	82
Joint	2	7	1	3	3	5
Broken	2	7	6	19	8	13
Total	28	100	32	100	60	100

Broken family includes the children who has taken birth in the Jail.

It is evident that most of the respondents in fact 82% of them belong to Nuclear family while 13% respondents belong to families that are broken or families where parents live in jail. It is clear by the data that children living in joint families are found as inmates of Children Homes.

7. PARENTAL STATUS/OCCUPATIONAL BACKGROUND OF THE PARENTS OF THE RESPONDENTS.

The occupational background of the parents of the respondents is of utmost important as their living standard is determined by the occupation of the parents. It greatly influence to shape the thinking pattern and life style of the children. Ultimately this is the most defining factor in the child's lives. So it is necessary to delve into the occupational background of the parents to have a clear view of the social background of the respondents.

Table1.7: Parental Occupation wise distribution of the respondents

Occupation	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
Cultivation	1	4	0	0	1	2
Service	1	4	3	9	4	7
Sex worker	0	0	1	3	1	2
Rickshaw Puller	1	4	2	6	3	5
Tea Garden Labourer	5	17	5	16	10	16
Daily wage worker	5	17	7	22	12	20
No Occupation	1	4	3	9	4	7
No parents	9	32	5	16	14	23
Parents Jailed	2	7	0	0	2	3
Not known	2	7	6	19	8	13
Beggar	1	4	0	0	1	2
Total	28	100	32	100	60	100

Table 1.7 highlights that out of 60 respondents of both the Children Homes 14 (23%) respondents have no parents as per records of the Home authority. Parents of total 12(20%) respondents are daily wage workers. 8(13%) of the respondents are not aware of the occupation of the parents. parents of 4 respondents do small jobs as Mali at circuit house, Diesel engine mechanic, gate keeper at cinema hall, cook at anganwadi centre etc. Two of the respondents were born in jails as their mothers were jailed for life term and both are children of single parents as per records available.

8. LANGUAGE/MOTHER TONGUE

Mother tongue also contributes to the social background of an individual. During the study it is found that except one newly inducted child at Swapnalaya Children Home all the respondents are able to communicate in Assamese even though they are from different mother tongue background. The following table shows the mother tongue of the respondents.

Table 1.8: Mother Tongue wise distribution of the respondents

Mother Tongue	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
Assamese	11	39	16	50	27	45
Tea garden	14	50	11	34.5	25	42
Bengali	-	-	1	3	1	2

Bhujpuri	2	7	1	3	3	5
Hindi	1	4	1	3	2	3
Nepali	-	-	2	6.5	2	3
Total	28	100	32	100	60	100

From the table it is clear that mother tongue of majority (45%) of Respondents is Assamese while of a considerable (42%) respondent's mother tongue is of Tea garden language.

9. SITUATION LEADING TO RESPONDENTS' ENTRY INTO CHILDREN HOMES

During the study it is seen that various conditions or situations lead the children to become inmates of Children Homes. There are social factors like orphan state, missing state, run away, child labourer, child abuse, child marriage, POCSO (Prevention of Children's Sexual Offence Act) victim, abandoned state, victims of family conflict etc. The conditions leading the respondents' entry into Children Homes showed below in the table. The data has been regarding this has been taken from the official records of the Children Homes authority.

Table 1.9: Condition of entry wise distribution of the respondents

Conditions of Entry	Prerona		Swapnalaya		Both	
	Frequency	Pc.	Frequency	Pc.	Frequency	Pc.
Child Labourer	8	29	6	19	14	23
Orphan	6	21	3	9.5	9	15
Child Abuse	3	11	3	9.5	6	10
Run Away	2	7	3	9.5	5	8.5
Incapacitated Parents	1	3.5	4	12.5	5	8.5
Missing	3	11	2	6	5	8.5
Family Conflict	2	7	3	9.5	5	8.5
Child Trafficking	1	3.5	3	9.5	4	7
POCSO Victim	1	3.5	2	6	3	5
Child Marriage	1	3.5	1	3	2	3
Abandoned	-	-	2	6	2	3
Total	28	100	32	100	60	100

(Source: Office Records)

From the table it can be inferred that in both the Children Homes maximum number of Respondents amounting to 23% have entered as victim of child labourer. They have been rescued and sheltered in the Homes by Childline, Police or individuals from Hotels, Industries and individual households. The other conditions often compel the children to become child labourer. For instance, orphan state, abuse, and trafficking, abandoned state, family conflict, run away or missing and incapacitate parents etc, lead these children to become child labourers. In both the children homes 5% children were found as POCSO victim and 3% children were found as victims of child marriage.

ACADEMIC PERFORMANCES OF THE INMATES LIVING IN PRERONA AND SWAPNALAYA CHILDREN HOMES

Every Child has the right to Education from their birth. The UNICEF Convention on the Rights of the Child in its Article 28 says to the children "You have a right to education. Primary education should be free."

The Juvenile Justice (Care and Protection of Children) Rules 2007 states "Every Institution shall provide education to all juveniles or children according to the age and ability, both inside the institution or outside as per the requirement. Hence the need to analyze the education of the children living in the Children Homes is significant. Measuring academic performances of the respondents is the ultimate way to get the real picture of their education that they have attained in the Children Homes.

The academic performances of the inmates of the two children homes have been placed below in the table. Academic performances have been measured by the pc. Of marks corresponding to grades achieved.

Out of 60 respondents academic performance of 33 respondents could be measured. Of the rest 14 has been newly admitted, 1 is drop out from school and studying at home, 7 have been recently sheltered, 3 have been reunited with the family while 2 have been scheduled for district transfer.

Table 2.1: Educational Status of inmates

In School 47 nos.	Conditions	Frequency	Pc.
	Regular in school	33	55
	Newly admitted	14	23
Out of School 13 nos.	Recently Sheltered at Home	7	12
	Reunited with parents	3	5
	District Transfer	2	3
	Drop out	1	2
Total		60	100

As depicted in the above table the majority of 78% respondents are in school of which 23% are newly admitted into schools. As such academic performance of only 55% inmates are measured.

Of the 33 respondents regular in school 25 respondents are of primary level and 8 respondents are of high school level. It is seen that they are students from class II to class X standard. Class wise distribution of the respondents has been shown in the table below.

Table 2.2: Class wise distribution of 33 respondents

Level	Class	Frequency	PC	TOTAL
PRIMARY	II	6	18	25 nos.
	III	6	18	
	IV	6	18	
	V	3	10	
	VI	2	6	
	VII	1	3	
	VIII	1	3	
HIGH SCHOOL	IX	4	12	8 nos.
	X	4	12	
TOTAL		33	100	

Since the grading system in Primary and High School level differs the relevant data has been produced in two separate tables Pc of marks corresponding to grades in both Primary and High School standard are shown in the table below.

Table 2.3: Percentage of marks corresponding to grades

Pc of marks corresponding to grades in Primary Level	Pc of marks corresponding to grades in High School Level
A+ 91-100	A 91-100
A 81-90	B 80-90
B+ 71-80	C 60-79
B 61-70	D 40-59
C+ 51-60	E Below 40
C 41-50	

(As per progress reports of respondents' schools)

ACADEMIC PERFORMANCE OF 25 RESPONDENTS STUDYING IN PRIMARY LEVEL IN RELATION TO SEX.

Table 2.4: Sex wise academic performance in Primary Level

Sex	Academic Performance						
	Frequency	A+	A	B+	B	C+	C
Male	13	-	2	3	5	1	2

Female	12	1	3	3	3	-	2
Total	25	1	5	6	8	1	4

Academic performance of 8 respondents studying in High School Level in relation to sex

Table 2.5: Sex wise academic performance in High School Level

Sex	Academic Performance					
	Frequency	A	B	C	D	E
Male	1	-	-	1	-	-
Female	7	1	-	1	3	2
Total	8	1	-	2	3	2

From the two tables it is clear that female respondents have achieved better in primary and high school level. However in High School level in comparison to Primary Level there is decline in performance of female respondents.

ACADEMIC PERFORMANCE OF RESPONDENTS READING IN VARIOUS CLASSES

Following table shows the academic performance of the 25 respondents within the age group of 8 to 14 years studying at primary level.

Table 2.6: Class wise academic performance at primary level

Class	Academic Performance						
	Frequency	A+	A	B+	B	C+	C
II	6	-	1		4	-	1
III	6	-	1	2	1	-	2
IV	6	1	1	2	1		1
V	3	-	-	-	2	1	-
VI	2	-	1	1	-	-	-
VII	1	-	1	1	-	-	-
VIII	1	-	-	-	-	-	-
Total	25	1	5	6	8	1	4

This table shows that only one respondent from class IV secured A+ whereas 4 students from various classes secured C grade. Majority of inmates are within the range of A and B.

Following table shows the academic performance of the 8 respondents within the age group of 15 to 18 years studying at High School level.

Table 2.7: Class wise academic performance at High School level

Class	Academic Performance					
	Frequency	A	B	C	D	E
IX	4	1	-	1	2	-
X	4	-	-	1	1	2
Total	8	1	-	2	3	2

As evident from the table out of 8 respondents majority of 7 respondents could not get A or B Grade. Only one respondent of class IX secured A Grade. But all the respondents have continued their education with average performance that produces a positive picture.

ACADEMIC PERFORMANCE OF THE RESPONDENTS ACCORDING TO THE CONDITIONS OF ENTRY INTO THE CHILDREN HOMES

Table 2.8: Academic performances of respondents studying at Primary Level in relation to their condition of entry in Children Homes

Conditions of entry	Academic Performance						
	Frequency	A+	A	B+	B	C+	C
Child Labourer	8		1	1	1	1	4
Orphan	4		1	1	2		

Missing	5		1	2	2		
Family Conflict	3	1	1	1			
Incapacitated Parents	2		1	1			
Abandoned	2				2		
Run Away	1				1		
Total	25	1	5	6	8	1	4

The table shows that the three respondents who have entered the Children Homes due to family conflict has shown good performance and have secured A+, A and B+ Grade. On the other hand 4 out of 8 respondents who have entered the homes as victims of Child Labourer have secured C Grade. Out of total 25 respondents 8 nos. have secured B grade.

Table 2.9: Academic performances of respondents studying at High School Level in relation to their condition of entry in Children Homes.

Conditions of entry	Academic Performance					
	Frequency	A	B	C	D	E
Child Abuse	3	1		1	1	
Incapacitated Parents	2					2
Family Conflict	1				1	
Child Marriage	1				1	
Orphan	1			1		
Total	8	1		2	3	2

Out of 8 respondents studying in class IX and X one respondent who has entered the Children Home as victim of Child Abuse has secured A Grade. The performance of rest 7 respondents is not satisfactory. However one respondent each from Child abuse and orphan state has secured C Grade.

MAJOR FINDINGS

1. Girl Children are found more in the Children homes.
2. Majority of the inmates of the Children Homes belongs to the 6-14 age group (82%).
3. Most of these inmates are orphans from rural areas and mostly belong to TGL community.
4. 80% of the inmates have come from nuclear families.
5. 55% of the inmates of the Children Homes are regular in school.
6. Female respondents have performed better in Primary and High School Levels.
7. The results of the inmates of Primary level are more satisfactory than that of High School level.
8. It is observed that inmates that have entered due to family conflict and child abuse has shown better results than the other inmates who are coming from incapacitate parents, child marriage and orphaned state which reveal that family conflict and child abuse have not affected the academic performances of the respondents.

CONCLUSION

In conclusion it can be mentioned that most of the Children sheltered at the two Children Homes are from the age group 6 to 14 years who are mainly separated from their parents due to different conditions such as child labourer, child abuse, orphaned state, family conflict etc. During the study it is found that most of the inmates of the Children Homes were Child Labourers. It is noticed in spite of their adverse situations most of the inmates have continued their education successfully. Some of them have really fared well amidst the psychological pressure they have to undergo. In the Children Homes the authorities have tried to provide the children with congenial atmosphere. But still a lot of efforts needed to create an environment which is conducive to the education of the inmates. The problems faced by the authorities of the Children Homes must be redressed so that they are able to provide favorable atmosphere to the inmates.

REFERENCES

Books

- Adenwalla, Mahasukh, (2006), *Child protection and Juvenile Justice System (For juvenile in conflict with law)*. Mumbai, Children India Foundation.
- Mehta, Dr. Nilima, (2008), *Child Protection and Juvenile Justice System for Children in Need of Care and Protection*. Mumbai: Children India Foundation.

- The Juvenile Justice (Care and Protection of Children) Act, 2000. with The Juvenile Justice (Care and Protection of Children) Rules, 2007 and National Charter for Children, 2003. New Delhi: Law Publishing Co. Pvt. Ltd.

Thesis

- Devi, Mridusmita, 2012, *Socio Economic Status and Education of Children With Special Needs CWSN: A Study Conducted in Nagaon and Morigaon Districts*.
- Thesis for Phd. Gauhati University, Guwahati. Retrieved from URL <http://shodhganga.inflibnet.ac.in/handle/10603/5442>
- Garg, Anjali, 2010. *Juvenile justice system: a study of the juvenile homes in Delhi*. Thesis for Phd. Jawaharlal Nehru University, New Delhi. Retrieved from URL <http://shodhganga.inflibnet.ac.in/handle/10603/31588>.
- Sharma, Smita, 2016, *Educational Status of Children Living in the Slum Areas of Grater Guwahati*. (Unpublished Thesis Dibrugarh University, Dibrugarh.)

Journals

- Agarwal, Pramod Kumar, Pathak, Dr. Anil Ch. (2015), A Socio Economic Analysis of Child Labour in India. *Lakhya: Journal of Science and Management(LJSM)*. Vol.1. 1.
- Vaida, Dr. Naheed, (2013), Nutritional Status of Children Living in the Orphanages in District Budgam, J & K. *International Journal of Humanities and Social Science Invention*. Vol. 2 . 2. pp. 36-41. Retrieved from URL <http://www.ijhssi.org/>.
- Wood, Lesley, & Linda Goba, 2011, *Care and Support of Orphaned and Vulnerable Children at School: Helping Teachers to Respond*. South African Journal of Education. Vol.31 n.2.Retrieved from URL <http://www.sajournalofeducation.co.za/>.

Reports

- Asian Centre for Human Rights, (2012), *Assam:- The State of Juvenile Justice.*, New Delhi.
- Census of India. Office of Registrar General and Census Commissioner, India. Govt. of India, 2011.
- Department of Education, Govt. of India. *CHILDREN HOMES: National Minimum Standards*.
- ORC Marco. *Study of Children in Children Homes in Nepal*, Vol. I. ORC Marco, Calverton, USA.
- UNICEF, *A Situation of Children in India*. UNICEF, New Delhi. Retrieved from URL <http://www.Unicef.in/>
- Resource Book for Commissions for Protection of Child Rights, NCPCR, December, 2016.

DOES TANZANIA'S TOTAL AGRICULTURAL TRADE SUFFICIENT

Dr. N. Viswanadham¹ and Gideon S. Kwandu²

Lecturer¹, School of Business Studies and Economics, The University of Dodoma, Dodoma, Tanzania
Staff², Public Service Management, Dodoma, Tanzania

ABSTRACT

Agriculture can contribute a great deal in earning foreign currency. The export requirements easily met by adding crop with it the existing crop pattern and that too with little incentives. The agriculture sector in Tanzania, which includes the subsectors of crops, livestock, hunting and gathering, fisheries and forestry, remained the largest sector in the economy. The main objective of the study was to study Tanzania's total agricultural trade. A sample of 50 respondents was used in which 30 respondents from farmer's household heads, and 20 respondents from academics, public and private officials. The evidence of both short – run and long –run causality between total and agricultural trade growth and economic growth points out that there are several ways in which trade can have a positive effect on economic growth.

Key words: Economy, Agriculture, Agribusiness.

1. INTRODUCTION

The United Republic of Tanzania, comprising the Mainland and Zanzibar, exhibits the typical features of a developing country with a colonial legacy: Agriculture plays a strategic role in process of economic development of a country. It has already made a significant contribution to the economic prosperity of advanced countries and its role in economic development. Agriculture can contribute a great deal in earning foreign currency. The export requirements easily met by adding crop with it the existing crop pattern and that too with little incentives. The recent changes in the macroeconomic policy of the country indicate vast scope for opening up of Tanzania's economy and its linking with new economic policy are expected to percolate to agriculture sector also. It is estimated that more than 80 percent of Tanzania population survives on agricultural and allied activities even though the percentage contribution of GDP from agriculture sector is declining over a period of time, in absolute term it is increasing. For Tanzania General Agreement on Tariffs and Trade (GATT) offers exciting trade prospects. With the reduction in the heavy subsidies that support agriculture producers in the developed countries, Tanzania agro products may become price competitive in international market (URT, 2003).

2. PRESENT SCENARIO

Tanzania had opened up its market since the beginning of the 1991, by lowering tariff and non-tariff barriers (NTBs), and liberalized investment policy. However, by any standard Tanzania was far less open than many developing economies. Furthermore, its factor market including infrastructure sector was less efficient compared with many developing countries with whom Tanzania competed in international market (Srinivasan, 1998). Hence, the government of Tanzania embarked on fiscal and monetary policies to restructure the economy and to overcome the main bottlenecks that were facing the economy during the 1970s and 1980s. The agriculture sector in Tanzania, which includes the subsectors of crops, livestock, hunting and gathering, fisheries and forestry, remained the largest sector in the economy. In 2008, the sector contributed nearly 28 percent to national gross domestic product (GDP) and approximately 24 percent of the country's export earnings (URT, 2000). Over the period 1998-2009, the overall growth rate of the sector fluctuated, between 0.8 (1998) and 5.9 percent (2004) the growth rate of GDP during the same period fluctuated between 4.1 (1998) and 7.8 percent (2004). Agriculture had persistently registered a lower growth rate compared with industry and services: while agriculture grew at an average of 4 percent between 1998 and 2009, industry and services grew at an average of 8.3 and 7 percent, respectively, during the same period. Average growth of GDP between 1998 and 2009 was 6.4 percent.

Table 1.1.: Distribution of Gross Domestic Product by Activity 1990-2012

Items	1990 – 1994	1995 – 1999	2000-2004	2005 – 2012
Millions of TZS				
GDP(at factor cost)	391,426.6	1,304,624.8	35,888,474.0	93,888,650.0
Agriculture	149,125.0	603,161.4	8,330,017.0	16,554,506.0
Mining	6,451.8	25,526.4	858,123.0	2,605,712.0
Manufacturing	43,578.8	118,902.2	3,589,409.0	9,746,883.0
Construction	19,747.8	55,290.6	2,058,167.0	6,172,538.0
Trade, restaurant and hotels	83,080.8	230,399.2	6,707,245.0	17,285,645.0
Transport and communication	2770.4	76,337.4	2,773,581.0	13,146,673.0
Other services	611,733.0	195,007.6	11,571,932.0	28,376,693.0
Average annual growth rates				
GDP(at factor cost)				
Agriculture	1.02	3.9	5.05	4.066
Mining	29.9	14.9	15.64	8.133
Manufacturing	2.3	4.6	7.14	8.766
Construction	10.06	1.72	9.42	9.583
Trade, restaurant and hotels	0.18	4.54	5.66	6.75
Transport and communication	2.96	4.78	8.64	13.366
Other services	1.75	5.68	45.42	45.5266
Percentage in total GDP				
GDP(at factor cost)				
Agriculture	37.6	27.9	24.82	16.3
Mining	1.066	1.74	2.24	3.3
Manufacturing	8.512	8.14	8.28	8.3
Construction	4.134	3.24	5.84	6.8
Trade, restaurant and hotels	13.422	15.82	15.06	14.13
Transport and communication	5.792	5.26	6.08	6.8
Other services	22.596	16.9	19.38	29.26

Source: Computed from National Bureau of statistics, Ministry of Finance and Tanzania Revenue Authority data (2013).

The economy depended heavily on agriculture, which accounted for almost half of GDP, provided 85% of exports, and employed 80% of the work force. Cereal crop production currently dominated the agriculture landscape (URT, 2000).

Table 1.2: Exports and GDP growth 1984-85 to 2011-12

	1984-1985	1994-1995	2000-2001	2004-2005	2010-2012
GNI, Atlas method current USD (Billions)	1.13	3.369	8.97	10.199	11.628
GNI per-capita, Atlas method (Current USD \$)	94.599	161.1	270	307	350
GDP (Current USD \$ Billion)	5.643	5.089	9.21	10.472	11.938
GDP growth (annual %)		2.5	5.42	7.6	7.0

Exports of goods and services (% of GDP)	4.63	13.31	15.115	19.77	18.209
Gross foreign direct investment (% of GDP)	2.13	2.13	2.13	NA	NA
Population total (Millions)	NA	27.5	34.075	35.75	43.266

Source: Computed from National Bureau of statistics, Ministry of Finance and Tanzania Revenue Authority data (2013) NA: Not available

3. RESEARCH PROBLEM

Exports as a percentage of GDP have increased since 1980 - 2012 reaching a peak of 24.1% in 2003 / 2004, this is largely attributable to an increase in services and non – traditional exports, particularly gold, which also fostered large imports of capital goods and equipment. The total share and volume from traditional exports arising from agricultural production declined significantly during this period. Thus, Tanzania's export competitiveness is still a major challenge for the economy. Agriculture, which is central in poverty reduction in Tanzania, averaged only 4.7% growth from 2000 - 2006 which is not sufficient to meet MKUKUTA's ambitious goals for reducing poverty. In general there has been fluctuation in GDP growth, exports, imports, agriculture trade and real gross capital formation. Since Imports in 1980 was 10307.9 million Tshs, and in 2012 was 4318456.1 million Tshs while exports in 1980 was 4167.7 Million Tshs and in 2012 was 1936800.3; this results in balance of payments of (6140.2 million Tshs) in 1980 and (2381656.1 million Tshs) in 2012. Agricultural trade in 1980 was 2036.3 million Tshs and in 2012 was 395073.1 million Tshs; this shows a slight increase.

4. OBJECTIVE OF THE STUDY

To study Tanzania's total agricultural trade

5. LITERATURE REVIEW

The argument concerning the role of exports as one of the main determinants of economic growth goes back to the classical economic theories by Adam Smith and David Ricardo, who argued that international trade plays an important role in economic growth, and that there were economic gains from specialization. It was recognized that exports provided the economy with foreign exchange needed for imports that cannot be produced domestically (Hayami and Godo, 2005). Kruger and Dridi (1993) found that while for some countries, there was no common trend of export and other macroeconomic variables, for a majority of the less developed countries, export growth was also important in improving other sectors of the economy.

The World Bank and the International Monetary Fund (IMF) introduced structural adjustment programs which were initiated in the early 1980s in sub Saharan African countries sought, among other things, to promote export growth by improving incentives to producers in export sector. The sector growth literature builds on the dual economy model originated from Lewis (1954) and Hirschman (1958). The model sought to explain economic growth by emphasizing the role of agriculture and industry in interplaying between them. The basic dual economy model viewed agricultural sector as the basis of an emerging economy, a generator of the capital necessary for takeoff towards the second stage of economic development and industrialization. The sector growth study carried out in Ghana, Cote d'Ivoire and Zimbabwe concluded that the importance of agricultural sector was apparent. It had overall positive impact on industrial growth in Ghana. In Cote d'Ivoire and Zimbabwe, industry also had a positive impact on growth in the agricultural sector. A study by Shiraz and Abdul Manap (2005) on export – led growth hypothesis from south Asia demonstrated individuality by the real GDP(y); the real exports (x), and the real imports (m) of each country. The study supported the export- led growth hypothesis for Bangladesh, Pakistan and Nepal, but not for India and Sri – Lanka. However, output growth and exports do include imports in the case of India. A study by Anwar and Sampath (1997) on exports and economic growth testing the relationship between economic growth and exports found that GDP and exports were integrated of different orders for countries. The study recommended government to keep promoting export sector for rapid economic growth.

5. METHODOLOGY

5.1. RESEARCH DESIGN

According to (Kothari 2004) Research design is very important because it facilitates the smooth sailing of the various research operations. All data are qualitative which are in the form of description or extended text. In this study the researcher chose a descriptive case study design because help to gain a lot of information about the originality of a particular area of study chosen. In research, the descriptive research methods are concerned with the conditions or relationship that exist (Julius, 1998).

5.2. AREA OF THE STUDY

The united Republic of Tanzania includes the Indian Ocean islands of Pemba and Zanzibar and the mainland territory formerly known as Tanganyika. It lies between longitude 29° and 41° East and latitudes 1° and 12° South of the equator and covers an area of 945,200 sq. km. It is located on the east coast of Africa between the great lakes of the rift valley system in the Central part of the continent and the Indian Ocean. To the North West the country stretches to Lake Victoria, to the west lay Lake Tanganyika and Lake Nyasa. Tanzania has a common border with Kenya and Uganda to the north; Rwanda, Burundi and the Democratic Republic of Congo to the west, and Zambia Malawi and Mozambique to the south.

5.3. POPULATION OF THE STUDY

Population consists of all case of individuals or things or elements that fit certain specifications (Krishnaswami and Ranganatham, 2009). According to Cooper and Schindler (2003) Population are all members or individuals or group or other elements that the researcher hopes to be presented in the study.

5.4. SAMPLE SIZE

A sample of 50 respondents was used in which 30 respondents from farmer's household heads, and 20 respondents from academics, public and private officials.

5.5. Respondents distribution

Category	Respondents
Farmers household heads	30
Bank of Tanzania	2
Tanzania Revenue Authority(Customs and Department)	2
National Bureau of Statistics	2
Ministry of Agriculture, Food Security and Co-operatives & Crop Boards	2
Ministry of Energy and Minerals	2
Ministry of Finance	2
Ministry of Trade and Industries	2
Ministry of Natural Resources and Tourism	1
Ministry of Livestock Development and Fisheries	2
Exports Promotion Zone	1
Tanzania Chamber of Commerce, Industries and Agriculture	2
Total	50

Source: Developed by the researcher (2013)

5.6. DATA COLLECTION METHODS

There normally two types of data; primary and secondary data. The researcher collected primary data from the original source. The secondary data was collected by someone else (Kothari, 2004).

5.7. DATA ANALYSIS

Data analysis is a general way that involves a number of closely related operations that was performed with the aim of critical summarizing the collected data and organizing in such a way that it can answer the research question or the computation of certain indices or measures along with searching for patterns of relationships that exist among the data groups (Kothari, 2004).

6. DISCUSSION

6.1. TANZANIA MAINLAND TOTAL AND AGRICULTURE TRADE

Table 6.1 shows the summary of Tanzania Mainland total trade from 1980 to 2012.

Table 6.1: Summary of Tanzania Mainland total and agriculture trade 1980 to 2012 (Millions of TZS)

Year	GNP	Total exports	Agricultural exports	Manufactured exports	Mineral exports	Petroleum products	Other exports	Investments
1980	NA	4167.7	2036.3	760.6	299.9	199.5	869.4	10307.9
1981	NA	5087.2	3013.8	495.7	537.7	133.6	906.4	10047.2
1982	NA	4230.1	2489.5	397.9	405.9	125.7	811.1	10519.4
1983	NA	4257.7	2416.4	495.7	485.7	144.8	715.1	8447.4
1984	NA	5054.8	2725.1	466.1	252.5	290.8	1320.3	9652.8
1985	166304	4265.9	2596.9	351.3	357.0	250.5	710.2	15288.1
1986	224464	11227.3	1115.6	7335.7	364.6	1.2	2410.2	30576.7
1987	302681	16893.1	9565.5	3736.9	602.7	535.7	2452.3	59360.1

1988	468100	27041.5	14266.1	5149.4	1165.3	435.8	6024.9	80828.0
1989	582166	52777.3	29768.5	9555.4	912.8	1995.3	10545.3	146705.2
1990	760005	64570.5	34957.0	3176.1	3620.1	1004.1	21813.2	265842.0
1991	989594	74708.0	34904.1	12419.9	8478.8	1370.1	17535.1	311928.7
1992	1275917	123966.0	54114.2	18439.4	12920.2	2487.2	36005.0	451339.2
1993	1607764	181147.4	83564.1	21625.3	28074.3	5613.8	42251.8	614597.5
1994	2125324	265176.8	141340.3	39161.7	15389.8	2791.2	66493.8	765814.2
1995	2796642	390378.0	190018.6	63042.4	25545.1	6214.8	105557.0	885952.6
1996	3452559	455419.3	258689.2	64892.2	31450.0	7713.0	92674.9	807302.9
1997	4286768	459548.9	266030.0	67716.5	31302.9	4336.5	90163.0	808167.9
1998	7803929	391804.6	257003.6	23782.2	17509.4	65.5	113443.9	1043096.9
1999	8181669	2780914.6	2597100.0	22412.6	56090.2	338.2	104973.1	1253558.4
2000	8585340	681247.5	204597.7	50322.4	270028.3	91.1	156208.0	1229678.6
2001	9100274	681156.4	193149.9	50322.4	270028.3	0.0	167655.8	1504553.9
2002	10444507	870474.3	194598.1	63951.4	371318.8	NA	240651.0	1611631.7
2003	12107062	1267322.0	3479646	1002827.0	357368.0	NA	88770.0	2320538.0
2004	13971592	1582111.0	294066.0	1129558.0	593840.0	NA	99329.0	3153367.0
2005	15965294	1874265.0	403040.0	1269145.0	683187.0	NA	107542.0	4001088.0
2006	17941268	479606.1	402287.0	49897.1	996049.0	NA	124342.8	1063137.9
2007	20948403	619547.4	410095.0	69113.5	695492.0	NA	156926.0	1590607.7
2008	24781679	962056.9	591863.0	183582.6	1136054.0	NA	164431.3	1916788.7
2009	28212646	826930.6	203958.2	170012.6	281393.7	NA	171566.1	2001956.8
2010	32293479	1074930.7	215482.5	197286.5	459775.3	NA	202386.4	2440627.4
2011	37532962	1671507.2	397197.0	305927.8	751311.5	NA	217133.9	3138782.4
2012	42742980	1936800.3	395073.1	338699.0	900132.3	NA	302895.8	4318456.1

Source: National Bureau of Statistics, Bank of Tanzania and Tanzania Revenue Authority (Customs Department) 1980 – 2012 NA: Not available

From the Table shows that total trade ranged from Tshs 4167.7 to Tshs 1936800.3 with an average annual increase of 1452.2 % while agriculture trade increased from Tshs 2036.3 million to Tshs 395073.1million with an average annual increase of 606.2 % over a 32 years life span. The average annual increase of agriculture trade is about 846.0 percent less than the total trade. Either, it shows the summary of Total and Agriculture trade for 33 years period. The average agriculture trade shows that for the 33 years the importance of agriculture trade is obvious in comparison with total trade.

6.3. CHANGES IN THE COMPOSITION OF EXPORTS OF AGRO – PRODUCTS

The results of that data analysis showing the changes in the composition of exports are presented and discussed in this section. Table 6.2. Shows the summary of the value of Tanzania foreign trade from 1980 to 2012.

Table 6.2.: The Value of Tanzania foreign trade (Millions of TZS)

Total				
Period	Exports	Imports	Balance of Merchandise Trade	Exchange Rate(Shs/US\$)
1980	4167.7	10307.9	(6140.2)	NA
1981	5087.2	10047.2	(4960.0)	NA
1982	4230.1	10519.4	(6289.3)	NA
1983	4257.7	8447.4	(4189.7)	NA
1984	5054.8	9652.8	(4598.0)	NA
1985	4265.9	15228.1	(11022.2)	16.49
1986	112227.3	30576.7	(19349.4)	51.72
1987	16893.1	59360.1	(42467.0)	83.72
1988	27041.5	80828.0	(53786.5)	125.0

1989	52,773.3	146705.2	(93927.9)	192.3
1990	64570.5	265983.8	(201413.3)	196.6
1991	74708.0	338989.6	(264281.6)	233.9
1992	123966.0	449480.0	(325514.0)	335.0
1993	181147.4	615989.6	(434842.2)	482.82
1994	265176.8	666258.3	(401081.5)	526.1
1995	390378.1	770778.7	(380400.6)	595.05
1996	455419.3	702553.5	(246934.2)	608.25
1997	459549.0	703106.2	(243557.2)	631.0
1998	391804.7	907494.3	(515689.6)	665.0
1999	412204.1	1090595.9	(678391.8)	746.08
2000	527773.7	1068149.1	(540375.4)	807.73
2001	738857.0	1517151.0	(778294.0)	876.4
2002	926892.0	1615037.0	(688145.0)	966.7
2003	1267322.0	2277176.0	(1009854.0)	1038.40
2004	1582111.0	2758953.0	(1176842.0)	1089.4
2005	1874265.0	3659962.0	(1785697.0)	1122.7
2006	2129250.0	5534418.0	(3338486.0)	1251.9
2007	2628866.0	7296763.0	(4667897.0)	1232.8
2008	3194928.9	8839274.1	(5644345.1)	1196.3
2009	3671935.3	8446720.7	(4774785.4)	1320.3
2010	5604496.0	16691387.0	(5482395.0)	1409.3
2011	6989086.1	15523911.6	(8534825.5)	1590.0
2012	1936800.3	4318456.1	(2381656.1)	1600.0

Source: National Bureau of Statistics, Bank of Tanzania and Tanzania Revenue Authority (Customs Department) 1980 – 2012. NA: Not available

Comparing changes in the composition of exports of agro products 1980 to 2012, Table 4.5 illustrates the total agriculture trade and commodities and by proportion of the total. The agriculture trade and commodities are compared in elemental standards format in accordance with the Tanzania Bureau of Statistics reports.

6.4. THE GROWTH OF AGRO – PRODUCT EXPORTS

The results of data analysis showing growth of agro – product exports are presented and discussed in this section. Table 6.3. shows the summary of the imports by major category in Tanzania mainland from 1980 to 2012.

Table 6.3. : Imports by major category in Tanzania Mainland (Millions of TZS)

Year	Capital Goods			Intermediate goods			Consumer goods		Total capital formation
	Transport equipment	Building & construction	Machinery	Oil	Fertilizers	Industrial raw material	Food & foodstuffs	All other consumer goods	
1980	1156.8	689.5	2371.5	2537.7	0.0	0.0	1319.0	2413.4	10307.9
1981	1172.2	783.2	2758.4	2160.1	52.4	1122.0	1026.4	542.7	10047.2
1982	786.1	911.9	2906.8	2036.6	54.5	1391.3	1141.8	523.6	10519.4
1983	715.8	867.3	2038.2	2012.9	43.4	1331.4	826.5	499.4	8447.4
1984	1341.4	1014.9	2105.6	2020.3	147.4	1194.6	1092.9	598.6	9652.8
1985	1893.7	1162.1	3434.3	3503.4	153.2	2941.1	1062.1	872.4	15288.1
1986	4051.6	3562.1	6450.7	4358.3	360.5	6062.5	3113.1	2292.2	30576.7
1987	11939.5	7411.6	15182.4	5092.0	411.3	10975.6	3883.8	3436.4	59360.1
1988	8037.4	8345.2	21536.4	6564.2	391.6	24560.5	6541.9	4221.7	80828.0
1989	18321.5	14392.3	33071.4	11854.2	717.0	47159.4	7855.5	6475.8	146705.2
1990	35913.5	38994.1	41840.6	38019.2	1657.2	67011.3	12302.6	29752.5	265842.0
1991	67688.1	22724.8	59506.8	35303.0	8223.4	26770.2	199.0	70340.8	311928.7
1992	101287.7	34140.6	71866.2	56189.8	5095.7	40536.5	14767.5	102478.2	451339.2
1993	101920.5	45155.3	113816.9	69024.1	8141.1	49305.1	38375.6	88142.8	614597.5
1994	122589.3	54619.6	155399.5	75824.0	5971.8	65411.3	64756.2	118057.8	765814.2
1995	120594.9	28079.3	168267.3	111940.9	7123.4	232142.4	26017.7	191786.7	885952.6

1996	117232.9	24473.2	148200.7	92441.0	13720.4	202157.3	30276.9	178800.6	807302.9
1997	155587.0	52520.9	137889.9	105672.5	13868.7	114272.4	59707.4	168649.1	808167.9
1998	160192.2	87741.1	258992.3	68080.3	7776.2	102563.6	150949.5	206801.7	1043096.9
1999	222840.1	99358.7	258509.6	98422.4	10034.8	149200.0	133779.7	281413.1	1253558.4
2000	185195.0	104455.0	228492.8	113789.2	13583.0	132275.5	144993.0	306895.1	1229678.6
2001	166799.4	126512.7	356964.2	192911.8	13641.5	179943.7	147580.9	320199.6	1504553.9
2002	211069.9	130314.8	356057.7	189425.6	19618.6	206149.3	142409.1	356586.7	1611631.7
2003	288475.0	1270456.0	1912552.0	NA	NA	NA	NA	NA	1954914.0
2004	274058.7	221417.4	531532.9	684762.0	64593.3	271303.3	297986.0	618386.7	2964040.2
2005	361239.7	320289.7	659589.2	1051579.8	80505.5	316573.4	209558.1	726768.6	3726103.6
2006	516422.2	466475.8	998263.2	1582296.9	76129.2	520749.9	726768.6	832972.9	5335330.8
2007	649792.5	568312.8	1189576.5	1998112.3	79605.2	610800.6	424907.2	1100313.7	6621420.8
2008	1114286.6	940527.0	1799531.6	2523077.3	22601.1	753441.0	399258.6	1458661.7	9214793.9
2009	1085930.7	809876.2	1787723.5	1917750.8	138043.2	138043.2	497826.9	1539468.3	7914662.8
2010	1405767.1	949678.2	1867864.8	3060608.1	181475.2	935860.5	714407.2	1942791.6	11058452.9
2011	1609778.0	139701.4	2454133.8	4191541.4	180914.2	1141875.4	990239.4	2189735.4	13977919.4
2012	1789314.2	1334677.8	2974717.0	5616464.8	13462.8	1431490.0	1282785.8	2790358.0	1735450.6

Source: National Bureau of Statistics, Bank of Tanzania and Tanzania Revenue Authority (Customs Department) 1980 – 2012 NA: Not available

The Table shows that the importation of capital goods to support the growth of agro – product exports was not clearly defined in the period under study. The situation implies that little efforts were made to boost the growth of agro – product exports and the tendency could not support the agro product exports – led growth.

7. CONCLUSION

The growth of the economy will be jeopardized if the total and agricultural trade continues to deteriorate and natural resources overused. The literature confirms that Tanzania's total and agricultural trade have been instrumental in accelerating economic growth in all the economies.

The evidence of both short – run and long –run causality between total and agricultural trade growth and economic growth points out that there are several ways in which trade can have a positive effect on economic growth. For example, total and agricultural trade can boost output growth in the short – run by allowing the utilization of excess capacity in cases where domestic demand is less than full capacity production. The presence of short – run causality is also consistent with the Keynesian view, which postulates that changes in the components of aggregate demand lead to changes in aggregate output in the short – run. In longer term perspective, total and agricultural trade can have a beneficial effect on economic growth through a variety of channels.

First, total and agricultural trade production allows economies with narrow domestic markets to overcome size limitations and to reap economies of scale. Second, by relaxing the foreign exchange constraint, higher, total and agricultural trade can permit higher imports of capital goods thereby strengthening the productive capacity of the economy. Third, exports lead to an improvement in economic efficiency by enhancing the degree of competition. Fourth, total and agricultural trade contributes to productivity gains through diffusion of technical knowledge and learning by doing. Finally, total and agricultural trade production and investment tend to take place in the most efficient sectors of the economy fostering a pattern of production that is consistent with a country's comparative advantages. Specialization in these sectors improves productivity in the economy leading to higher output growth.

REFERENCES

- Abu-Quarn AS, Abu-Bader S (2004). The validity of the ELG hypothesis in the MENA region: cointegration and error correction model analysis. *Appl Econ* 36: 1685-95.
- Anwar, M.S. and Sampath, R.K, (2000) "Exports and Economic Growth" *Indian Economic Journal* 47, No. 3: 79 – 88
- Krishnaswami, O.R., and Ranganatham, M. (2009). *Methodology of Research in Social Sciences*, Mumbai, Himalaya Publications House.
- Schmitz, H. (1999). Global Competition and Local Cooperation: Success and Failure in the Sinos Valley, Brazil. *World Development* 27(9): 1627-1650.
- Hayami, Y. and Godo, Y. (2005): *Development Economics: From poverty to the Wealth of Nations*. Third Edition. New York: Oxford University Press.47

-
-
- Kruger,D and Dridi, K. (1993): *Export – Led Grow Hypothesis Revisited: A Panel Co integration puff.*
 - Kothari, C.R. (2004) *Research Methodology: Methods and Techniques* 2nd revised edition.
 - Kothari,C.R.(1993). *Research Methodology: Methods and techniques* (Wiley,Inc, New Delhi)
 - Lewis, W. A. (1954):“Economic Development with Unlimited Supplies of labour”. *Manchester School Economics and Social Studies* 22: 139 – 191
 - Srinivasan, T.N. (1985) : “ Agricultural Production, Relative Prices, Entitlements, and Poverty.”In Mellor and Desai, eds., 1985, pp. 41 - 53
 - Srinivasan, T.N. (1989): “From Aid: A cause of Development Failure or An Instrument for Success.” *Economic Review* 3(1): 39 - 65
 - Srinivasan,T.N. (1965): “ A Critique of the Optimizing Planning Model”. *Economic Weekly*: 17(5, 6, 7): 255 - 264
 - URT, (1980 – 2012). *Economic Survey* President’s Office , planning and privatization, Dar es salaam.
 - URT,(2003). *National Trade Policy: Trade for a Competitive Economy and Export - led Growth*, Ministry of Industry and Trade, Dar es salaam.

APPLICATION OF INTELLIGENT SYSTEMS FOR MANUFACTURING INDUSTRIES: A STUDY

Rupshree Ozah, Manapuram Muralidhar and Subrata Kushari

Department of Mechanical Engineering, North Eastern Regional Institute of Science and Technology, Nirjuli

ABSTRACT

India is an industrialized country and it is the fifth largest country in the world. Micro Small Medium Enterprises (MSMEs) contributes 40% of production in India and these consists of 96 % of total industries. After the advent of computers several intelligent systems suitable for manufacturing have been evolved. The Industrial Revolution marks a major turning point in history; almost every aspect of daily life is influenced in some way. It includes manual production system to machine, new chemical manufacturing and iron production processes, the increasing use of steam power, the development of machine tools and the rise of the factory system. In the present work an attempt has been made to identify various intelligent technics suitable for manufacturing applications. Industrial scenario in eight North Eastern states in terms of number of units, employment potential and assets value. These need to employ emerging intelligent technics for improvement in production, quality and export potential. Implementation of new intelligent technologies like industry 4.0 which is based on Internet of Things, Cloud manufacturing and Cyber physical systems are also considered. Small and medium industries of these states are expected to contribute more to gross domestic product (GDP) after implementing the new technologies and digital India and make in India concepts. Some useful conclusions have been arrived at.

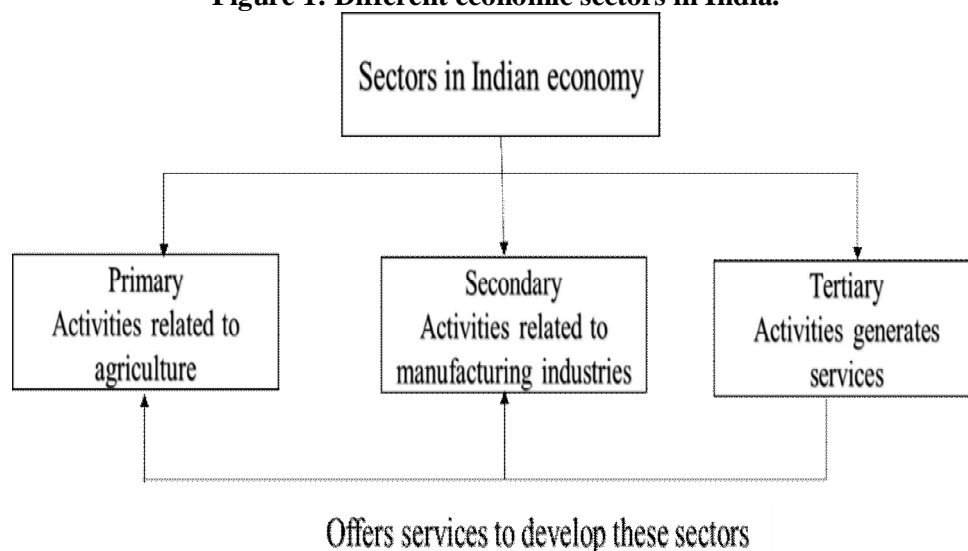
Keywords Cyber physical system, smart factory, cloud manufacturing, internet of things

INTRODUCTION

Societies have been evolved from hunter-gatherer to agricultural then industrial and at present knowledge societies with the development of technologies. Industries are the key factor in production of goods and services required for humanity. India is fifth largest country in the purchasing power parity. India's gross domestic product includes agricultural (10.5%), industry (53.9%) and services 35.6%. Manufacturing contributes around 36.7%. The technologies evolved have been the leading factor for increasing the need for higher efficiency, greater flexibility, better product quality and lower cost. The growing complexity of industrial manufacturing system have changed the face of manufacturing practices. The Renaissance period of industries has come at the end of 18th century and then it has been steadily increasing. The word 'manufacturing is derived from the Latin word 'manufactus' meaning 'made by hand'. It was introduced in the year 1567 AD. Subsequently industries have been evolving into Industry 1.0, 2.0, 3.0 and at present Industry 4.0.

An intelligent system is a machine with an embedded, Internet-connected computer that has the capacity to gather and analyze data and communicate with other systems. Other criteria for intelligent systems include the capacity to learn from experience, security, connectivity, the ability to adapt according to current data and the capacity for remote monitoring and management. Intelligent manufacturing is equipped with artificial intelligent tools which basically soft computing techniques.

Figure 1: Different economic sectors in India.



These traditional economic sectors in India play a vital role for India's Gross Domestic Product (GDP).

The primary sector: Primary activities are directly dependent on environment as these refer to utilization of earth's resources such as land, water, vegetation, building materials and minerals. It includes farming, mining, fishing etc.

The secondary sector: Secondary activities add value to natural resources by transforming raw materials into valuable products. It includes manufacturing or making things.

The tertiary sector or service sector: Service sectors are the main factor in growing economy in countries. It offers services i.e. Trade, Hotels & Restaurants, Construction, Electricity, Transport, Storage, Communication, Banking and Insurance. Due to the expansion of public services, the services has become efficient for the productivity and competitiveness of the entire economy. Contribution of IT sectors to the GDP of India is growing day by day. The top five IT firms contribute over 25% of India's GDP.

In India Micro, Small, Medium Enterprises (MSMEs) significantly contribute to the GDP but they employ low level technologies because of lack of capital, located in rural areas and technical know-how. It provides employment opportunity at lower cost as well as helps in industrialization of rural backward areas which increases the national income and wealth. Not of much work seems to be available in addressing these issues and hence in this paper an attempt has been made to consider intelligent systems and technological developments and industry 4.0 aspects for industries in general and MSMEs of North East in particular.

LITERATURE REVIEW

As per Micro, Small, Medium Enterprises (MSME) 4th census and annual reports many industries from North-Eastern states have 4.87 lacs employing 13.27 lacs for manufacturing. The data of Indian enterprises published by MoMSME (Ministry of MSME), GoI (Government of India), published in fourth all India census and the data was collected and presented in the present work. This was the first census after implementation of Micro, Small and Medium Enterprises Development 2006 Act. Census has been done in various registered and unregistered sector for different states. The data of MSMEs for eight North Eastern States are presented in Table 1

Table 1: State wise distribution of principal characteristics of MSME sector [8]

State	Enterprises (in Lakh)	Employment (in Lakh)	Market Value of Fixed Assets(in Crore)
Sikkim	0.70	0.57	72.16
Arunachal Pradesh	0.25	0.88	937.48
Nagaland	0.18	1.17	1273.67
Manipur	0.49	1.58	646.03
Mizoram	0.13	0.56	403.14
Tripura	0.28	0.76	661.73
Meghalaya	0.50	1.17	468.55
Assam	2.34	6.58	6961.15
Total	4.87	13.27	11423.91

Among the eight states of North east, Assam is the leading state in terms of employment and the market value assets. To improve the manufacturing process of industries in north-east, cyber physical system, cloud manufacturing and internet of things should be included. By including the advanced techniques the efficiency of the factory can be improved alike other states of India. Industries can be transformed to the smart factories by introducing Industry 4.0 which is characterized by smartness and networking [1]. From the same time of third industrial revolution, advanced manufacturing systems were evolved like new manufacturing models and techniques [2].

Industry 4.0 is a critical concept in production. Machine and product communicate with each other through cloud and simultaneously driving production. Smart products in smart industries can refer to device, object and machines which are equipped with sensors, controlled by software and connected through internet [3]. To gear up the business process CPS platforms are involved that associate the business network [1]. Industry 4.0 stands for many other problem which may come in upcoming era including standardization, safety & security, resource efficiency, new social infrastructure, work organization & work design, training and regulatory framework [1].

Many research work on concept of CPS as well as the architecture and techniques has been investigated. Wang et al. has introduced the advancement and latest status of CPS [4]. Lee et al. has introduced a five level

architecture to CPS in Industry 4.0 [5]. Shrouf et al. has proposed an architecture for Internet of things (IOT) based smart factories [6]. Cloud manufacturing resembles the interconnection of the virtualized service pool of industries. Cloud manufacturing platforms can be made for small-medium industries or group of enterprises. Zolotova et al. proposed an industry applying IOT gateway for supporting communication between the physical system and higher layers [7].

INTELLIGENT SYSTEMS FOR MANUFACTURING INDUSTRY

Manufacturing has shifted to a more controlled one where products are only produced if there is a market for them. The concept of intelligent system in manufacturing industries consist of decision making ability like human makes it indeed intelligent. By monitoring and controlling the state of machine an existing manufacturing system can improved to an intelligent manufacturing system.

Intelligent tools are used in intelligent systems such as Fuzzy logic, Genetic Algorithms, Neural Networks, Case tools & Simulation Algorithms, Expert systems and Knowledge based systems. In Table 2 functions of intelligence, intelligent tools and manufacturing sub-systems are presented.

Table 2: Application of intelligence systems in manufacturing

Intelligent functions	Intelligence techniques	Manufacturing sub-systems
Advice	Expert system	Assembly
Communication	Fuzzy Logic	Control
Control	Generic Algorithm	Design
Decision Making	Hybrid Systems	Inspection
Goal-Seeking	Knowledge Based system	Maintenance
Knowledge	Neural Networks	Monitoring

The basic ides of expert systems is the expertise that transform from human to computer. It is a set of programs that manipulate the encoded knowledge to solve the problems in specified domain that usually requires human expertise. The first attempt to be widely used to equip manufacturing systems with some degree of intelligence was the use of Knowledge Based Systems (KBS) [9].

Fuzzy logic is verbal expression in suitable form for processing Computer Fuzzy logic Control of processes offer flexibility by which process states and control actions can be described directly from the experience and advice of the human operators. So it makes possible to use practical experience in computerized multi variant processes.

Generic algorithm is used to solve complex global optimization problems. It provides new rule to replace the existing least used rule to solve complex phenomena such as scheduling large number of conflicting tasks, finding the shortest route that connect a number of location, or streamlining communications network .

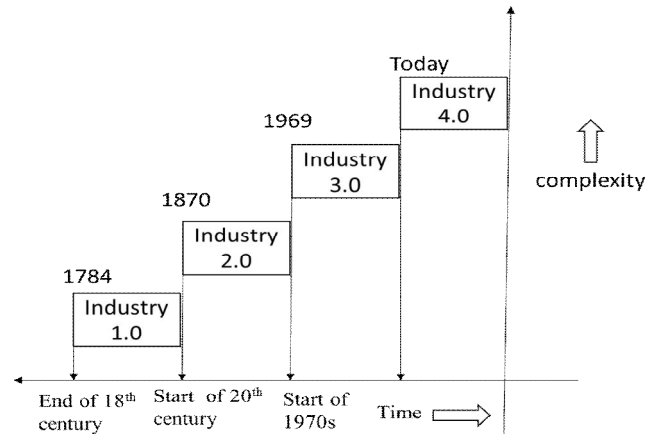
Neural networks are based on how the brain may work. Artificial neural network directed towards the modelling of a network of neuron motivated by the tolerance, learning ability and flexibility of the biological brain. History data are used to train the networks.

Case tools are widely used as a tool which to interpret the process parameters. Case based reasoning represent knowledge as cases i.e. examples of past problems and solutions. Simulation software and algorithms are the extension of case base systems.

INDUSTRY 4.0 FOR MANUFACTURING APPLICATIONS

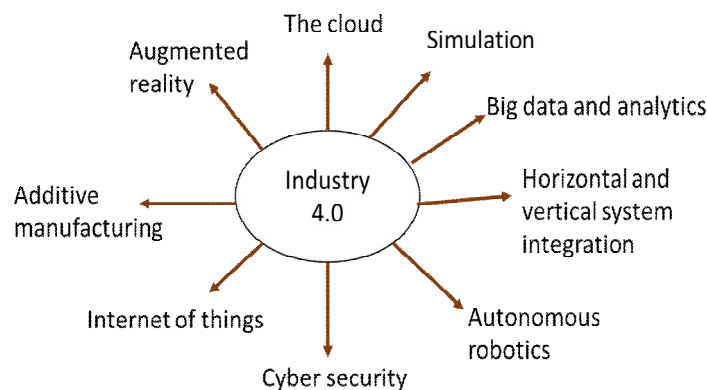
To fulfil the need of industry, the products are redesigned continuously and the manufacturing systems are reconfigured continuously. New techniques had been developed as the traditional approaches don't satisfy the demand of customer. The revolution of industries has undergone through four stages. The mechanical manufacturing tools were first introduced in the stage one i.e. the mechanical loom revolutionized the path goods are finished. In the beginning of 20th century, the second industrial revolution was developed on the basis of the first revolution. The electrically powered mass production was evolved during Industry 2.0.

Figure 1: Revolution of industry



The industrial third revolution (Industry 3.0) started during the early 1970s and it employed electronics and information technology to automate the manufacturing process. Now-a-days machines took over not only the manual labour but also some brain-work. Harnessing internet of things to the manufacturing sector lead to the fourth revolution. Industry 4.0 involves internet of things and services, cloud manufacturing to make ordinary factory into the smart environment. Cyber physical systems (CPSs) are one of the most significant mechanism which is tightly integrated with the internet and controlled by computer based algorithms. CPSs is liable to be one of the most new and upcoming techniques. The application areas of Industry 4.0 is presented in Figure 2.

Figure 2: Technologies that enables the implementation of Industry 4.0.



Additive manufacturing employs the reverse idea that materials are added layer by layer by reading the 3D model data. With an AM machine, a product can be manufactured directly from a 3D design data without considering other factors such as the type of machines, cutting tool, fixtures etc. in case of conventional manufacturing processes.

The MSMEs of NE region has not employed these technologies due lack of cyber physical systems, technical know-how and capital. If these industries employ industry 4.0 systems it is expected production, productivity and quality and export potential will be improved significantly.

MANUFACTURING INDUSTRIES IN NORTH EASTERN REGION

Manufacturing is the process of transforming raw materials into final product involving different steps through the help of different machineries. This contains man-machine set-up for the large production. Manufacturing under Industry 4.0 access in digital technologies such as Internet of Things (IOT), cloud manufacturing, additive manufacturing, advanced robotics, cloud computing and 3D painting.

North eastern region consist of various medium and small scale industrial units. NE region is comparatively backward as compared to other states of India. As per the census held on 2014-15 by MSME, total enterprises for the leading state Assam were 2.34 lacs gives the employment about 6.58 lacs. Manufacturing is the value adding process. Several intelligent tools and techniques evolved in the world in manufacturing sector to improve the intelligence of manufacturing assets and machines. If the available emerging technologies and know- how are employed in MSMEs of NE region, in line with digital India, make in India policies of Govt. of India significant improvements are expected in this century.

SMART FACTORY SYSTEM

Smart factories are evolving globally utilizing the emerging technologies and India is no exception to this. It includes connectivity between physical and virtual world by Internet of Things leads to the fusion of technical and business processes. A new industrial age is developed which can be best defined by smart factory. Smart factory can be defined as a manufacturing solution that provides such flexible and adaptive production processes that will solve problems arising on a production facility with dynamic and rapidly changing boundary conditions in a world of increasing complexity [10].

Technologie simplifies the production and makes production more autonomous. The intelligent sensors and robotics present in production and assembly makes the smart factory in use. Sensing technology on SDVs (Self-Driving Vehicles) used for material handling improves efficiency and safety as product is moved around the factory. These types of robots have the ability to sense and avoid people, as well as unexpected obstructions in the course of doing its work. The ability to automatically avoid these common disruptions is a powerful advantage that keeps production running smoothly.

DISCUSSIONS AND CONCLUSIONS

Industry 4.0 has become a revolutionary era for industries. New technologies are developing as Industry 4.0 are converging to enable the smart factory system. Eventually, it's the application of intelligence at the factory level that creates a dynamic production environment and the desired results which helps in reducing the costs of manufacturing while improving quality and reliability. These new intelligent technologies can convert an ordinary factory to a smart factory. To increase the contribution towards GDP of India, Industry 4.0 will be very beneficial enterprises of North eastern states of India.

ACKNOWLEDGEMENT

The authors gratefully acknowledge support extended by North Eastern Regional Institute of Science and Technology (NERIST), Itanagar, Arunachal Pradesh-791 109 in the present work.

REFERENCES

1. Industry 4.0 Working Group, 2013, "Securing the Future of German Manufacturing Industry Recommendations for Implementing the Strategic Initiative," acatech, Munich, Germany, accessed Aug. 28, 2016.
2. Tao, F., Cheng, Y., Zhang, L., and Nee, A. Y. C., "Advanced Manufacturing Systems: Socialization Characteristics and Trends," J. Intell. Manufacturing, 20, 2016.
3. BITKOM, VDMA, and ZVEI, 2016, "Implementation Strategy Industrie 4.0, Report on the results of the Industry 4.0 Platform," ZVEI, Frankfurt, Germany, accessed Aug.28, 2016.
4. Wang, L., Torngren, M., and Onori, M., "Current Status and Advancement of Cyber-Physical Systems in Manufacturing," J. Manuf. Syst., 37(Pt. 2), 517–527, 2015.
5. Lee, J., Bagheri, B., and Kao, H. A., "A Cyber-Physical Systems Architecture for Industry 4.0-Based Manufacturing Systems," Manuf. Lett., 3, 18–23, 2015.
6. Shrouf, F., Ordieres, J., and Miragliotta, G., "Smart Factories in Industry 4.0: A Review of the Concept and of Energy Management Approached in Production Based on the Internet of Things Paradigm," IEEE International Conference on Industrial Engineering and Engineering Management (IEEM), Dec. 9–12, 697–701, 2014.
7. Zolotov, I., Bundzel, M., and Lojka, T., "Industry IoT Gateway for Cloud Connectivity," Advances in Production Management Systems: Innovative Production Management towards Sustainable Growth (IFIP Advances in Information and Communication Technology Series), Vol. 460, Springer International Publishing, Cham, Switzerland, pp. 59–66, 2015.
8. Ministry of Micro, Small and Medium Enterprises (MSME) annual report 2014-15, http://msme.gov.in/sites/default/files/MSME%20ANNUAL%20REPORT%202014-15_English_1.pdf
9. Schreiber, A.T., Wielenga, D.J. and Breuker, J, KADS, "A principled approach to knowledge based systems", Academic Press: London.,1993.
- 10.Radziwon, A., Bilberg, A., Bogers, M., and Madsen, E. S., "The Smart Factory: Exploring Adaptive and Flexible Manufacturing Solutions," Procedia Eng., 69, 1184–1190, 2014.

COLLABORATIVE TOURIST DESTINATION MARKETING: A CASE STUDY OF MEGHALAYA

Ashok Kumar¹ and Deborah Rose Shylla Passah²

Research Scholar¹, Department of Tourism & Hotel Management, NEHU, Shillong

Lecturer², Institute of Hotel Management, Shillong

ABSTRACT

Tourist Destination marketing has never been a core issue of stakeholders in supply centric tourism in the state of Meghalaya. The state of Meghalaya is blessed with natural heritage, waterfalls, caves, sumptuous cuisines, salubrious climate, protected areas, picturesque landscape, high and low hill ranges and a host of sightseeing spots traversing the State. Since 1972, when Tourism Department was established, with an overall objective of creation of an enabling environment to attract tourist from various parts of the country and abroad to come and share the Meghalaya experience. Initially with limited resources, the Department in collaboration with the various stake holders made an attempt to set up infrastructures in places of tourist's interest and to improve the approach roads/paths, facilities for the tourists etc. in terms of wayside amenities, accommodation, transport and other amenities for their conveniences. Meghalaya has shown an upward trend coupled with recognition of tourism as one of the priority area enhanced the prospect of tourism in this landlocked state. However, its unplanned growth coupled with seasonality and lack of alternative source of livelihood for tourism practitioners had badly affected sector's progress. As sustainability has never been an issue for the State, as it can host more than seven lakhs tourists' per year.

Studies suggest that destination marketing framework is essential for creating 'geographical place advantage' with active involvement of locales and other stakeholders' increases sector's contribution to Net State Domestic Product (NSDP). Mutually beneficial collaboration and its implementation in a limited time frame with regional partners along with Bangladesh is another issue also needs immediate attention. Traditional concept of tourism marketing practiced by local administration (a destination marketing organization) failed to bring desired result for this industrially starved state. This paper aims to study the dimensions of collaborative destination marketing practices of similar kind, role of local governance and spells out the priority areas for action to create interest in Meghalaya tourism.

Keywords: Destination, Marketing, Collaboration, Regional Partners', Meghalaya.

INTRODUCTION

A destination can be defined as a geographical area which includes all the necessary services for tourists including accommodation, hospitality, entertainment and activities. The whole destination provides the experience and individual players act interdependently to provide tourist the requisite product on which they compete with other destinations (Ermen & Gnoth, 2007). Leiper (2004) termed it as "places where travellers choose to stay for a while for leisure experiences, related to one or more features or characteristics of a place—a perceived attraction of some sort; while Ritchie and Crouch (2000) described destination as "fundamental product of tourism". Ashworth and Voogd (1990) made a clear distinction between geographic (destination) marketing to place (destination) marketing, thus giving rise to the concept of destination branding. WTO (2002) referred it as "a physical space that includes tourism products such as support services, attractions and tourism responses. It incorporates physical and administrative boundaries defining its management, images, perceptions, market competitiveness. Local destination includes various stakeholders, often consists of a host community and network to form larger destinations. They are focal point in the delivery of tourism products and implementation of tourism policy". Manente and Mingheti (2006) described it as a "group of actors linked by mutual relationships with specific rules, where the action of each actor influences those of others so that common objectives must be defined and attained in a coordinated way".

The promotion and marketing of destination are typically managed by a central firm, a conglomerate, known as Destination Marketing Organization (DMO). Malhotra (1996) reported that destination marketing research is generally concerned with the application of theories and techniques to identify and contribute towards solving marketing management decisions. There has been a general shift in the past 43 years from DMOs as government departments, and Regional Tourism Organizations (RTOs) as private sector promotional cooperatives, to public-private partnerships (PPPs) which essentially involve private sector board members (Pike, 2008) and the Quasi-Government Bodies (QUANGO) where they are funded by government but not directly run as part of a government (Pike & Page, 2014). In this regard, Fyall (2011) argued"unless all elements are owned by same body, then the ability to control and influence the direction, quality and development of the destination pose very real challenge". Irrespective of debates concerning the role played by

DMOs over the years, the DMOs operating in the North East States' (NESS) are essentially government bodies performing its role in infrastructure development and marketing of tourism products.

The focus of DMO activities lies in developing and leading collaborative marketing communication strategies that match internal (destination) resources with macro environment (market) opportunities (Pike & Page, 2014). Chen and Paulraj (2004) argued that if the organizations operating within destinations wish to succeed in achieving their objectives, they must re-orientate their organizational strategies toward the achievement of "collaborative advantage" rather than "competitive advantage". This brings to fore questions regarding how and how well components collaborate in the destination. In fact, design and implementation of DMO strategies require collaboration in each and every phase. In the light of above mentioned discussion, this paper attempts to throw light upon the prospect of collaborative destination marketing of tourism products in Meghalaya and the consequent need for joint action to resolve issues for overall growth of tourism amongst the North Eastern States.

OBJECTIVES OF THE STUDY

The basic objective of the paper is to elucidate the premises of collaborative destination marketing of tourism products in Meghalaya. The objectives of the study are:

- To analyze the status of tourism in Meghalaya
- To invigorate the issues for collaborative framework for tourism promotion in the state and
- To spell out priority areas for action.

METHODOLOGY

This piece of work was started with an attempt to analyze the plight of marketing of tourism products in Meghalaya and ways and means of promoting tourism in the state which is yet to take off. This descriptive mainly embarking on published reports in newspapers and journals, annual and study reports of the Ministry of Tourism, Government of India along with Department of Tourism, Government of Meghalaya as well as other print and internet publications relating to this field of study.

Need of the study calls for spot visits to popular tourist spots inside the state. The destination level information was collected directly from the state government officials entrusted with the task. The information derived from sources were processed and analyzed as per the need of the study. As the study primarily dependent on secondary sources of information, the results arrived at has a direct bearing from the source from which it was collected.

REVIEW OF LITERATURE

Destination marketing evolved, over the years, as a consequence of renewed interest exhibited by National Tourism Organizations' (NTOs) to assess destination competitiveness. DMOs are often established to manage tourism development in a destination devoid of power to govern it like a business unit (Ritchie and Crouch, 2003; Pike 2004). Smeral and Witt (2002) described it as "an appropriate scheme to evaluate the overall competitiveness position of a destination in international tourism should form a sound basis for optimizing the allocation of financial resources and general marketing and supply strategies'. The competitiveness of destination ultimately depends on its success in attracting a greater market share of its visitors from its target market than its competitors. A DMO that fail to identify and target segments whose needs are satisfied by the organization are bound to fail (March, 2004). However, "go it alone policies of many tourism sector in the past are giving way to stronger cooperation and collaboration....No one business or government establishment can operate in isolation" (Gunn 1988).

Collaboration is increasingly being identified as a valuable strategy for destinations to embrace, even if its full potential is rarely tapped. The introduction of DMO is increasingly seen as an effective way of achieving collaboration among the various components making up the destinations. At the same time, DMO can also serve as a vehicle for collaborating with other destinations (Fyall et al, 2012). Wang (2008a, 2008b) argues that collaboration is a natural response to the marketing and management challenges of destinations. While stressing the relevance of collaboration, Wang (2008a) further suggested that "destination marketing is a collective effort that requires various organizations and business in a geographically limited area to harmoniously work together to achieve a common goal". The more complex the problem domain, the more attractive collaborations will be to organizations operating within it (Levine and White, 1961). Collaboration at the destination level poses fundamental challenge of how the various interests, perspectives and behavior of stakeholders may best be brought together so as to capture the destinations collaboration potential in full. In response to this challenge, many destinations worldwide have introduced DMOs to facilitate collaboration between the various

components within them. Accordingly, a number of studies have focused on DMOs and their role in destination level collaboration (Bornhorst et al 2010; Morgan, Hastings & Pritchard, 2012; Paraskevas & Arendell 2007). For tourism industry, joint action can be promotion cost reduction, extending market (Cai, 2002), improving articulation between service providers to guarantee a more interesting and satisfactory overall tourist experience (Gnoth, 2003). In fact, collaboration of any sort require shared decision making among key shareholders of a specific field about the future of that field (Wang, 2008b). Collaboration among individual components within the destination can be attempted with or without facilitation of a DMO.

Integrated destination marketing involves “the overall effort is to identify what the destination has to offer (the product), what groups of people would have the time, money and desire both to travel and enjoy the destination (the target markets), and how best to reach and convince those people to come to the destination (marketing)” (Lundberg, 1990). Networked structures of DMO are often prone to internal competition (Brandenburger & Nalebuff, 1996) which means that the players within destination are cooperating and competing simultaneously (Ritchie and Crouch, 2003).

Collaborative planning entails collective process for resolving conflicts and advancing shared visions involving a set of diverse stakeholders (Gray: 1989). Jamal and Getz (1995) describes collaborative planning in a tourism context as a “process of joint decision making among autonomous, key stakeholders..... to resolve planning problems... and/or to manage the issues related to planning and development”. Such planning in tourist destinations is usually considered to involve direct dialogue among the participating stakeholders, including public sector planners and this has the potential to lead to negotiation, shared decision making and consensus building about planning goals and actions (Bramwell and Sharman:1999). In this regard, Ritchie and Crouch (2003) argued that the framing of tourism destination policy should be the responsibility of public sector actors. Much collaborative planning is made in working groups with a small number of individuals, who often are representatives of organizations or stakeholder groups (Brandon: 1993). Morrison (1998) proposes the adoption of a strategy of marketing consortium membership as one of the means of accentuating the positives for small hotel firms in peripheral destinations and ameliorating the negatives. There is also rich resource of community based collaboration in the tourism planning literature, modeling by Cai (2002, 2009) along with Koenecnic Ruzzier and de Chernatony (2013), provided rare insight into destination branding.

Destination branding is process of developing a unique identity or personality for a tourist destination and communicating the same to the visitors using a name, a tagline, a symbol, a design or a combination of these to create a positive image (Harish, 2010). Destination branding is to create a distinctive identity of a destination by combining all the attributes associated with that destination and making it different from its competitors (Amit, 2010). Social media, like blogs, twitter, face book etc, also offers innovative ways to develop customer relationship management strategies to effect enterprise image, influence target end users through electronic word of mouth (UNWTO 2013 as cited in Noti, 2013). Consumer generated media is a “new form of word of mouth that serve information needs by offering non-commercial, detailed, experimental and up to date information with an access beyond the boundaries of one’s social circle (Yoo & Gretzel, 2013). Bordoloi and Agarwal (2015) suggested that North East India should build and maintain an image of destination of moderate cost and modest infrastructure but extremely rich in experience in terms of hospitality and touristic exposure. Revealing tourism potential of North Eastern Region to tour operators of national and international repute can promote tourist packages among tourists intending to visit North Eastern States (NESs).

Studies have outlined the importance of sub-regional economic grouping with South East Asian nations and linking it to North East India for promotion of tourism among others. The region’s endeavour to establish much needed corridor between India’s North East (NE) as a bridge to South East Asia for economic cooperation and to make it a hub for trade and commerce as well as a popular destination (Ryngnga, 2011).

Recognizing the importance of statistical information for DMOs strategic management, studies recommended that high quality statistics allow a DMO to make strategic changes to programming and maximize resources. DMO can use tourism statistics to inventory destination products, access capacity, monitor changes and better ensure market positioning by ensuring that rates and availability are commensurate with the competition. Regular collection of data either through survey or online or in person can ensure better understanding of tourism supply and demand at the destination. DMOs can also provide training to members to improve destination management, business practices and community interaction.

TOURISM IN MEGHALAYA

‘Meghalaya’ derived from Sanskrit, means the ‘Abode of the Clouds’ was declared as a full fledged 21st state of the Indian union on January 21st, 1972. The physical feature of Meghalaya is well defined in three different

regions - the Khasi Hills in the Central part of Meghalaya, Jaintia Hills in the eastern part of Meghalaya and Garo Hills which form the western part of Meghalaya . The population of Meghalaya state is 2,966,889. The population density of Meghalaya state is 132 per sq km and the state is spread over 22,429 Sq Km.

Endowed with nature's gift and supplemented by the collective endeavour, the state today is economically stable with revenue surplus. Although it is still a deficit state, Meghalaya has the potential to become a surplus state. Considering the SWOT analysis of the state, its Geo-political status and the emerging free global economy, Meghalaya cannot be expected to become an industrially leading state. It can neither be a state with abundant agricultural surplus production nor a state for intermediate trading . The low productivity in the agriculture sector makes any surplus non-marketable . On the other hand considering the nature's endowment , ethnological diversity, rich cultural heritage, Meghalaya holds high potentiality for economic prosperity through development of tourism .

An analysis of the tourism scenario of the region reveal that the only way for economic development of the North East region in general and the state of Meghalaya in particular, can be achieved through promotion of tourism in a big way. The support of the Union Government is essential even if such support demands special considerations. The thrust must be on promotion of Nature tourism supplemented by Adventure tourism and Cultural exposure. The analysis also reveal that the domestic tourism of budget tourists shall continue to constitute 99% of the tourism unless qualitative break-through is achieved. Considering the fragile environment , the inherent high living and travelling costs to and within the state and the low capacity for providing services, it is suggested that the objective must be for high value services where the margin of profits are higher and the environmental protections and management is easier .

Tourism is a major source of revenue for many countries in the world. Tourism has tremendous income and employment ripple effects that spread far beyond the actual tourism activity itself, so that benefits transfer quite naturally to retailers, peripheral services, and even to construction, banking and handicrafts. In other words, tourism related services are naturally employment intensive. Besides improving the economic condition of the people, tourism has the potential to bring people from different walks of life and cultures together. Among the smallest states in the country, Meghalaya is blessed with picturesque landscape, conducive geo- ecological settings, sparkling waterfalls, legendry and mythological sites, rich traditional culture and warm and hospitable people. It has a rich cultural heritage and is blessed with a salubrious climate, which is naturally attractive for short sojourn by tourists from the plain areas. It has special attractions such as the Shillong Golf Course, the wettest place in the world, Cherrapunjee (Sohra), Caves which could rival any of the world's best, wildlife sanctuaries and Biosphere reserves. It also boasts of one of the most beautiful high altitude lakes at Umiam. So far, many tourists have been coming to the State but in a disorganized manner and are not lured by specific packages and products. In other parts of the state, like West Khasi Hills, South Garo Hills, Jaintia Hills etc, tourist spots are amply endowed by nature. Though a lot has been said about the tourist potentials in the NER in general and the state in particular, due to shortage of funds, adequate investment could not be made in the past in the context of creation of infrastructure assets, rural connectivity, air connectivity etc. Meghalaya offers many adventure tourism opportunities in the form of mountaineering, rock climbing, trekking routes, water sports etc. The State also offers numerous trekking routes some of which offer an opportunity to encounter rare animals and plant species distinctive to this region of the country.

Table-1: Swot Analysis of The State of Meghalaya

STRENGTH	WEAKNESS	OPPURTUNITIES	THREATS
The state is rich in natural resources	The land laws of the state has always been the major hindrance to any development in the state	Government of India has accorded special attention for North East.	Competition from other tourist destinations within and outside the country
Lower population density provide adequate opportunities to sustain the population economically	The infrastructure for development more specifically for drinking water , health services, sanitation and hygiene way side amenities are grossly inadequate	Potential for private sector's investment in tourism projects	Threats from terrorism and the negative perception on the whole region
Higher literacy rate	Absence of railway network within the region	Besides the intra-regional tours there are opportunities for	Possibilities of uncontrolled development of tourism

		promoting cross border tours to neighbouring countries like Bhutan, Bangladesh, Thailand, Malaysia, Nepal etc	
Rich cultural heritage- multi ethnic communities, colourful festivals .	Jhooming has become the single major cause of ecological degradation in the hills	DONER and NEC are active and are taking active interest in tourism and have kept top priority to this sector	Increasing un-employment is eroding the value system & leading to political unrest and has increased inter group conflicts
Matriarchal society	The men folk of the society lacks basic initiative for the development which probably is a fallout of the matriarchal society	Asian Highway from Malaysia via Thailand and Bangladesh to India will be passing through North East while going to Delhi and beyond.	Inadequate funding of resources for tourism promotion
Surplus power	Low awareness in the market about the tourism products of the region	Tourism re-organized as a key industry by all neighbouring states	Piecemeal development on selfish style in individual states
National park, Biosphere, caves, rivers and waterfalls provide unique potential for natural tourism	The displeasure among the youth has led to violence and antipathy towards the non-tribals in the state which has resulted retarded the economic growth in the state	Asian Development Bank is preparing a Sub- Regional Plan for development of tourism covering Bhutan, Bangladesh, India and Nepal, North East Region figures prominently in this Plan because of the Asian Highway	Dismantling of the APM (administered price mechanism) of petroleum products in Garo hills are likely to become scares and expensive in the near future
Good infrastructure to support tourist traffic	Being the hilly state, transportation & communication in general, is difficult and expensive.	Tourism in Meghalaya can bring about prosperity to the state through. large scale employment	Lack of opportunity for gainful employment and production has led to excessive use and abuse of natural resources causing environmental degradation in the hills
Availability of trained and trainable man power.	No regional tourism development or marketing plan	Connectivity between other adjoining states and countries	Lack of organization for promoting cross border tours

Source: Compiled by the authors

Table 2: Leading Tourism Resources of North East India

State	Resources
Arunachal Pradesh	National parks, wildlife sanctuaries, monasteries, rivers and orchid sanctuary
Assam	National parks, wildlife sanctuaries, river island and tea plantations
Manipur	National park, lakes, exquisite valley and orchid sanctuary
Meghalaya	Rivers and waterfalls, artistic village, lakes and sacred grove
Mizoram	National parks, wildlife sanctuaries, lakes and tiger reserve
Nagaland	Mountain peaks, exquisite valley, wildlife sanctuary and caves
Sikkim	Lakes, hot springs, national park and wildlife sanctuaries
Tripura	Lakes, wildlife sanctuaries, hill range and stone/rock carved sites

Source: Compiled by the authors

Table 3: Domestic and Foreign Tourist Visits into NEI during 2013 and 2014

State	2013		2014		Growth (%)	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Arunachal Pradesh	125461	10846	180964	5204	44.24	-52.02
Assam	4684527	17638	4826702	21537	3.03	22.11
Manipur	140673	1908	115499	2769	-17.90	45.13
Meghalaya	691269	6773	716469	8664	3.65	27.92
Mizoram	63377	800	68203	836	7.61	4.50
Nagaland	35638	3304	58413	3679	63.91	11.35
Sikkim	576749	31698	562418	49175	-2.48	55.14
Tripura	359586	11853	361247	26688	0.46	125.16
NEI Total	6677280	84820	6889915	118552	3.18	39.77
All India Total	1145280443	19951026	1281952255	22567650	11.93	13.12
Share of NEI (%)	0.58	0.43	0.54	0.53		

Source: (Ministry of Tourism, 2015)

DISCUSSION AND RECOMMENDATION

Secretary, Ministry for Development of North Eastern Region (DoNER), Jarnail Singh said, “tourism is the most effective way to increase the still negative trade between India’s NER and Vietnam, Laos, Cambodia. Although, the countries are so near, yet they are quite so far” (Ryngnga, 2011). Rajiv Singh, secretary, Indian Chamber of Commerce said, “key challenge to tourism and trade is the NER’s lacking of proper road connectivity to Myanmar and the rest of Southeast Asia” (Ryngnga, 2011). These statements signify the importance of collaborative efforts on the part of either side to forge ties for mutual development of trade and tourism.

Meghalaya, on its part, is in need of both vertical and horizontal collaboration to set right the issues relating to tourism. With regard to vertical collaboration, major efforts were initiated by the Government of India and its counterparts in Bangladesh to facilitate trade and tourism in Meghalaya. However, political problems might come in the way of implementation of the impending projects. In this regard, the process of dialogue should continue between stakeholders to resolve issues to arrive at mutually beneficial outcomes. Further, memorandum of understandings (MOUs) can be arrived at between tourism departments of Meghalaya and Bangladesh for extension of Buddhist tourism circuit to Bangladesh.

Horizontal collaboration takes place between tourism departments of respective states referred to as DMOs. Tourism department of Meghalaya can tie up with tourism departments of Assam and other North Eastern states for mutually beneficial projects. For example, pilgrimage tourism sites of Assam and Tripura, especially for Hindu pilgrims, can be jointly promoted under a common brand name and package and/or conducted tours can be arranged involving both the sides. Central government schemes like Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) and Buddhist circuits can be implemented through joint exercise. Similarly, same scheme can be worked out for ecotourism segment between Meghalaya and Tripura.

Horizontal collaboration can also be forged amongst travel agents/tour operators of respective states’ of North Eastern Region. An exercise of this sort increases competition among them which is mutually beneficial tourism development of NE India. In this regard, DoNER and North Eastern Council (NEC) are working as facilitator for overall development of the region. As tourism is an infrastructure industry, collaborative planning and investment in tourism projects is not only essential but also desirable for strife torn destination like North Eastern States. Tourism infrastructure of common interest can best be implemented through joint efforts of states’ concerned. However, the local DMO has not succeeded in bringing out a master plan for overall development of tourism in the state. On an average 91 per cent of foreign tourists travelling to India by air transport; of which 3.37 per cent are disembarking at Kolkata International Airport (Ministry of Tourism, 2014). The Meghalaya tourist information centre at Kolkata and Guwahati can take active part in informing such tourists’ about the tourism products in the state. If possible suitable packages can be offered to them to visit the state for promotion of individual trips. Historically, state is having close cultural affinity with another Indian state West Bengal and the MOUs with DMO’s of both the states would definitely help for mutually beneficial growth in the field of tourism.

Simultaneously, promotion of Meeting, Incentives, Conference and Exhibition (MICE) tourism, which has so far been remained neglected in the state, should remain the thrust area for Meghalaya. MICE tourism in natural

setting is always rewarding, however, state lacks in state of the art infrastructure for promotion of this segment of tourism. Branding of tourism products' in Meghalaya needs special attention. Natural tourism along with cave tourism can be promoted in the state attaching specific brand name. In this regard, state tourism products can be displayed in national and international media through "Incredible India campaign". Similarly, mandatory participation in travel and trade fairs of national and international importance to showcase not only the tourism products but also art and craft of the state will be of great help. Further, sponsored conducted tours for tour operators from abroad, both for inbound and outbound, can cleanse the image of the destination as a terrorist affected state. Similarly, periodical collection of tourist profiles would help in shaping up marketing strategies for target segment. However, the lack of emergence of host community and tourism preparedness has badly affected the state progress in this field of study.

FUTURE RESEARCH DIRECTION

As this paper is an attempt to address issues pertaining to collaborative marketing of tourism products in Meghalaya, however, this is not the end in itself. It requires a comprehensive study, not only focusing on marketing aspect of it, but also development of niche segment for industrially starved state. As trade and tourism cannot be isolated, sub-region cooperation this kind also presents an opportunity to study the different facets of it.

CONCLUSION

In the light of heightened obstacles, the possession tourism products like nature, ecotourism and cave tourism products presents an opportunity for the state to draw this segment of foreign tourist from already saturated tourist destinations in India. It also presents an opportunity to venture out a new destination of different kind for the first time visitors. However, geographical isolation coupled with poor air and rail transport connectivity has dented the growth of host community for overall tourism development in the state.

REFERENCES

- Amit, S. (2010). *Destination Branding: An Introduction*, The ICFAI University Press.
- Ashworth, G.I. & Voogd, H. (1990). *Selling the City: Marketing Approaches in Public Sector Urban Planning*. London: Belhaven Press.
- Bordoloi, Anjan Kumar & Agarwal, Binod Kumar (2015). Tourism Potentiality and Infrastructure Planning in North East India: Present Status and Future Outlook, *International Journal of Management Research and Review*, 5(11), 1101-1109.
- Bornhurst, T., Brent Ritchie, J. & Sheeshan, L.(2010). Determinants of Tourism Success for DMOs and Destinations: An Empirical Examination of Stakeholders Perspectives, *Tourism Management*, 31(5), 572-589.
- Bramwell, B. and Sherman, A. (1999). Collaboration in Local Tourism Policy Making, *Annals of Tourism Research*, 26(2),392-415.
- Brandenburger, A. & Nalebuff, B. (1996). *Co-opetition*, Doubleday, New York.
- Brandon, K. (1993). Basic Steps towards Encouraging Local Participation in Nature Tourism Projects. In K. Lindberg and D.E. Hawkins (eds) *Ecotourism: A Guide for Planners and Managers*, North Benington: The Ecotourism Society. 134-151
- Cai, L.A. (2002). Cooperative Branding for Rural Destination, *Annals of Tourism Research*, 29(3), 720-742.
- Cai, L.A. (2009). Tourism Branding in social Exchange System. In Cai L.A., Gartner, W.C. & Munar, A.M. (eds) *Tourism Branding: Communities in Action*, Bingley, UK: Emerald, 90-104.
- Centre for Studies in International Relations and Development (CSIRD) (2013). 9th K2K Forum-Strengthening Regional Economic Cooperation and Promoting Cultural Ties, Report, in collaboration with Institute of Foreign Policy Studies, University of Calcutta. Retrieved on 7th November, 2016 from www.csird.org.in/rep/9th%20k2k%20report.pdf.
- Chen, I.J. & Paulraj, A. (2004). Towards a Theory of Supply Chain Management: The Constructs and Measurement, *Journal of Operation Management*, 22(1), 119-150.
- Erman, David & Gnoth (2007). *Tourism Destination Marketing--- Organization through Networks*. Retrieved on 07/10/16 from www.anzmac.org/conference_archive/2007/papers/Erman_1.pdf.

-
-
- Federation of Hotel and Restaurant Association of India (FHRAI) (2014). *Indian Hotel Industry Survey 2013-14*, FHRAI, New Delhi.
 - Fyall, A. (2011). Destination Management: Challenges and Opportunities. In Wang, Y. & Pizam, A. (eds) (2011) *Destination Marketing and Management-Theories and Applications*, Wallingford, Oxfordshire: CABI, 340-358
 - Fyall, Allan; Garrod, Brian & Wang, Youchung (2012). Destination collaboration: A Critical Review of Theoretical Approaches to a Multidimensional Phenomenon, *Journal of Destination Marketing and Management*, 1, 10-26.
 - Gnoth, J. (2003). Customer Activated Services Networks: Towards a Dynamic Model for Tourist Destinations, in *32nd EMAC Conference Proceedings*, Glasgow, university of Strathclyde, May 2003.
 - Gray, B. (1989): *Collaborating, Finding Common Ground for Multiparty Problems*. San Francisco: Jessey-Bass.
 - Gunn, C.A. (1988): *Vacationscape: Designing Tourist Regions*, 2nd Edition, Van Norstrand Reinhold: New York.
 - Harish, R. (2010). Brand Architecture in Tourism Branding: The Way Forward for India, *Journal of Indian Business Research*, 2(3), 153-165.
 - Jamal, T.B. and Getz, D. (1995). Collaborative Theory and Community Tourism Planning, *Annals of Tourism Research*, 22(1),186-204.
 - Konecnik, R.M. & de Chermatony (2013). Developing and Applying Place Brand Identity Model: Case of Slovenia, *Journal of Business Research*, 66(1), 45-52.
 - Leiper, N. (2004): *Tourism Management* (Third Edition), Frenchs Forest: Pearson Education, Australia.
 - Levine, S. & White, P.E. (1961). Exchange as a Conceptual Framework for the Study of Inter-organizational Relationship, *Administrative Science Quarterly*, 5(4), 583-601.
 - Lundberg, D.E. (1990). *The Tourist Business*, Van Norstrand Reinhold, New York.
 - Malhotra, N.K. (1996). *Marketing Research: An Applied Orientation*, Second Edition, Upper Saddle River, NJ: Prentice Hall.
 - March, Roger (2004). *A Market Oriented Tool to Assess Market Competitiveness*, Technical Report, Sustainable Tourism Cooperative Council, Australia.
 - Menente, M. & Mingheti, V. (2006). Destination Management Organizations and Actors. In D. Buhalis & C. Costa (eds), *Tourism Business Frontiers: Consumers, Products and Industry*. Oxford: Butterworth-Heinemann, 228-237
 - Minsitry of Tourism (MoT) (2015). *India Tourism Statistics – 2015*, Market Research Division, Govt. of India.
 - Morgan, N., Hastings, E., & Pritchard, A. (2012). Developing a New DMO Marketing Evaluation Framework: The Case Study of Visit Wales, *Journal of Vacation Marketing*, 18(1),73-89.
 - Morrison, A. (1998). Small Firm Cooperative Marketing in a Peripheral Tourism Region, *International Journal of Contemporary Hospitality Management*, 10(5),191-97.
 - Noti, Elton (2013). Web 2.0 and the Influence in the Tourism Sector, *European Scientific Journal*,9(2), 115-123.
 - Paraskavas, A. & Arendell, B. (2007). A Strategic Framework for Terrorism Prevention and Mitigation in Tourism Destinations, *Tourism Management*, 28(6), 1560-1573.
 - Pike, S. (2004). *Destination Marketing Organizations'*, Elsevier: London.
 - Pike, S. (2008). *Destination Marketing*, Burlington MA: Butterworth-Heinemann.
 - Pike, S. & Page, S. (2014). Destination Marketing Organizations and Destination Marketing: A Narrative Analysis of Literature, *Tourism Management*, 41, 1-26.
-
-

-
- Ritchie, J.R.B. & Crouch, G. (2000). The Competitive Destinations: A Sustainability Perspective, *Tourism Management*, 21(1), 1-7.
 - Ritchie, J.R.B. & Crouch, G.I. (2003). *Competitive Destinations: Sustainable Tourism Perspective*, CABI: Wallingford, UK.
 - Ryngnga, P.K. (2011). Tourism: A Trade link between India's North East and South East Asia, *South Asian Journal of Tourism and Heritage*, 4(1), 84-89.
 - Sharma, Aparna & Rathore, Chetna, K. (2015). *BIMSTEC and BCIM Initiatives and their importance for India---* Discussion Paper, Cuts International, Nov, 2015, Jaipur, India.
 - Smeral, E. & Witt, S.F. (2000). Destination Country Portfolio Analysis: The Evaluation of National Tourism Destination Revisited, *Journal of Travel Research*, 40, 287-94.
 - Wang, Y. (2008a). Collaborative Destination Marketing: Understanding the Dynamic Process, *Journal of Travel Research*, 2(3/4), 351-364.
 - Wang, Y. (2008b). Collaborative Destination Marketing: Roles and Strategies of Convention and Visitor Bureaus, *Journal of Vacation Marketing*, 14(3), 191-209.
 - World Tourism Organization (WTO)(2002). *Think-tank Enthusiastically reaches Consensus on Framework for Tourism Destination Success*, Madrid:WTO, Spain.
 - Yoo, K.H. & Gretzel, U. (2013). Influence of Personality on Travel related Consumer Generated Media Creation. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0747563210001226bo450> on 25th October, 2016.
 - Tourism Destination Management—Achieving Sustainable and Competitive Results, Sustainable Tourism: International Cooperation for Development—Online Toolkit and Resource Series 3, International Institute for Tourism Studies, George Washington University, Washington D.C, p70 . www.usaid.gov/sites/default/files/.../DMOworkbook_130318 accessed on 27/10/16.
-

CONTEMPORARY TRENDS OF PERSONNEL MANAGEMENT IN INDIAN ORGANIZATIONS – A CRITICAL STUDY

Dr. Dhananjay AwasarikarProfessor, Suryadatta Institute of Management and Mass Communication, Pune

ABSTRACT

In the literature, readily available as on today, on the topic of 'Contemporary Trends of Personnel Management in India,' in majority Research Studies, no doubt, different trends, as they stand are covered in detail, without twisting or coloring. However, in this Research Paper the Researcher has looked at the same trends quite critically or meticulously from an altogether different perspective.

After visiting different Organizations and especially after interacting with a number of Personnel working especially at the Top and the Middle Level Management, the Researcher has put forward several observations regarding different personnel policies being followed over there. After going through each observation, an interesting or inquisitive, but inevitable question is asked which is replied in the latter half of the Research Paper. Such Questions are: What is the Employers' Psychology behind no employee salary Payment as per the prescribed Scale or payment as per arbitrary terms and conditions? Why the employee salary is not paid on time? Why the employees do not resist against Unfair, Inequitable and Unjust Employment Practices? In order to develop appropriate analysis of different points of observation, these answers are presented quite lucidly in a separate section.

In this Research Paper, firstly there is an attempt on the part of the Researcher to critically study Contemporary Trends of Personnel Management, in corporate organizations in India and thereafter a few recommendations are put forward to overcome different unfair, inequitable and unjust employment practices.

Keywords : Employers' Psychology, Arbitrary payment Terms and Conditions, Unfair, Inequitable and Unjust Employment Practices

INTRODUCTION

In the literature, readily available as on today, on the topic of 'Contemporary Trends of Personnel Management in India,' in majority Research Studies, no doubt, different trends, as they stand are covered in detail, without twisting or coloring. Further, they have really attempted to scrutinize them at depth. However, in this Research Paper the Researcher has looked at the same trends quite critically or meticulously from an altogether different perspective with the objective to recommend some strong measures to alter them wherever necessary, especially whenever they actually oppress the Organizational Personnel through following number of unfair, inequitable and unjust practices.

RESEARCH PAPER OBJECTIVE

The Research Paper Objective is as follows.

1. To critically Study Contemporary Trends of Personnel Management in Corporate Organizations in India

RESEARCH PAPER METHODOLOGY

The Methodology adopted for writing the Research Paper is as follows.

1. The Research Paper is exclusively based on Primary Data which is collected by the Researcher through adoption of Observation Methodology. These Organizational Observations are the outcome of different Interactions, the researcher had, with a number of Personnel working especially at the Top and the Middle Level Management.
2. Several inferences were arrived at and personal views were formed by the Researcher after applying logical interpretations in different interactions.

PRACTICAL OBSERVATIONS

After visiting different Organizations and especially after interacting with a number of Personnel working especially at the Top and the Middle Level Management, the Researcher likes to put forward the following observations.

After going through each observation, an interesting or inquisitive, but inevitable question is naturally and normally going to crop up. All such questions are answered in the later half of the Research Paper. In order to develop appropriate analysis of different points of observation, these answers are presented quite lucidly in a separate section.

OBSERVATION NO I

In all Organizations, as a guideline, undoubtedly, there are prescribed different Pay Scales for different Organizational Positions. However, it is reported that the employee *salaries are actually not paid as per the prescribed Pay Scale*. As a matter of fact, it is done in two ways. In some Organizations, whatever *salary amount is orally negotiated* between the employer and the employee during final interview, preferably on the basis of Pay Scale, is directly paid to the employee through mutually agreed mode. Naturally, this amount happens to be much less than what would come, had the salary been paid as per the Prescribed Scale for a specific position. In some Organizations, the concerned *employee is asked to return to the employer certain sum of money after actual payment of salary as per the prescribed Scale for that position*. Thereafter, the employee is asked to sign on the Salary figure that comes after its payment as per the prescribed scale. In case, where a wise employee left the organization without returning to the employer the agreed sum of money, this amount was recovered from other dues of the employee. On the other hand, just to evade such kinds of eventual complexities, in some Organizations, the *concerned employee is asked to pay to the employer certain sum of money well in advance before actual payment of salary as per the prescribed Scale for that position*. Thereafter, the employee is asked to sign on the Salary figure that comes after its payment as per the prescribed scale.

Question No. I

What is the *Employers' Psychology* behind no employee salary Payment as per the *prescribed Scale* or payment as per *arbitrary terms and conditions*?

OBSERVATION NO II

In some Organizations, employee salaries are not *paid on time*. A reasonable delay of a day or two is quite understandable. But, it is observed and also confirmed that in some organizations *employee salaries are not paid for three months to seven months or at times, even for more number of months*. In some Organizations, they are *partially paid* that is they are *paid in installments* and moreover, the *employees are compelled to buy the needy articles like grocery items and some others from a shop where the employer has a financial tie-up*, through which he earns marginally. Furthermore, it is also learned from the class of employees that a few employers, while paying the salary, create an environment as though they are *obliging their employees* by doing so. On the contrary, it is, indeed, needless to point out over here that after completion of work for a month in an Organization, it is the legitimate or genuine right of the employees to claim the salary subject to legally authorized deductions like Provident Fund, Professional Tax, etc.

Question No. II

Why the employee salary is not paid on *time*?

OBSERVATION NO III

In organizations, barring a few exceptions, employee salary is not paid *commensurate with their Educational Qualifications, Work Experience and Soft Skills*. Simultaneously, it is not paid as per the *Capability but as per the Utility of an employee*. It may necessarily not, at all, be out of place to acknowledge that there may be relatively very *less occasions wherein Employee Capability may be tested* whereas there may be *many incidences wherein Employee Utility may be repeatedly experienced*. Also, the salary is paid on the basis of the *Quantum of the Work* and not on the basis of the *Quality of the Work*.

Furthermore, there are practiced, quite regularly, many Unfair, Inequitable and Unjust Employment Practices, in Corporate Organizations. Some such common practices are mentioned in the following lines.

In some organizations, employee selection takes place, many a time, out of Statutory Compulsion and not out of Official Requirement. Naturally, existing employees are overburdened. If they complain against overburden, they are given a trivial rise in the salary. In many organizations, annual notional increments are not given to the employees not because they do not perform properly but because they find it difficult to switch over to the other job for a number of reasons, professional as well as personal. There is a tendency on the part of the organizations not to confirm the services of the employees and keep them unsecured as long as possible. There are some corporate organizations in which the nature of the appointment of many employees is temporary even after elapse of five or more years. The employees, who are likely to be deemed confirmed on completion of the statutorily fixed period required to be confirmed, are given a break in service, for no logical or rational reason whatsoever.

It may necessarily not, at all, be out of place to point out over here that there are many judgments of the Hon. Supreme Court of India on the question of law whether a specific employee is permanent or otherwise after repeated breaks over a long period say of five years, yet, these are simply overlooked by the employers. Here, a

plain fact needs to be acknowledged that an ordinary employee working for a monthly salary and eating hand to mouth just cannot think in terms of initiation of a court case. If he does so, in the first place he loses his job and secondly because of his defamation he finds it difficult to get a new job too quickly.

Moreover, in some organizations, *Personnel Policies are perceived by employees as Personal in their nature and practical consequence*. In some organizations, the Key Positions, in general and Senior Positions in particular are deliberately not filled in because the personnel holding such Positions naturally demand better salary, preferably as per the prescribed Statutory Scale for that Position. Even if qualified and suitable candidate is available, the 'Wise Managements' put such 'Fantastic' conditions prior to his appointment that such a candidate decides not to join the organization. Thereafter, the managements take a letter from the candidate stating about his unwillingness to join the organization for Decent and 'Socially Desirable Reasons' other than those which are artificially created by the managements. Simultaneously, they do not forget to report to the Statutory Authorities that in a duly constituted Selection Committee, a fit and proper candidate was not found.

Question No. III

Why the employees do not resist against *Unfair, Inequitable and Unjust Employment Practices*?

Answer No. I

If, at all, employee salaries are paid as per the prescribed Scale, the employers really need to pay more than what they actually pay to their employees towards salaries. Whenever employee salaries are paid as less as possible, automatically, the overall level of organizational profit increases. In this process, economy is achieved, no doubt, but, at the cost of legal or genuine right of the employees. At the outset, is this the right way to achieve the economy in organizational operations? At the same time, how far these organizational practices are legal as well as ethical? As a matter of fact, all these are interesting personnel issues which need to be addressed to, at an early date.

Answer No. II

The employee salaries are not paid on time, not because the employers have no adequate cash inflow, but because they do not want to pay on time, may be as an unwritten organizational policy. From the contemplation of the employers, employee salary payment has not only the last priority but also an unpleasant activity.

The causes for development of this kind of mentality on the part of the employers are indeed deeply rooted in the peculiar features of an Indian Economy. As the percentage of unemployment in India is very high and it is further increasing at an alarming rate, right now, the employers are unfortunately in a comfortable or commendable position to dictate their terms and exploit the employees and extract the best from them at least cost. Even if, a few employees leave an organization for reasons, known and unknown, an organization can easily obtain competent and efficient substitutes, sometimes, even on lesser salary. As a result, organization work is not, hampered, at all. The same is also the reason as to why senior and experienced employees are not attempted to be retained by the organizations and are suggested or forced to take Voluntary Retirements. It is not an exaggeration of a fact to state that some organizations carry out celebrations when a very senior employee leaves. On such occasion, they think that they have got rid of an organizational liability, thus ultimately, they have added to the level of their profits. However, they do not think on the lines that they have lost a good employee who had contributed, a lot in organizational building and subsequent development, also, could have continued to do so merrily, had he given slight encouragement. In simple words, all in all, the employers are totally careless or gross negligent about almost all the fundamental and legitimate demands and rights of their employees.

Answer No. III

Especially in Factories or in other organizations wherever the employees have *common interest* in almost all the matters associated with or related to the Personnel matters or Personnel Welfare, they normally unite in a legal manner, may be in the practical form of *Trade Unions*. On the other hand, in the organizations, where the employee interest is not observed common, employee unity is simply not possible. The reasons for no employee unity in an organization are equally interesting to note. The earning intensity of different organizational members is not noticed to be the same. For some employees, as a matter of fact, *Survival* is the main reason to earn, at the same time, for few other employees it is the source of *additional (Bonus) income*, also, exceptionally Satisfaction of '*Esteem Needs*' or '*Self-Actualization Needs*,' are also the causes to serve.

No wonder, Unity of employees in any organization does act as Strength particularly, against the employer. Thus, *for want of unity, although employees want to resist injustice or want to raise their voice against Unfair, Inequitable and Unjust Employment Practices, they find themselves in helpless position*. In contrast, wherever there exists no employee unity or there exists employee diversity in an organization, it really becomes

very easy for the employers to *'Divide and Rule.'* Moreover, even in the organizations of similar nature, or having identical business, although the rules framed for governance are more or less same, *when the 'Rulers' are different, it is seen that implementation of rules is also experienced different ranging on a Continuum of 'Level of Comfort,' from 'Very High' to Very Low.'*

RESEARCHER'S RECOMMENDATIONS

On the basis of the preceding Observations it can comfortably be inferred that the prevailing situation is certainly not going to pay huge dividends to any organization as a whole and especially in the long run. In other words, drastic and dramatic changes in the existing Personnel Scenario are of utmost essence and significance, that too, at an early date. On this background, the Researcher would like to recommend, as under.

1. Different organizations are governed by different Statutory or Regulatory Bodies. On paper, they really have good powers, however, how many of them are actually executed in practice is a question of doubt and dispute, therefore of debate. In India, as it is well known, Corruption is quite rampant in almost all the fields, no wonder; the Statutory Officers having discretionary powers are corrupt. *Discretionary Powers should ideally be utilized sparingly as well as judiciously in the best interest of the weak.* Unfortunately, because of corruption, almost all the Statutory Officers have turned out to be *'Toothless Tigers,'* and the *'Puppets'* in the hands of dominant organizational owners. If the corrupt practices in India followed by several Regulatory authorities would be controlled or curbed out completely and if such authorities would utilize their Discretionary Powers properly, different unfair, inequitable and unjust practices which are being adopted in various organizations against the interest of the employees would definitely stop forever.
2. The present Personnel Policies in different organizations are designed on the basis of their past trends. The Regulatory Authorities must necessarily keep a very close watch on future Personnel Policies which would be designed by different organizations. The Authorities should enforce heavy penalty for violation of a policy. Otherwise, such policies would never ever be taken seriously by the employers. For example, the employers should be compelled to pay the interest on the amount of salary in case of its late payment to the employees.

RESEARCH PAPER LIMITATIONS

1. As the Research study for this Paper is based on Human Views, that is, Views of the Researcher, all the limitations of Human Views have direct and deep impact on various views formed and inferences arrived at by the Researcher in this Research Paper. (At the same time, it may, necessarily, not, at all, be out of place to point out, over here that those views and inferences are based on fully considered, well balanced and sound judgment of past real situations in different Corporate and Academic Organizations.)
2. Various views expressed in this Research Paper are partially based on Organizational Observations of the Researcher himself and his Experiences during Organizational Interactions with a number of Personnel working especially at Top and Middle Level Management. As a result, full Concurrence with all the personal views as well as personal opinions of the Researcher is certainly not possible, in practice.
3. Unfair, inequitable and unjust Employment Practices covered in the Research Paper are not exhaustive, but, suggestive, in their nature. Some selected such practices are covered for want of length of the Research Paper.

SCOPE FOR FUTURE RESEARCH

During the course of the study of this Research Paper, the researcher found out that there is an ample scope and adequate potential for research in future for the following topic related to the nature of Organizational relationship between the Superior and the Subordinate.

1. An Impact of Unfair, Inequitable and Unjust Employment Practices on Employee Turnover in Indian Corporate Organizations – an Empirical Study

FOOT NOTE

The details, like Names, Addresses, Nature, etc. of the Organizations where the Observations were carried out by the Researcher, are not disclosed in the Research Paper in order to maintain the confidentiality.

REFERENCES

WEBSITES

1. www.accessify.com
2. www.amj.aom.org
3. www.emeraldinsight.com

**SEMESTER SYSTEM AND ITS IMPACT IN UNDERGRADUATE CLASSES: A STUDY IN
CHHAGAON AND BOKO CONSTITUENCIES**

Dr. M. Seik Mozibar Rahman

Assistant Professor, Department of Economics, F. A. Ahmed College, Garoimari, Assam

ABSTRACT

Students may be assessed either through conventional (annual) or non-conventional (semester) system of examination. Introduction of semester system especially in higher education has been a common phenomenon all over the world now a day. Following the foot print of other nations, India too has applied the same since 2009 and its counterpart Assam since 2011-12.

Introduction of semester system has been the matter of debate since its inception that gives scope to various researchers, academics and others for study. Is semester system of exam really suitable for creating human resource? Is it impacting in a positive way on the students? are some questions to be investigated urgently.

Present study is an attempt in this respect. It is tried to envisage impact of semester system on students in undergraduate classes. The study basically depends on field survey data.

Keywords: Conventional system, Semester system, assessment, students, impact etc.

INTRODUCTION

Economic development largely depends on the ongoing education system of a country. Education is imparted through a system and its success depends on what system is prevailing and how it is practiced. Education system all over the world has been a dynamic phenomenon over the year (Mazumdar: 2010). Through the advancement of knowledge, educationists investigate possibilities to teach texts in various feasible manners.

Measurement of the performance of students is one of the prime objectives of education. How best students are taught and how good the learning outcome occurs is very significant. There are various ways of assessing the learning outcome of the students. Examination system is the oldest way of measuring the performance of the students. How many students are well acquainted with the curriculum can be understood from the outcome of the examination. Generally, examination system may be of two types viz.

- i) Conventional System and
- ii) Non-conventional System

Conventional or annual system of examination is the most commonly used system in measuring the performance of the students. But days are gone. Now a day, the non-conventional system (the semester system) has become a widely used examination system especially in higher education all over the world.

Annual system of exam has been the practice of dates back in the world of education. Introduction of semester system is a new and modified aspect of examination system. Most nations of the world today are constantly switching onto the semester system. A semester system is latest used examination form of universities as well as colleges in the global scenario. The famous global economies of the world viz. the USA, China and India have been emphasising on the semester system. "India's Higher Education (H.E) system is the third largest H.E systems of the world after US and China but the competitiveness of Indian H.E comes into question, especially, when measured in terms of quality and global parameters of competitiveness (TU: 2013)." China is going to outrun the USA in this area too apart from fighting hand in hand in occupying the global markets. In China, all schools including elementary, middle and high schools, colleges and universities have introduced two semesters. Following the footsteps of China and other important nations, also India is wishing-for a drastic change in the education system especially in higher education.

In India, the semester system has been introduced in some universities and undergraduate curriculum in affiliated colleges with effect from 2009 admission onwards. It was a welcoming decision of UGC under the XI plan in which a move to the semester system was recommended. UGC aimed at bringing higher education in India in conformity with the best academic practices and standards being followed globally. The National Knowledge Commission (term ended on 31st March 2009) constituted by Prime Minister Dr. Manmohan Singh, and other committees and commissions set up the University Grants Commission have emphasized on the uniform semester and credit system. NKC wanted to create a knowledge economy India (NKC: 2005). Then the UGC Chairman S. Thorat gave a call to all the Central Universities to bring reforms in examinations through semester system. Though there were oppositions regarding the implementation of this system, yet the UGC was firm in this regard stating India should not be in exception of others.

Along with other parts of the country, its counterpart Assam has also familiarized the semester system in the universities and colleges of postgraduate as well as undergraduate classes. Semester system under Gauhati University was formally started since the academic year of 2011-12. Some of the academicians in Assam reacted slightly stunningly with the introduction of semester system. Teachers, students and guardians who were in of annual system were slightly hesitant in its implementation (Ratna: 2015). Despite some resistance there is seen embrace and co-operation of the semester system. It shows the positive attitude and sign of hope in the academic world.

Semester system is an examination system that targets to put emphasis on continuous, comprehensive and in-depth learning aiming at capacity building of the students by developing required knowledge, skills and attitude to become an efficient and effective citizen (Chandio: 2013). In semester system, an academic year is divided into two or more periods during which an educational institute holds classes and other formalities. Usually, a semester system divides the year into two parts or terms i.e., “half of an academic year, usually 16-18 weeks.” Sometimes, it may be trimester or quarter semester too. Literally, it means that in the semester system the students would study half of the course. In the first semester, they will appear in the examination. Then they would study the next half of the course in the second semester and again appear in the examination (Munshi & et al.: 2011). Finally, in a semester system of examination, one-year course is divided into two semesters and two-year course is divided into four semester means six-month period. In India this six-month system is generally followed.

The semester system has been the matter of debate among the various groups since its inception. There is controversy on the issue whether it has able to fulfil the aspiration of the students or not? Is semester system able to create quality manpower? Its experimentation India in general and Assam in particular might help in assessing the growing quality of the youth’s studies. The semester system may be recognised to be succeeded only after a thorough investigation. An attempt is made in the present study in this respect.

RESEARCH METHODOLOGY

The present study basically depends on both the primary as well as secondary sources of information. The primary data is collected through direct personal interviews with students. And the secondary data is collected from the college authority. Besides, secondary data was collected from various sources like doctoral theses, Journals, Books, internet different research institutions and Universities etc. The collected data are processed, tabulated and diagrammatically presented.

As mentioned that primary data is one of the convenient sources of present study. The data is collected from the field survey. The field survey was done through personal interviews with the students in the different TDC classes of the sample colleges. For collecting primary data, a suitable statistical tool i.e., “questionnaire” was used.

A systematic research design called ‘Descriptive Survey Method’ was chosen for the present study. The Survey Method is one of the most commonly used approaches in modern researches. The method is adopted on the basis of the objectives and nature of the investigated problem.

Colleges in Chhaygaon and Boko constituencies are the universe while the students of the selected sample colleges are the population of the study. Students are regarded as the unit of the sample. Multi-stage random sampling technique was used to select the sample sizes. The sample students were selected at a random on the basis of simple random sampling to be representative the entire population.

Table 2.1 shows about the details of the sample selection. The proposed study was confined within two constituencies’ viz., Chhaygaon and Boko of Kamrup (R) District.

TABLE 2.1 Sample Size

SL. Nos.	Name of Constituencies	Name of the Colleges	Nos. of Students	
			Total	Selected (7%)
1	Chhaygaon	F. A. Ahmed College	668	47
		Chhaygaon College	950	66
2	Boko	Sontali Anchalik College	680	48
		Chhamaria Anchalik College	350	25
Sample Size			186	

The sampling process undergoes through certain stages. In the first stage, the sample constituencies are selected.

In the second stage, 100% of the colleges from Chhaygaon constituency and 50% of the colleges from Boko constituency were selected. Less percentage of colleges from Boko was selected because of having larger

number of the colleges in the constituency. Under such circumstance, two Degree Colleges viz., F. A. Ahmed College & Chhaygaon College from Chhaygaon constituency and Sontali Anchalik College & Chhamaria Anchalik College from Boko constituency were selected as Sample College. In the study, Chhamaria College in lieu of Chhamaria Anchalik College while Sontali College in lieu of Sontali Anchalik College would be used.

In the third stage, 7% students of the sample colleges in the undergraduate classes were selected as the sample students. Total number of sample size becomes 186.

OBJECTIVES

Present study basically has the following objectives

- To find out the percentage of students preferring semester system to traditional system.
- To examine cost burden of semester system on the students.
- To examine the assessment of students in semester system of exam.

ANALYSIS AND INTERPRETATION OF DATA

The field survey data collected on interrogation of the students on present objectives are presented below. Table 4.1 shows the data on what percentage of students preferring the semester system to conventional system of exam.

TABLE 4.1 Do you prefer Semester System to Conventional System of Exam?

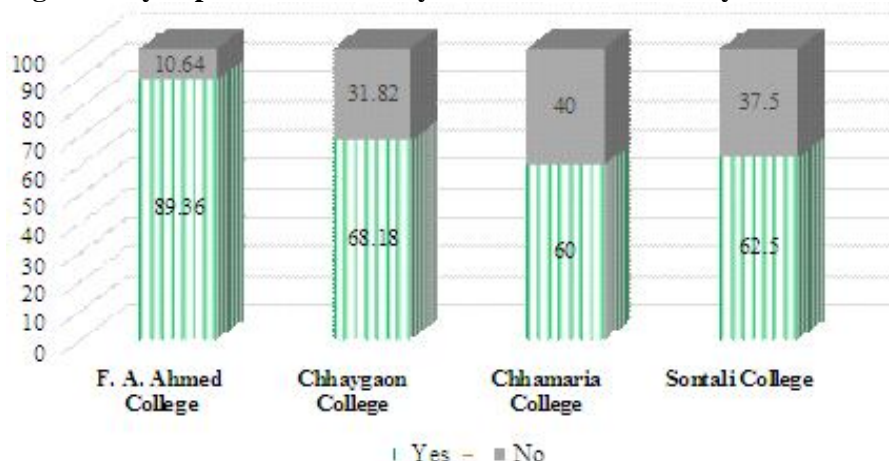
Name of the Colleges	Answering		Total
	Yes	No	
F. A. Ahmed College	42 (89.36)	5 (10.64)	47 (100)
Chhaygaon College	45 (68.18)	21 (31.82)	66 (100)
Chhamaria College	15 (60.00)	10 (40.00)	25 (100)
Sontali College	30 (62.5)	18 (37.5)	48 (100)
Total:	132 (70.97)	54 (29.03)	186 (100)

Source: Compiled from Filed Survey, 2017.

Out of the total sample students, about 71 per cent of them were found preferring semester system. Rest of the students (29%) were found preferring conventional or annual system of exam. In all the colleges, more than fifty per cent of the students were found supporting the existing semester system. The reason behind preferring semester system to conventional system was that it divides the study workload bi-annually that goes on declining with each successive exam. Though, the students initially feel burden that goes on declining due to the course of time. Also, the students feel convenient to score better marks in the semester system of exam.

The students who aren't preferring semester system, opines that semester system is such an exam system that imposes too much mechanical life on them. It does not allow students to relate with the rest of the activities. It makes student too much book centric. It restricts the students from enjoying external life. Besides, colleges lack sufficient infrastructural facilities like library, hostel, canteen etc. that create problem for them to cope with the burden of the semester system. Fig 4.1 shows sub-divided bar diagram of the opinion sample students preferring semester system of exam according "Yes" or "No".

Fig 4.1 Do you prefer Semester System to Conventional System of Exam



The rationale behind preferring the semester system by the students is discoursed by considerable percentage of the students answering it as easier than the conventional system of exam which is supported by the following table 4.2

TABLE 4.2 Is Semester System easier than Conventional System of Exam?

Name of the Colleges	Answering		Total
	Yes	No	
F. A. Ahmed College	40 (85.11)	7 (14.89)	47 (100)
Chhaygaon College	37 (56.08)	29 (43.92)	66 (100)
Chhamaria College	17 (56.06)	8 (43.94)	25 (100)
Sontali College	31 (64.58)	17 (35.42)	48 (100)
Total:	125 (67.20)	61 (32.79)	186 (100)

Source: Compiled from Filed Survey, 2017.

About 67 per cent of the sample students were found who consider semester system of exam easy. In all the sample colleges, majority of the students were found accomplishing it as laid-back. In F. A. Ahmed College, highest percentage (85%) of the students was found getting semester system easy. Reason behind finding semester system easy was that the volume of the semester course is very less. According to them, it is very easy to cover & grasp the semester syllabi.

Cost is an important constraint of education. How much is to spend in learning is very important. Cost of education seriously works in the higher education. In some of the cases, the students are to give up their study because of failing to bear the cost in the higher education. College education is not for the poor is an important statement exists in the rural area. The people around the F. A. Ahmed College, Sontali College and Chhamaria College are economically poor. Most of the students in these colleges come from home that relief them from bearing the boarding fees. Table 4.3 shows “how costlier the semester system is”?

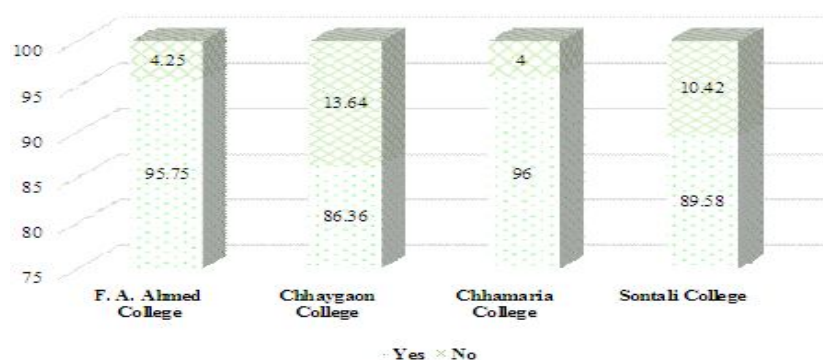
TABLE 4.3 Is Semester System Costlier?

Name of the Colleges	Answering		Total
	Yes	No	
F. A. Ahmed College	45 (95.75)	2 (4.25)	47 (100)
Chhaygaon College	57 (86.36)	9 (13.64)	66 (100)
Chhamaria College	24 (96.00)	1 (4.00)	25 (100)
Sontali College	43 (89.58)	5 (10.42)	48 (100)
Total:	169 (90.86)	17 (9.14)	186 (100)

Source: Compiled from Filed Survey, 2017.

In all colleges, more than 90 per cent of the sample students were found finding semester system as costlier. The twin Colleges viz., F. A. Ahmed College & Chhamaria College were found highest (96%) percentage of the students felt burden to bear the cost of education in undergraduate level followed by Sontali College with 90 per cent. In a year, there are two sessions where in both the sessions the students are to maintain all the formalities with bearing the cost. They are separately to purchase the books in each semester that causes bearing the higher expenditure. An important noteworthy point is that except Chhaygaon College, the above mentioned colleges are located in minority Muslims dominated area where most of them belongs to poor family. So, little higher expenses may cause much negative impact on the level of higher education among them. Fig-4.3 presents about the scope of scoring of semester system.

Fig 4.3: Is Semester System Costlier?



Proper assessments of the students are one of the key objectives to be taken care of for having manpower of a nation. So, unbiased assessment is very important issue in an education system. Table 4.4 presents the assessment of student in semester system of exam.

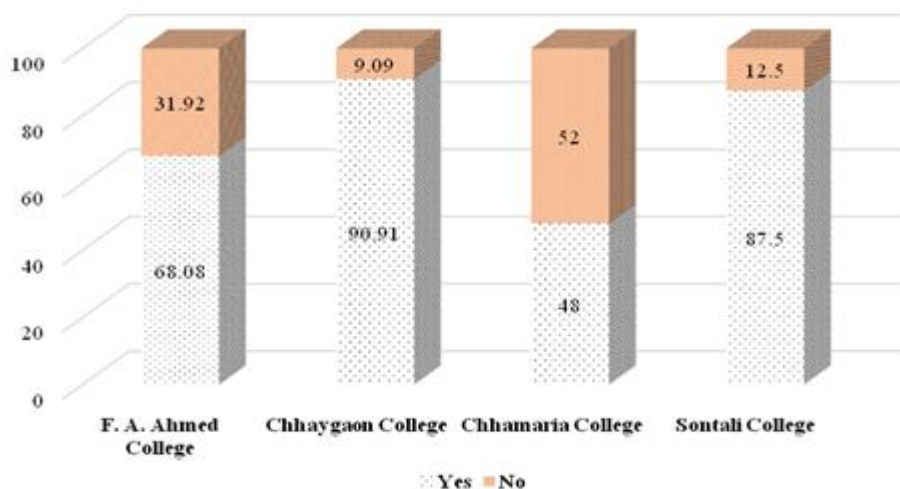
TABLE 4.4 Are students carefully assessed in Semester System?

Name of the Colleges	Answering		Total
	Yes	No	
F. A. Ahmed College	32 (68.08)	15 (31.92)	47 (100)
Chhaygaon College	60 (90.91)	6 (9.09)	66 (100)
Chhamaria College	12 (48.00)	13 (52.00)	25 (100)
Sontali College	42 (87.50)	6 (12.50)	48 (100)
Total:	146 (78.49)	40 (21.51)	186 (100)

Source: Compiled from Filed Survey, 2017.

Very positive result comes from the students of all the sample colleges on the assessment of the students. According to them, from the beginning to end of the session, they are seriously taken care of by the teachers. About 78 per cent of the sample students replied positively while 19 per cent answered negatively on the assessment of the students. Highest (91%) percentage of the students was found replying positively in Chhaygaon College followed by Sontali College. But in Chhamaria College, more than half of the respondent replied negatively on their assessment. According to some of the students, they don't get so importance from the teacher as they expect for. There are some teachers who are reluctant to be serious on the need of the students. Some of the students state that their answer scripts are evaluated with less attention. The teachers evaluate it with profit motive instead of taking it as honest profession. So, there is discrepancy in getting accurate marks.

Fig 4.4 Are students carefully assessed in Semester System?



In teaching-learning process, how strong student-teacher's relation is very crucial. The teacher teaches and learner learns. So, it is very important point to be taken care of. Previously, education was teaching centric, but at present, it is learning centric. How the students are learning is more important than how the teachers are teaching. Students should learn properly. So, there should be a strong relation between the teachers and the students. The table 4.12 shows how cordial relationship is maintained in between the teachers and the students.

FINDINGS

The following are findings of the present study.

- For all the colleges, about 71% of the students were found preferring existing semester system of exam. It was highest in F. A. Ahmed College (89.36%) and lowest in Chhamaria College (60%).
- As much as 67% of the respondents in the sample colleges consider semester system of exam easy. It was highest in (85%) F. A. Ahmed College followed by Sontali College (67%) who found the semester system more convenient.
- About 90.86 of the reveals that semester system of exam is costlier that creates burden for them. It was highest (96%) in Chhamaria College followed by F. A. Ahmed College and lowest (86%) in Chhaygaon College.

- iv) Majority (78.49%) of the respondents opine that students are carefully assessed in semester system. It was highest in Chhaygaon College (91%) and lowest (48%) in Chhamaria College.
- v) More than 50 per cent of the respondents in Chhamaria College were found replying “No” in case of assessment.

CONCLUSION AND RECOMMENDATION

From the above study, it is imperative to draw conclusions and put policy recommendation. A study is meaningless until and unless it able to draw the attention of the policy makers. Whatever problems are found on the present study, it is tried to put some policies to be undertaken for the quantity as well as quality up-gradation of the present semester system in the undergraduate classes.

- A healthy educational environment should be created within the college campus. The college authority should be aware of preparing the students to walk with the tempo of semester system. At the very beginning of the session, certain general meeting may be arranged in order to motivate the students towards the semester system. Because students come from 10+2 with the experience of annual system. A students who neglects in time management from the first of the session, it will sure to cause him to bear the cost in the long run.
- There should be transparent feedback system on teaching-learning process. Authority should be strict enough on the assessment process of the students. The best students as well as department may be recognised and rewarded as per their performance.
- Since, semester system is a costlier system documented by the students, economically weak students may be facilitated free admission, books and even college dresses by the Govt.
- Colleges should have owned sufficient infrastructural facilities like well-equipped library with available books, journals, internet facilities as to meet the cost challenges of students.

Finally from the above discussion, it can be concluded that semester system is a need based examination system to encounter the global challenges. A better outcome can be expected from the semester system if properly implemented in the educational institutes meeting all the challenges. A working culture should be brought among the teaching employees. When the teaching communities utilise time to generate manpower, it is sure to yield a fruitful consequence. Implementation of semester system would be quite impossible without the dedication of teachers. It is the teachers who can engage the students in study and can make them productive. Semester is a system of exam that can compel the students for full time working in their business.

REFERENCES

- Chandio, J. H., Sindher, R. H., Gulrez, N. (2013): A Study on the Problems Faced by University Academia in Semester System in *The Journal of Educational Research*. Retrieved from <https://www.questia.com/library/journal/1P3-3260828801/a-study-on-the-problems-faced-by-university-academia> on 08/09/2017.
- Mazumdar, Mumtaz (2010): *Introduction of Semester System in Indian Colleges*, retrieved from; <http://www.grin.com/en/e-book/177187/introduction-of-semester-system-in-indian-colleges> Chandio, on 07/05/2017.
- Munshi, P., M. Javed & I. Hussain (2011): Examination in Semester System: What is Observation of Faculty and Students? *The Sindh University Journal of Education*, Vol. 41, Issue, 2011-12.
- NKC (2005): Wikipedia, retrieved from; https://en.wikipedia.org/wiki/National_Knowledge_Commission on 10/05/2017.
- Ratna, Sandip & Reeta Das (2015): Semester System and Its Implementation In Assam, retrieved from; http://SEMESTER%20SYSTEM%20AND%20ITS%20IMPLEMENTATION%20IN%20ASSAM%20_%20Sandip%20Ratna%20-%20Academia.edu.htm, on 04/06/2016.
- Teachers Unit (2013): ‘*Semester System: Challenges and measures for its improvement- A SWOT Analysis*’, an annual seminar organised by Teachers Unit DKD College, Dergaon under the ageies of Assam College Teachers’ Association Golaghat Zonal Committee.

**EMPIRICAL ANALYSIS ON QUALITY OF WORK LIFE AT ZESTWINGS INFORMATICS
PRIVATE LIMITED**

Dr. J. Laxmi Rajasekhar

Associate Professor, JITS, Karimnagar

ABSTRACT

In the period of Globalization of market economy, hyper dispute and shortcoming of quickly changing condition the achievement of an Alliance relies on the methodology got a handle on to update Quality of work life of specialists. A making number of the present Affiliations saw that Nature of Work Life is one of the human asset techniques to advance and keep up a proficient air for operators to work effectively. Quality of Working Life recommends the possibility of relationship among experts and aggregate workplace of a connection. QWL is an aggregate responsibility of the association, operators, pioneers of the union, Government and behavioral examiners. Nature of Work life in an Association is a portion of association hones that are respected by customers. Quality of Work Life programs when acknowledged induce more unmistakable change and progress of the person as a man as a useful illustrative of an Alliance, influence trust among officials and workers, to pull in and keep talented staff, produce solid expert commitment, sustain work put learning and overhaul general sensibility of a Connection.

Keywords: Quality of work life, Human asset techniques, Pioneer, Expert commitment

INTRODUCTION

Nature of Work Life is the closeness of a specific method of dynamic conditions or practices. This definition routinely fights that a high bore of work life exists when pervasiveness based association hones are utilized, delegates are drawn closer with concession and safe working conditions exist. Nature of Work Life suggests the level of fulfillment, inspiration, connection, and obligation of people duty concerning their lives at work. Nature of Work Life denotes how much people can fulfill their vital particular needs while utilized by the firm. Affiliations amped-up for animating operators ,Nature of Work Life all around attempt to give in professionals the inclinations of security, regard, pride, inner vote based structure, proprietorship, self-organization, obligation and adaptability. We comprehend that we can't quit "working at it", finding, making and sharing new stuff. We're all so clamoring sensibly, work has constantly been a champion among the most crucial of human encounters.

(QWL) is not some idea of irrelevant abundance. QWL is correspondingly as great 'ol molded and fulfilling as virtual reality itself. QWL Affiliations welcomes to hang out at our making settings toward the general progress of Work Life and toward access to more positive ways of life.

OBJECTIVES OF QUALITY OF WORK LIFE

- To augment in solitary effectiveness, responsibility and duty.
- For better arranged effort and correspondence.
- For improving the sureness of administrators.
- To decrease distinctive leveled fear.
- To upgrade affiliations, both on and off the business.
- To upgrade the achievement working conditions.
- To give tasteful Human Resource Development Attempts.
- To upgrade employee satisfaction.
- To brace working condition learning.
- For better direct on-going change and advance.

Monstrosity of Nature of Work Life: Upgraded Nature of Work Life was not considered as basic factor in India so far as there were basic advancing toward factors like resource deficiency, environmental perils and a couple of relationship of cash related issues.

Nature of Work Life program has ended up being fundamental in work put for the running with reasons:

1. Increase deals at work
2. Loss of whole course of action relegate affirmations

3. The requirement for invigorated work put aptitudes
4. Greater competition for restrain
5. Increased women in work fore

Mind blowing nature of Work Life prompts a demeanor of good uninterested relations and in a general sense blasting authorities who endeavor their advance. Despite the way that money related focal concentrations still join the principal spot in the cost of parts like physical working conditions, work fixing up and business re-engineering, calling change, obliged time openings etc., which are getting criticalness rapidly. As necessities be, workers assume that the affiliation will improve each and every one of these workplaces which accordingly refresh Nature of Work life. In the occasion that gave uncommon Nature of Work Life, delegates concentrate more on both individual furthermore bunch advance which thus prompts general change.

As showed up by Walton (1975) proposed eight related depictions. They are according to the running with:

- ☐ Adequate and sensible pay
- ☐ Safe and sound working conditions
- ☐ Immediate opportunity to use and make human cutoff centers
- ☐ Opportunity for continued with change and security
- ☐ Social blend in the work affiliation
- ☐ Constitutionalisation in the work affiliation
- ☐ Work and the total future
- ☐ The social significance of work life

QUALITY OF WORK LIFE AS A PROCESS

As a strategy Nature of Work Life calls for endeavors to discharge this objective through the dynamic consolidation of individuals all through the alliance. It is about association change if all else fails from a control to a "Dedication" connection. The likelihood of Nature of Work Life sees a work as a method of correspondence and joint fundamental instinct by work in individuals, supervisor, boss and specialists.

This framework is:

1. Co-administrator as opposed to despot
2. Evolutionary and changing as opposed to static
3. Open as opposed to undaunted
4. Informal as opposed to control based
5. Problem dealing with
6. Win-win rather win-lose

OBJECTIVES OF THE STUDY

- The objective of the study is to find out the quality of working life of the employees in Zestwings.
- The study is also aimed at reviewing the working conditions including total environment to bring in positive change for betterment of the Quality of Work Life of employees.
- The objective of the study is also to find out the challenges and difficulties faced by the management in providing better Quality of Work Life to the employees.
- The objective of the study is also to find out the thinking of the employees with respect to the work culture in the organization.

NEED FOR THE STUDY

The present condition each alliance speculates that the operators will perform at their peak potential. Despite the way that money related perspectives expect a fundamental part in invigorating workers, relationship around the globe have come to comprehend that there are different particular edges that contributes better illustrative execution. It is these edges that shape the reason behind this examination. Especially this examination hopes to see the particular critical and unclear perspectives that add to the possibility of the working environment. It is essential for a relationship to make an astoundingly obliging workplace for delegates. This examination is

required to guarantee that all workers are performing at their apex potential, free from pressure, and to guarantee every last one of their needs are completely fulfilled. This examination will be utilized as criticism from agents to know their present point of view of working environment and additionally to see the zones of advance for the alliance.

SCOPE OF THE STUDY

- The Scope of the study covers employees of all the departments and in Zestwings in order to understand their point of view with respect to Quality of Work Life.
- Though Zestwings is a Private organization in the corporate sector, the analysis of Quality of Work Life at Zestwings gives a better understanding of the concept.
- The scope of the study also includes the response of the employees to the various measures taken by the management of Zestwingsto make the employees comfortable at the work place.
- The scope is also widened to find out the expectations of the employees from the management with respect to the above concept.
- The scope also includes the importance attributed to the grievance settlement procedure as a part of Quality of Work Life by the employees.

RESEARCH METHODOLOGY

The study has been covered based on the following steps:

A) DATA COLLECTION: The data has been collected from the two main Sources of data namely

- Primary Source of data
- Secondary Source of data

PRIMARY SOURCE ; Primary source includes the data that is collected from Zestwings and selected respondents. The required information is collected in the following ways:

- Administered a structured questionnaire.
- On the basis of observation.
- By interacting with the concerned employees.

SECONDARY SOURCE: Secondary source is that information that is obtained from those sources other than direct sources and the information is collected through the mentioned ways.

- Company's Website.
- Magazines and Journals.
- Text books published on Human Resource Management.
- Websites and Search engines.
- Other records.

B) SAMPLE SELECTION

A sample is known as the sub-unit of population which shares the similar features. The number of units in the sample is known as the sample size. In this study a sample size of 50 was selected based on the previous studies and other past records. Here, in this context a sample refers to the employees of the related departments covered by the study. After the selection of sample, the sampling was done based on convenient sampling method.

DATA ANALYSIS

i. The level of significance is tested among the income and age of the respondents of the sample of 50.

Age	INCOME(000)	20	25.416	38	45.221	29	25.413
21	17.925	26	22.315	21	12.335	35	54.962
22	25.552	34	12.212	36	23.263	36	42.521
27	22.566	35	32.163	41	23.321	54	21.563
28	19.547	39	22.126	44	21.465	28	54.896
19	15.222	41	31.212	48	32.156	36	54.526
28	41.511	29	62.123	47	42.156	61	24.521
54	21.556	47	21.251	49	12.365	36	54.786
63	21.162	43	13.322	57	14.563	28	26.599
24	21.021	52	60.154	54	24.556	35	24.859
31	14.756	56	56.545	58	54.523	36	19
30	22.216	55	56.321	64	23.654	25	24.785
		41	54.122	36	21.456	23	21.258

Hypothesis is tested among the employee's age and income

H0: There is no significance difference between age and income group of the sample population.

H1: There is a significance difference between age and income group of the sample population

SUMMARY						
Groups	Count	Sum	Art.Mean	Variance	std.Dev	
Age	50	1920	38.4	158.1224	12.57467	
INCOME(000)	50	1513.039	30.26078	226.3957	15.04645	
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1656.172555	1	1656.173	8.614275	0.004155	3.938111
Within Groups	18841.39	98	192.2591			
Total	20497.56	99				

INTERPRETATION

The alpha value of 0.05 is more than the p which is 0.0041 so basing on this we can reject Null hypothesis and accept the alternative hypothesis.

H1: There is a significance difference between age and income group of the sample population

ii. A study of correlation was done to know that how age and quality of job done can be calculated on a scale of 1-100 percentage form the respondents.

Age	quality of job done in percentage	20	56	21	59	36	69
21	65	26	52	36	65	54	58
22	80	34	51	41	58	28	35
27	57	35	50	44	56	36	93
28	39	39	59	48	54	61	68
19	54	41	45	47	63	36	65
28	85	29	78	49	62	28	54
54	68	47	56	57	70	35	47
63	95	43	45	54	84	36	84
24	5	52	47	58	93	25	65
31	78	56	52	64	78	23	87
30	89	55	56	36	78		
		41	58	29	68		
		38	56	35	54		

	Age	quality of job done percentage
Age	1	
quality of job done percentage	0.19633896	1

INTERPRETATION

This table clearly shows that there is a no correlation between Age and quality of job done in the organization as the value shows a zero value; it explains that age will never has a impact of quality of work done by the employees. An employee with maximum age can also achieve a high level of satisfaction with the work done.

iii. Training Opportunities

	Category	Respondents	Percentages
A	Very Important	27	54
B	Fairly Important	19	38
C	Not Very Important	4	8



INTERPRETATION

Training opportunities are very much important in the organization were reported by the respondents

IV.Calculation of Chi-square for gender with Positive attitude for quality of work in the organization and which was rated on a scale of Likert scaling.

1.Excellent 2.Very good 3.Good 4.Satisfactory

H0: There is no significance between gender and positive attitude for quality of work life

H1: There is a significance between gender and positive attitude for quality of work life

Observed	Excellent	Very good	Good	Satisfactory	Total
Male(observed)	5	7	7	6	25
Female(Observed)	7	6	7	5	25
Total	12	13	14	11	50

	Excellent	Very good	Good	
Male(Expected)	6	6.5	7	5.5
(O-E)	-1	0.5	0	0.5
(O-E)2	1	0.25	0	0.25
(O-E)2/E	0.166667	0.0384615	0	0.045455
	Excellent	Very good	Good	
Male(Expected)	6	6.5	7	5.5
Female(Expected)	6	6.5	7	5.5
	Excellent	Very good	Good	
Female(Expected)	6	6.5	7	5.5
(O-E)	1	-0.5	0	-0.5
(O-E)2	1	0.25	0	0.25
(O-E)2/E	0.166667	0.0384615	0	0.045455
Calculated Chi square value and p value				
Chi-Square	0.501166			
p=Value	0.918635			

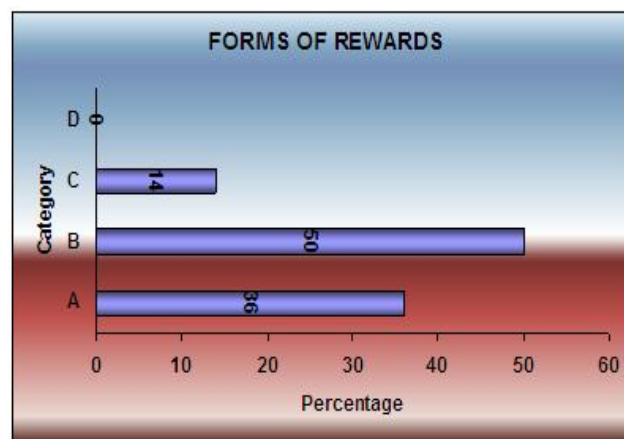
INTERPRETATION

As we can observe that p value is more than the chi square value so Null hypothesis is accepted So there is a significance difference between gender and positive attitude for quality of work life.

V.Rewards given for good performance of the team

- (a) Monetary benefits (b) Promotion
(c) Job enrichment (d) Any other specify

Category	Respondents	Percentage
Monetary benefits	18	36
Promotion	25	50
Job enrichment	7	14
Any other specify	0	0



INTERPRETATION

From the survey 50% of the employees have chosen promotion, 36% have chosen monetary benefits and 14% have chosen as job enrichment.

From the above we calculated that 50% of employees chosen as promotion in lieu of their good performance. Rewards system should be improved further to gear up the activities.

CONCLUSION

It would be observed from the above that Maximum employees are happily working in the organization and we can state that they are enjoying the quality of work life at Zestwings in terms of the compensation packages, leave policies, training and development programs, performance appraisal systems which are in accordance with their expectations. It is better to take timely preventive measures that the work would not be overloaded and maintain better Quality of Work Life. The most important factor training and development can be considered in the organization as it should be mandatorily be focused by the organization at the regular intervals and should be implemented in a proper way.

REFERENCES

1. Robbins, S.P. Organizational Behavior: Concepts, Controversies, and Applications, Prentice-Hall, Englewood Cliffs,
2. Klatt, Murdick and Schuster (1985), Human resource Management, Ohio, Charter E.Merrul Publishing Company.
3. Casio, W.F,(1998), Managing human resources: productivity, quality of work life, profits, Irwin: McGraw-Hill, Boston, MA.
4. Schermernhorn, J.R., John, R, Management for Productivity, John Wily and Sons: Inc
5. Hackman, J.R. and Oldham, G.R. (1980), Work Redesign, Addison-Wesley, Reading, MA.

JOURNALS

1. Kalra, S. K., & Ghosh, S. Quality of work life: A study of associated factors. The Indian Journal of Social Work, 1984, 45-54.
2. Elizur, D., & Shye, S. Quality of work life and its relation to quality of life. Applied Psychology: An International Review, 39 (3), .1990, 275-291.

-
3. Hannif, Zeenobiyah & et.al, Call Centers and the Quality of Work Life: Towards a Research Agenda, *Journal of Industrial Relations*, 50(2), 2008, 271–284.
 4. Korunka, C., Hoonakker, P., & Carayon, P. Quality of working life and turnover intention in information technology work. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 18, 2008, 409–423.
 5. Lewis, D., Brazil, K., Krueger, P., Lohfeld, L., & Tjam, E. Extrinsic and intrinsic determinants of quality of work life. *Leadership in Health Services*, 14, 2001, 9–15.
 6. Van Laar, D., Edwards, J. A., & Easton, S. The Work-related quality of life scale for healthcare workers. *Journal of Advanced Nursing*, 60, 2007, 325–333.
 7. Walton, R.E. Improving the QWL, *Harvard Business Review*, 19 (12), May-June, 1980, 11-24.
 8. Winter, R., Taylor, T. and Sarros, J., Trouble at Mill, “Quality of Academic work life issues within a comprehensive Australian University”, *Studies in Higher Education*, 25 (3), 2000, 279-294.

AN EVALUATION OF E-COMMERCE STRATEGIES USED BY AMAZON.COM

Manish Jha, Vanika Chugh and Simranjeet Kaur

Sr. Assistant Professor, Fairfield Institute of Management & Technology, New Delhi

ABSTRACT

Free shipping on a Rs 100 book. Delivery times guaranteed to the minute. These are some of the incentives the world's biggest online retailer Amazon.com Inc is using to entice Indians to shop on the web, a sector where growth has been stifled by payment problems, low Internet usage and a challenging logistics environment. Amazon's investors are counting on its international business and expansion to help drive growth and support its \$165 billion market value, one of the highest among U.S. firms. India is Amazon's third emerging market investment after Brazil and China. Most Indians do not own a credit card, and less than half the 152 million Internet users have shopped online. The potential, however, is vast. Online retail sales in India are forecast to grow more than a hundred-fold to \$76 billion by 2021 from just \$600 million at the end of 2012, retail consultants Technopak said. E-tail sales in China, by comparison, are expected to grow to \$650 billion by 2020 from around \$200 billion in 2012, consultants McKinsey predict. Indians, on average, spend between \$24 and \$35 per online transaction, a figure dwarfed by the \$150-\$160 spent by U.S. shoppers online per transaction, according to data from U.S. based analysts com Score and Retail Decisions.

Keywords: E-Commerce, E-shopping, Online shopping, Retailer, Logistics.

1.0 INTRODUCTION TO E COMMERCE

E-Commerce means buying and selling goods and services through an electronic means. There are various options available for an organization to involve in E commerce activities. Like some of the organization is not in favor of doing their business through electronic means, some of them partly involved in doing their business through electronic ways and last option is doing business only through electronic means. Amazon.com is fully involved itself in doing their business through electronic means **Guanasekaran & Miele, (2001)**. There are various types of E – commerce strategies such as B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer). In case of Amazon.com It follows B2C strategy.

1.1 AMAZON E-COMMERCE STRATEGIES

Amazon.com always maintains stock at its warehouses and sold their goods from their stock. It started its business as a bookseller, then as the time passes on; it diversifies its business and begins to start selling additional products also **Baltzan & Phillips, (2008)**. Then to increase its revenue, it involves in third party sales also. Amazon.com provides good opportunity to both retailers and individual sellers to sell their products through electronic means. It is very helpful for them as it increases their revenue also. Various large retailers such as Target, Land' End uses Amazon.com for the purpose of selling their products and in addition to this; they used to sell their products through their own websites also. Amazon leases spaces to all these retailers who are taking benefit of selling their products through Amazon.com. Small sellers used to go to Amazon marketplace, Amazon Shops or to Amazon Auctions for the purpose of selling their products. Amazon marketplace provides sellers a platform to sell their goods at fixed prices which provides benefit to them as it is helpful for them in increasing their sales. Through Amazon Auctions, sellers can sell their stuff at highest bidding prices. Another sales channel which are used to sell books, music and movies in direct way through the warehouse of Amazon.com. It is possible by Amazon advantage sales channel. Sellers transported their goods to Amazon and then Amazon handles the entire sales transactions from beginning to end. For this Amazon gets a fixed percentage of commission, usually in between 10 to 15%. In situation of Amazon advantage, it earns almost around 55% commissions for each sale. To increase its revenue, Amazon Started its new company named Amazon services called Amazon services. Amazon services provide a selling platform to Amazon.com to increase their sales. But selling goods is not the only way in front of Amazon.com to earn money. In addition to this Website affiliate program is considered to be the best and most important way for earning more revenue. With the help of Amazon associate program, it is possible for anyone to post their link to Amzon.com and also earn some money. For this it gets commission around 4 to 7.5% depending upon the agreement between company and seller. They also engaged in Amazon web services. Whatever sales are generated through websites, it directly goes to Amazon.com. For this, it gets a fixed small percentage of commission on each sale **Laudon & Traver, (2008)**. E- Commerce provides various opportunities to your organization to improve their business performance **Kalakota & Whinston, (1997)**. Here it is very essential to choose an appropriate e commerce strategy for your organization as only through this it is possible to increase sales and to enhance the

customer base. E- Commerce is considered to be the most important form for electronic technology. There are three levels through which it is possible to make e commerce strategies, these are as follows:

1. At initial level, main concentration is on reducing costs and enhancing productivity
2. Now after initial level, next level is to shift your concentration towards e commerce for the purpose of accessing new markets and customers
3. Now at the next level, integration of e commerce strategy with overall business strategy to get competitive advantage **O'Brien & Marakas, (2008)**.

Various E commerce strategies of Amazon.com includes:

1. E commerce strategy focusing on accessing new customers
2. E commerce strategy focusing on customer base expectation

All these strategies are followed by Amazon.com.

2.0 REVIEW OF EXISTING LITERATURE

2.1 E COMMERCE

E commerce means any business activity which plays a vital role in transforming internal and external relationship in creating values and in addition to this it is very helpful in exploiting new opportunities for marketer in market by driving new rules and these rules are very helpful in connecting economy. Study by Gartner Advisory Group explains that E business is express in terms of quality in place of absolute state of a company **Guanasekaran & Miele, (2001)**. In the present study it is important to discuss this point here because e commerce strategy is very important in providing state of quality to Amazon and also very helpful in enhancing its revenue. It is a well known fact that e-commerce can be done in various ways and it can be implemented in small and larger level also. In order to buy or sell goods and services, there are two modes available first is internet and second is web. They are considered be the important component of web technology **Haag & Phillips, (2008)**. Amazon.com used both these modes for the purpose of increasing their market share and due to this reason, it is important to discuss both these modes in the present study. For every organization, E commerce is not considered to be an alternative; they are now treated as imperative. There are various e-commerce strategies which are followed by an organization, first either by creating their e commerce subsidiaries or by merging with another organization that have already started their business on internet. There are various faces involved in e commerce. All these faces are very helpful in determining the focus of a business. Various faces of e-commerce includes: - business/financial model perspectives, the relationship perspectives, responsiveness and commerce perspectives **Hoffer & Valacich, (2005)**. In the present study, Amazon.com for the purpose of implementing e-commerce strategies, various faces are included which are as follows:-

1ST PHASE: BUSINESS/FINANCIAL MODELS PERSPECTIVES

This face is concentrated on business model and opportunity in which business model is treated as electronic entity instead of physical entity. For these two things which are most important here is reduction of costs and enhancing efficiency of operations. For this model, various guidelines related to new corporate culture, image and accountability are required. Here technology is considered to be an enabler of business opportunity. This model is applied in case of almost every organization whether it is an existing company, or a small known company. So it is an important face of e-commerce **Laudon, K. & Laudon, (2005)**. In the context of present study, it is important to discuss this model because Amazon.com also reduces its costs and enhances efficiency of operations through e-commerce.

2ND PHASE: - THE RELATIONSHIP PERSPECTIVE

For the purpose of entering in new markets and to enhance no of customers, need for building new relationships and collaboration is required. It includes various techniques such as customer relationship management, Supply chain management and technology infrastructure management. For this need for making change in traditional methods of taking order and also need for change in invoice processes will be required. It is considered to be an important face which is included in e commerce strategies **Kalakota & Whinston, (2002)**.

3RD PHASE: - COMMERCE PERSPECTIVE

It includes buying and selling of goods and services through electronic sources. For this need for building system, need for building service models and need for making relationship arises which support the mechanism for buying and selling goods. Commerce perspectives face of e commerce strategy overlaps another three faces. It focuses on technology which is very essential for success of business and for the purpose of creating demand

for goods. So in this face, actual buying and selling of goods and services through electronic medium took place. For Amazon.com, it is essential to look at this face.

4TH PHASE: - RESPONSIVENESS PERSPECTIVE

This face of e-commerce strategy deals with efficiency and timing of business transactions. In general, responsiveness means reducing the time gap between a business request and time consumed in fulfilling their request. So through this it is possible to complete the orders on time when orders are come through electronic medium. It is very helpful in reducing errors and also helpful in enhancing the level of customer satisfaction **O'Brien, (2008)**. In the present study, in context of Amazon.com it always tries to reduce the time gap between business request and time consumed in fulfilling their request.

3.0 BENEFITS OF E COMMERCE STRATEGY

There are six benefits which are attributed to commerce strategies. The main benefit of e commerce strategy is it is very helpful in providing competitive advantage to those who are doing business through electronic sources. Various benefits of e commerce strategies for an organization are as follows:-

1. First it is very helpful in managing information in a better way. Through this it is possible to access on data of sales and revenues easily. Through this, it is possible to control on production activities, on levels of inventories, on distribution and marketing activities. Through this it is also possible to control on financial resources, research and development activities, so from all theses it is concluded that e commerce strategy is very helpful in managing all activities of an organization in better and efficient manner
2. Through e-commerce strategy it is possible to integrate activities of suppliers and vendors. It provides a better opportunity for companies to understand business needs and also motivate high level of delivery of product and service. Through this it is also possible to reduce costs and helpful in increasing the rate of market response **O'Brien, (2008)**
3. Through e commerce strategy, it becomes easy for an organization to provide information to consumers in fast manner without making any delay. Through this it is also possible to promote the product and service in better way and to promote your product and service through online medium is cost effective **Turban & Viehland, (2008)**.
4. E-commerce strategy is very helpful in reducing transactions costs. This is considered to be one of the most important benefits of e commerce activities. Transactions through internet are less time consuming and also very helpful in saving the time **Salwani & Chong, (2009)**.
5. Through e-commerce strategy, it becomes possible to understand the market in a better way. It provides a mechanism for predicting the market trends and provides an opportunity to enhance the loyalty of customers towards a particular brand which in turn is very helpful in increasing sales of the company **Wong & Fang, (2004)**
6. E commerce strategy is very helpful in expanding the geographical coverage of the business. Through this it is possible to expand your business to international level and aware everyone about the products and services offered by your company.

So these are the benefits of e commerce strategy of an organization. So these are some of the benefits which Amazon.com gets from its e-commerce strategy **Mullan & Bullington, (2001)**. Due to this reason, benefits of e-commerce are discussed in literature review.

4.0 PROBLEMS OF DOING BUSINESS ELECTRONICALLY

While implementing e-commerce strategy and for the purpose of doing business through electronic means, there are mainly two issues which are faced by an organization, first is considered to be privacy and another important issue is security. Most of the organizations who are buying and selling goods and services through internet try to provide both security and an assurance that their information will not be shared by anyone. Despite of this many of the consumers still not having trust on e commerce strategy of an organization it is mainly due to certain reasons which are as follows:- first is fear of increasing no of cyber crimes now a days, in addition to this they cannot rely on organization and due to this they always hesitate to share their personal information. These are some of the factors due to which it becomes difficult for consumers to rely on those companies who are doing their business through internet. Various security threats like threat of malicious programs make it difficult for consumer to rely on companies who are doing their business through internet **Ward (2008)**. There are various companies who are doing business online are having no of competitors who are dealing in similar type of products. For this all these are using various types of networks as well as

application program for the purpose of accessing data. But in case if any weakness exists in system, it is easily attacked by competitor.

For the purpose of attacking a system, various technologies and techniques are required. But one thing which needs to mention here is that all such technologies and techniques should be sophisticated. But the fact is that all technology and techniques may or may not be sophisticated. It provides an opportunity to competitor to attack to that weak system. So by discussing all, it is concluded that both privacy and security becomes two serious challenges while doing business through electronic medium **Laudon & Trevor (2008)**'

5.0 MODEL OF E COMMERCE ADAPTED BY AMAZON.COM

Amazon.com uses combination of two models first is shop model and another is Market portal model.

SHOP MODEL

It means e-shop. The most important element in this model is catalogue. Firstly, customers search and choose the items from catalogue. Then items are added to virtual basket or trolley. Then choose items are moved to very secure area called checkout area. There are two modes of payment, payment through credit cards and another way is cash on delivery. But to avoid risk, payment through credit card is the most suitable way for payment. It includes following elements:

1. Online processes to do transactions should be very innovative and record every transaction in proper manner so that it is easier for employees to access information related to all consumers.
2. In addition to this, offline processes such as customer service and telesales should be of high quality.
3. Shop front and back ends should be integrated with business processes.

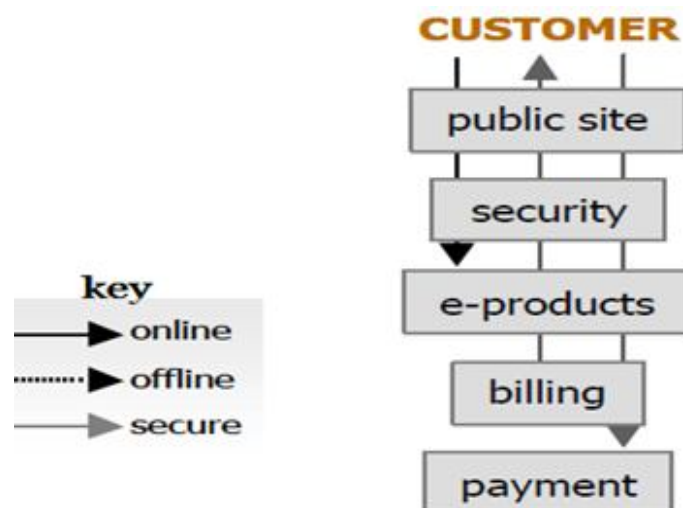


Figure 1

MARKET PORTAL MODEL

Another important model which is a part of e-commerce model of Amazon.com is market portal model which connects both suppliers and buyers. Through this it is possible for both groups to do business online. For portals, both groups are considered to be customers. In this model, portals are aggressive in nature, they cut middle layer and saves cost.

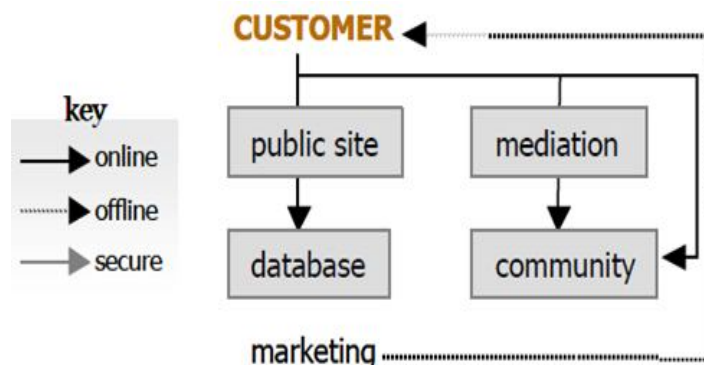


Figure 2

Amazon.com uses combination of both these models for the purpose of doing business online.

6.0 RESEARCH METHODOLOGY

6.1 RESEARCH PROBLEM

The present study is undertaken to discuss about E-Commerce strategies of Amazon.com

6.2 RESEARCH DESIGN

In the present study, problem is well defined, so descriptive research design is used. Descriptive research design is mainly used in those researches where more literature review is available.

6.3 SAMPLING METHODOLOGY

Sampling methodology divides into five parts:-

1. **Population:** -Population in context of present study includes all consumers of amazon.com.
2. **Sampling Frame:** - all consumers for which e commerce strategies of Amazon.com Sampling units: - It includes all respondents to whom researcher interacts to get their opinion.
3. **Methods of sampling:** - For the purpose of choosing sample, simple random sampling is used.
4. **Sample size:** - Sample size in the present study is restricted to 20 respondents

6.4 DATA COLLECTION

Primary data is collected by filling questionnaire from customers and secondary data is collected through various journals

7.0 ANALYSIS AND FINDINGS

PLANNING AND IMPLEMENTATION OF STRATEGY RELATED TO DO BUSINESS ELECTRONICALLY

Now it's time to discuss steps involved in designing e-commerce strategy by Amazon.com. Before designing this strategy, it is essential to look at the role of internet and technology of internet used in formulating e commerce strategy. One of the main reasons for doing business through internet is, it gives an organization competitive advantage as compare to its competitors **Worzala & Marston, (2002)**. But here main problem which come in front of an organization is how it is possible to translate that innovative idea in to reality because plan for something is easy but how to implement that plan is very difficult. So here the main question arises how innovative ideas is converted into specific project. It is a very complex process. Because before implementing any plan, it is essential to prepare a feasibility report of that project. It means to check whether it is practically possible to implement that project. Till now, there is no clear cut approach developed which is helpful in turning the identified opportunities of starting business through internet into a fully operational e-business organization. To decide about approach is one of the most difficult decisions to take. For the purpose of providing guidance, there is no literature review available on this topic still now.

For the purpose of planning and implementing e-commerce strategy, there are various tools and techniques available. But to choose the best tool and technique is very confusing in nature. The main reason behind such confusion is there is no magic formula available for planning and implementing e commerce strategy. Various steps involved in formulating e commerce strategies are as follows: - first step is initiation of strategy, after initiation next step is to formulate strategy, then implementation of strategy and last step is assessment. There are two approaches used for making plan for e-commerce strategy, first is top down approach and second is bottom-up approach **Harris & Davies, (2003)**. Both are having their own advantage and disadvantage, to take decision related to choose the best approach is very crucial.

Now explanations of all these steps in detail are as follows:-

• INITIATION OF STRATEGY

First step involved in planning and implementing e commerce strategy is initiation of strategy. It is done by performing SWOT analysis. It is considered to be one of the best ways for the purpose of knowing about strengths, weaknesses, opportunities and threats. Strengths and weakness can be known by internal environment and threats and opportunities & threats can be known by external environment **O'Brien & Marakas (2008)**. There are some issues related with initiation of strategy which are as follows:-

1. Focusing on doing business at same level, it means that do not put more emphasis on doing business through internet
2. The treat the online business as a familiar concept
3. Then tries to start an individual online company
4. After starting online company, try to build a separate online brand.

5. To aware consumer about its brand, advertise product on internet
6. After advertising their product through internet, try to build strong customer relationship management system
7. For supply chain management, use electronic means
8. Then in last step, finally establish your business online **Harris & Davies, (2003)**

STRATEGY FORMULATION

After performing analysis of internal and external environment, it is possible for an organization to take advantages of potential opportunity available in doing business through internet. For the purpose of identifying opportunity, it is essential to look at certain things which are as follows:-

1. Firstly it is essential to check whether business through internet provides ample opportunities to an organization and in addition to this it also provides solutions to various problems related to internet. It also provides opportunity to an organization to explore new markets and also increase the size of distribution channel **Joseph & Hwang, (2001)**.
2. Check whether business through internet provides an opportunity to an organization to enhance the size of its operations and also improve the performance of organization in future. It should be such which is very helpful in making cordial relationship with others and it should be very helpful in improving the supply chain.

To identify a suitable opportunity related to start business online is very difficult task because there are various choices available and in addition to this various uncertainties are also involved in doing business online. Before starting any business, it is advisable to look at all these choices and issues as well.

For the purpose of starting any business online, as such there are no universal methods are recommended. But still one method named internet portfolio map is used for the purpose of starting e-business **Turban, (2008)**. Next stage after initiation of strategy is discussing steps involved in formulation of strategy, it includes following steps:-

1. First step involved in formulation of strategy is to identify a suitable opportunity related to start business online
2. Second step involved in formulation of strategy is to perform cost/benefit analysis, it means predict the cost associated with starting business online and also what is the benefit of e-business
3. Third step involved in formulation of strategy is to determine the risk associated with doing business online

So these are the steps involved in formulation of strategy.

IMPLEMENTATION OF STRATEGY

After formulating e-commerce strategy, next step is to implement this strategy which involves two steps:-

1. First step in implementation of strategy is allocation of resources and capital
2. After allocating resources and capital, assign responsibilities of personnel for the purpose of implementing strategy **Mohamed & Norziaton, (2004)**

WHY E COMMERCE IS CONSIDERED AS AN ADVANTAGE OVER TRADITIONAL SALES METHOD?

Why E commerce is considered as an advantage over traditional sales method?	%
Saves time	20
Provides various alternatives and choices to consumers	15
Customized product	30
Easier way to complete all transactions related to business	25
Provides better way of penetrating market	10

GIVE RATINGS TO CUSTOMER SERVICES OF AMAZON.COM

Give ratings to customer services of Amazon.com	%
Very good	15
Good	35
Neither good nor bad	40
Bad	4

SPECIFY THE WEBSITE WHICH YOU PREFER FOR ONLINE SHOPPING?

Website prefer by you for online shopping	%
e-bay	30
Amazon	55
Tesco	15

IF A CONSUMER DOES NOT PREFER TO BUY GOODS FROM INTERNET, WHAT IS THE MAIN REASON BEHIND IT?

Main reason for Non preference of consumers to buy goods from internet	%
Lack of opportunity	10
Not having credit card	5
Buying and selling goods from internet is very complicated	20
Due to security purpose	30
Don't make judgment related to quality of product	25
Lack of information which is otherwise required to take purchase decision	10

IF THESE GUARANTEES ARE PROVIDED TO CUSTOMERS, THEN WHETHER THEY PREFER TO DO SHOPPING ONLINE

GUARANTEE RELATED TO SECURITY OF DATA

If Guarantee related to security of data will be provided, then whether you prefer to do shopping online	%
Yes	60
No	30
Can't say	10

GUARANTEE RELATED TO PRIVACY OF DATA

If Guarantee related to privacy of data will be provided, then whether you prefer to do shopping online	%
Yes	65
No	40
Can't say	15

DEGREE OF IMPORTANCE TO SECURITY & RELIABILITY TOWARDS PAYMENT SYSTEM

Degree of importance to Security & Reliability towards payment system	%
Important	20
Very important	65
Less important	0
Not important	10
No opinion	5

IMPORTANCE OF PRIVACY RELATED TO PERSONAL INFORMATION

Importance of privacy related to personal information	%
Important	30
Very important	65
Less important	0
Not important	0
No opinion	5

PRIVACY RELATED TO CREDIT CARD INFORMATION

Importance of privacy related to credit card information	N(20)	%
Important	3	15
Very important	14	70
Less important	2	10
Not important	0	0
No opinion	1	5

FAMILIARITY

IMPORTANCE OF FAMILIARITY WITH BRANDS SHOWN ON WEBSITE

Importance of Familiarity with brands shown on website	%
Important	10
Very important	55
Less important	10
Not important	15
No opinion	10

IMPORTANCE OF RECOMMENDATION GIVEN BY YOUR FRIENDS AND RELATIVES WHILE BUYING AND SELLING GOODS ONLINE

Importance of recommendation given by your friends and relatives while buying and selling goods online	N(20)	%
Important	6	30
Very important	8	40
Less important	3	15
Not important	2	10
No opinion	1	5

8.0 CONCLUSION

In the end it is concluded that E- Commerce provides various opportunities to your organization to improve their business performance. Here it is very essential to choose an appropriate e commerce strategy for your organization as only through this it is possible to increase sales and to enhance the customer base. If we take the example of Amazon.com, it always maintains stock at its warehouses and sold their goods from their stock. Amazon.com provides good opportunity to both retailers and individual sellers to sell their products through electronic means. It is very helpful for them as it increases their revenue also. Small sellers used to go to Amazon marketplace, Amazon Shops or to Amazon Auctions for the purpose of selling their products. The main problem of present study is to analyze "E Commerce strategies of Amazon.com". In this steps involved in formulating e-commerce strategies are discussed. Before designing this strategy, it is essential to look at the role of internet and technology of internet used in formulating e commerce strategy. Various steps involved in formulating e commerce strategies are as follows: - first step is initiation of strategy, after initiation next step is to formulate strategy, then implementation of strategy and last step is assessment.

Survey method is used for the purpose of knowing consumer opinion about factors affecting e commerce environment. Also in addition to this, preference of consumer to buy goods online and their non preference in relation to buying and selling goods through online sources are discussed. By discussing all these things with consumers, it is found that there are two important for their non preference first is due to security and another is due to privacy. So both privacy and security is considered to be the major issues due to which consumers do not prefer to buy goods online. In the study comparison between traditional strategy and e commerce strategy is made. By comparing both it is found that if privacy and security both are provided to customers while purchasing goods from online then they prefer to buy things from internet. But here the main challenge that they faced is related to quality of goods. It is not possible for them to check the quality of goods while purchasing goods from online sources. So here it is very difficult to build a relationship of trust, in spite of this fact, due to shortage of time and due to their busy schedule, they sometimes prefer internet for buying and selling of goods and services. Usage of e commerce is growing rapidly; it is used by consumers for their personal as well as official purpose. Some consumers used it for both purpose. There are mainly three types of e-commerce first is business to business, business to consumer, consumer to consumer. by taking opinion of customers related to this, it is concluded that 45% of customers are having opinion that business to business e commerce attract largest share in market, 35% of customers are having opinion that business to consumer e commerce attract largest share in market, 15% % of customers are having opinion that consumer to consumer e commerce attract largest share in market. So business to business e commerce is able to attract largest market share and Amazon.com focusing on both B2B and B2C, so E-commerce scope is growing rapidly and through this it is possible for an organization to explore new markets and enhance its customer base.

REFERENCES

- Ann M., (2010) "Systematic review of research methods: the case of business instruction", Reference Services Review, Vol. 38 Iss: 3, pp.385 - 39
- Brengman & Karimov, (2012) "The effect of web communities on consumers' initial trust in B2C e-commerce websites", Management Research Review, Vol. 35 Iss: 9, pp.791 - 817
- Bernard R.(2009) , "Research Methods :Qualitative and Quantitative approaches", United States of America, 5th edition
- Cox, B, (2001) "Service quality and e-commerce: an exploratory analysis", Managing Service Quality, Vol. 11 Iss: 2, pp.121 – 131
- Cao & Seydel, (2005) "B2C e-commerce web site quality: an empirical examination", Industrial Management & Data Systems, Vol. 105 Iss: 5, pp.645 – 661
- Dale O (2000), Strategic advertising and pricing in e-commerce, in Michael R. Baye (ed.)Industrial Organization (Advances in Applied Microeconomics, Volume 9), Emerald Group Publishing Limited, pp.69-100
- Damanpour & Jamshid (2001) "E-business e-commerce evolution: perspective and strategy", Managerial Finance, Vol. 27 Iss: 7, pp.16 – 33
- David & Willis, (2013) "E-commerce trading activity and the SME sector: an FSB perspective", Journal of Small Business and Enterprise Development, Vol. 20 Iss: 4, pp.866 – 888
- Farrokhnia & Richards (2013), The Accountability Challenge to Global E-commerce: The Need to Overcome the Developed-Developing Country Divide in WTO E-commerce Policies, in Liam

-
- Garican o& Kaplan (2002), Business-to-business e-commerce: Value creation, value capture and valuation, in Michael R. Baye (ed.) *The Economics of the Internet and E-commerce* (Advances in Applied Microeconomics, Volume 11), Emerald Group Publishing Limited, pp.89-125
 - Giovani & Silveira, (2003) "Towards a framework for operations management in e-commerce", *International Journal of Operations & Production Management*, Vol. 23 Iss: 2, pp.200 – 212
 - Guanasekaran, A. Love, P. Rahimi, F. & Miele, R. (2001) "A Model for Investment Justification in Information Technology Projects", *International Journal of Information Management*, Vol. 21, No. 5, pp. 349-364.
 - Harris & Davies, (2003) "Emerging ethical perspectives of e-commerce", *Journal of Information, Communication and Ethics in Society*, Vol. 1 Iss: 1, pp.39 – 48
 - Haag, S., Baltzan, P. & Phillips, A. (2008) "Business Driven Technology", 2nd edition, McGraw-Hill Irwin, Boston, U.S.A
 - Hoffer, J.A. , George, J.F. & Valacich, J.S. (2005) "Modern Systems Analysis and Design", 4th edn, Prentice Hall.
 - Ismail & Dobni, (2012) "Patterns of B2B e-commerce usage in SMEs", *Industrial Management & Data Systems*, Vol. 112 Iss: 8, pp.1255 – 1271
 - Jengchung & Capistrano, (2013) "Process quality and collaboration quality on B2B e-commerce", *Industrial Management & Data Systems*, Vol. 113 Iss: 6, pp.908 – 926
 - Jan & Bartjan P (2010), "The Essence of Research Methodology: A Concise Guide for Master and PhD", 4th edition, London.
 - Joseph & Hwang, (2001) "E-commerce Web site design: strategies and models", *Information Management & Computer Security*, Vol. 9 Iss: 1, pp.5 – 12
 - Kalakota, R. & Winston, A.B. (1997) "Electronic Commerce – A Manager's Guide", Addison Wesley, Reading, MA
 - Kalakota, R. & Robinson, M. (1999) "E-Business – Roadmap for Success", Addison Wesley, Reading,
 - Leonard & Perez (ed.) *Principles and Strategies to Balance Ethical, Social and Environmental Concerns with Corporate Requirements* (Advances in Sustainability and Environmental Justice, Volume 12), Emerald Group Publishing Limited, pp.161-181
 - Laudon, K.C. & Laudon, J.P. (2005) "Essentials of Management Information Systems: Managing the Digital Firm", 6/E, 2005, Prentice Hall.
 - Laudon, K.C. & Traver, C.G. (2008) "E-commerce: Business, Technology", Society 2008, 4th edn, Addison Wesley, Boston, USA
 - Layla & Proberts, (2013) "E-commerce websites for developing countries – a usability evaluation framework", *Online Information Review*, Vol. 37 Iss: 2, pp.231 – 251
 - Loo & Alan I., (2011) "Mixed methods research: don't – "just do it"", *Qualitative Research in Accounting & Management*, Vol. 8 Iss: 1, pp.22 – 38
 - Lucienne & Chakrabarti (2009), "Design Research Methodology", 4TH edition, DRM, London, New York: Springer Dordrecht Heidelberg
 - Mohamed & Norziation (2004) "A Study On The Awareness of E-Commerce Amongst The Bachelor of Accountancy Students in Public Universities in Klang Valley", *Journal of Financial Reporting and Accounting*, Vol. 2 Iss: 1, pp.31 – 42
 - Mullan & Bullington, (2001) "Entrepreneurial firms as suppliers in business-to-business e-commerce", *Management Decision*, Vol. 39 Iss: 5, pp.388 – 393
 - Pauline R (2003), "Trust And Business-To-Business E-Commerce Communications And Performance", in Arch G. Woodside (ed.) *Evaluating Marketing Actions and Outcomes* (Advances in Business Marketing and Purchasing, Volume 12), Emerald Group Publishing Limited, pp.359-434
-

-
-
- Rvin & Farrell E (2010), “Qualitative methods can enrich quantitative research on occupational stress”, Emerald Group Publishing Limited: Vol 8 pp.137-197 ,
 - O’Brien, C. (2008) “The human flesh search engine”, Forbes, November 21, 2008 Online Available at: http://www.forbes.com/2008/11/21/human-flesh-search-techidentity08-cx_cb_1121o
 - O’Brien, J.A. & Marakas, G.M. (2006) “Management Information Systems”, 7th ed. Boston: Irwin/McGraw-Hill.
 - O’Brien, J.A. & Marakas, G.M. (2008) “Management Information Systems”, 8th edition, McGraw-Hill Irwin, Boston, U.S.A.

A STUDY ON SCOPE AND CHALLENGES OF PAYMENTS BANKS IN INDIA

Ambika K. C.¹ and B. Shambhu Lingappa²

JRF Scholar¹ and Associate Professor², Department of Management Studies, VTU PG Centre, Kalaburagi

ABSTRACT

With an objective of bringing in the greater momentum to the financial inclusion drive, the Reserve Bank of India in 2014 gave license to 11 companies for setting up payments banks in the country. Payments banks are the new business models to cater the banking needs of the migrant workers, small businesses, low-income households and unorganised sector in India in an easier way. Through this paper an attempt is made to understand the conceptual framework of payments banks and their advantages. It also attempts to highlight the scope for payments banks using limited available literature. It also looks into the possible challenges it may face in the days to come.

Keywords: Payments Banks, Financial Inclusion, New-age Technology.

INTRODUCTION

Financial inclusion is an important national objective in order to attain the social and economical development of any country in general and a developing economy like India in particular. For the developed countries, financial inclusion is not a matter of importance as they have already achieved it. But for the developing country like India, where only 58.7% of its households are availing banking services, financial inclusion becomes very important in order to achieve the expected results in terms of providing assistance to the poor in the form of subsidies and to experience the fruits of digitalisation and cashless economy. Although the Government of India and the Reserve Bank of India (RBI) have been making persistent efforts to improve the financial literacy and to achieve total financial inclusion in the country through the efforts like introducing establishing Regional Rural Banks (RRBs), no-frills accounts, and business correspondents, still India needs to go long way to achieve the goal. In this connection, in 2013, the Reserve Bank of India has constituted a committee to study 'Comprehensive financial services for small businesses and low income households'. This committee has suggested introducing specialised banks or payments banks to fulfill the needs of lower income groups in the country. Payments banks have been set up with a view of providing greater facilities of payments for migrating labours, small business entities and unorganised sector in the country. As India is witnessing increasing growth in the number of mobile phones, penetration of internet facilities to the rural areas and quicker adoption of technology by youngsters, the payments banks can fulfill the changing demands of customers with respect to digital payments without much time and a fraction of costs. Payments banks can help in achieving the total financial inclusion in the country through the use of technology and low operational costs.

In this paper, an attempt is made in the first section to understand the concept of payments banks and the scope and challenges of payments banks. The second section covers the literature review. The concept of payments banks and their advantages are covered in the third section. In the fourth section scope and challenges for payments banks are discussed. And the last section concludes the article.

LITERATURE REVIEW

Experts in the area of academics, banking, financial services and technology have thrown light on the area of payments banks covering various topics like the need, importance and the future perspectives. Since payments banks is relatively emerging concept there are few studies available pertaining to it. However some of the significant studies related to payments banks are reviewed according to certain similarities and contrasting views.

Few studies have highlighted the future of payments banks along with other aspects related to payment system in the country. In one of the study, Agarwal & Bhatnagar (2016) have discussed the evolution of payment banks, current payments ecosystem in the country and the challenges for the payments banks. The article also throws light on the future of payment banks through leveraging the traditional banking system, reframing and restructuring of the business strategies, innovations in payments and positive approach for regulations. Similarly, Garg and Kapoor (2016) discussed the scope, expected benefits and major challenges for payments banks. The article has also thrown light on the international and Indian practices with respect to payments banks. Furthermore, Prasad (2016) elaborates the changing scenarios in India after introduction of payments banks and also discusses various advantages of these banks for both the public and the government.

Some of the studies points at the regulatory framework related to payments system in the country. In a joint report by BCG and Google (2016) on Digital Payments, in-depth analysis of the major shifts in global

payments landscape like technology revolution, entry of non-banking institutions in the payments industry, customers demanding instantaneous payments and progressive changes in the regulatory framework are made. And the report also points towards the exponential growth of digital payments in India and expects the digital payments industry to witness greater disruption in the coming days. Whereas in an article Goel and Manraj (2016) discussed the need for the establishment of payments banks, regulatory framework for payments banks in the country, and along with that they also examined the digital banking experiences in other developing countries. Similarly Ministry of Finance, Govt. of India through the Committee on Digital Payments in their report (December 2016) has recommended several medium term recommendations to strengthen digital payments ecosystem in the country wherein the recommendations are related to changes in primary legislation and measures which require changes in regulations. Whereas in another study, Srinivas (2016), compared the regulatory requirements of payments banks, small finance banks and universal banks on different criteria like credit, savings, capital requirements, investment norms, SLR and risk management.

Few studies on payments banks focus on the financial inclusion aspect. In one of the study Gajra (2015) discusses some features of payment bank that are going to play significant role in financial inclusion and also highlighted payment banks as a paradigm shift in India's Banking System. Whereas Purohit and Mishra (2017), analysed the status and reasons for poor financial inclusion in India and highlighted the importance of payments banks for revolutionizing the financial inclusion. The article focused on the payments banks model as main tool for bringing in complete financial inclusion. Contrary to that Singh and Bhargava (2015) tried to analyse the role of payments banks in fostering financial inclusion. They opined that by providing various types of services to low income people, small businesses, migrant workers payments banks will help in financial inclusion.

Some other studies have concentrated on the expected impact of payments banks on various aspects. In a study Gupta (2016), examined the impact of payments banks on the services landscape of the country. The article also discusses the differences between traditional banks and payments banks, profitability concerns, opportunities and challenges for these new-age banks. It also stresses on the point that the payments banks have greater potential to bring the changes in the financial landscape in the country along with challenges in the years to come. Whereas Kohli and Patel (2016), discusses the impact of payments banks and banking in India on the cusp of digital transformation along with the future of mobile wallets, role of brick and mortar banks in the country.

Apart from all these views a GSMA report (December 2016) throws light on the profitability concern of payments banks. The study opines that the introduction of adjacent revenue streams presents a shorter path to profitability and accelerates growth in earning margins for payments banks and also highlights that the payments banks face high costs of compliance associated with the banking regulatory framework. The report also highlights that in order to reach the breakeven point, adjacent revenue streams have to be pursued through partnerships.

RESEARCH GAPS

From the literature review it is found that most of the studies are pointing towards various approaches of payments banks to achieve financial inclusion. And some studies have also discussed about advantages of the payments banks. Very few studies highlighted the scope of payments banks. Therefore, in this article, an attempt is made to discuss the scope and challenges of payments banks through analysis of various sources.

PAYMENTS BANKS: A NEW MODEL IN INDIAN BANKING

A Committee on Comprehensive Financial Services for Small Businesses and Low Income Households set up by the Reserve Bank of India (RBI) in 2013 recognised the need for new market players to achieve financial inclusion goals. By bringing changes in the policy, the RBI established a differentiated banking system in India that creates necessary infrastructure for specific types of banks. In November 2014, the RBI issued Guidelines for Licensing of Small Finance Banks and Payments Banks. Forty-one applications were submitted to the RBI for payment bank licenses, of which it has granted in-principle approval to 11 payments banks. These new banks are expected to accelerate financial inclusion in India, particularly by offering financial services to un-banked and under-banked regions of the country. Payments banks will provide payment and demand deposit products, but they are not permitted to lend. They are mainly technology oriented business entities which provide many of the banking services at very minimal charges. At present the payments banks consists of large telecom leaders and new-age technology companies. With a low cost operational model these banks are going to contribute towards the goal of universal access to banking. Among the 11 payments bank licensees, three withdrew their applications in 2016, due to investment challenges and feasibility of the business model. Payments banks are the new-age banks operating in niche area of banking with minimum credit risk. These are financial institutions providing primary services as the banks do, but not as full-fledged banks. These banks are

going to use the new technology, scale of operations and expertise in the existing banking services to fulfill the complex service demands of customers in the coming years. Payments banks in India are not allowed to lend money and are restricted to accept the deposits beyond a limit. The main objective of these banks is to include the unbanked population of the country into the mainstream of banking. They are mainly concentrating on the rural people, unorganised sector and migrating labours. They are not supposed to accept NRI deposits. Payments banks can work as business correspondent of other financial institutions and can also distribute insurance and mutual funds on behalf of them. These banks are posed to very minimal credit risk as they are supposed to invest their deposits in government securities.

ADVANTAGES OF PAYMENTS BANKS

No Credit Risk

The traditional banks invest their funds in both public and private securities. But payments banks are supposed to invest their funds mobilized in treasury bills and government securities only which results into no credit risk.

No Liquidity Risk

Payments banks in India are not allowed to lend loans. They can only accept deposits up to Rs. 1,00,000. As there is no credit lending, the liquidity risk will not arise.

Reduction in Use of Cash

Payments banks provide an avenue for people to use their mobile phones for small business transactions and payment of utility bills. The currency circulation is less in urban areas compared to rural areas due to the use of internet banking, mobile banking and debit/credit cards at PoS. But rural areas still witness more cash transactions of lesser values. The use of cash for day to day transactions can be minimized by strengthening the payments banks network in the rural areas.

Low Cost of Operations

Opening of new branches at semi-urban and rural areas is a costlier affair for the Commercial banks and other private and public sector banks. This has resulted in less financial inclusion in the country. Through business correspondents and other facilities, the payments banks can provide the banking services at a very low cost.

Lesser Know Your Customer (KYC) Hurdles

Most of the licenses to the payments banks are given to the mobile service providers. They already have the customer details with them. It becomes easy for these telecom companies to open payments banks account for their existing customers and provide seamless service.

Effective Payment of Subsidies

The benefits of subsidies and other social security schemes of the central and state governments can be easily made available to the people through payments banks. This also results in the avoidance of middleman problem and corruption.

SCOPE FOR PAYMENTS BANKS IN INDIA

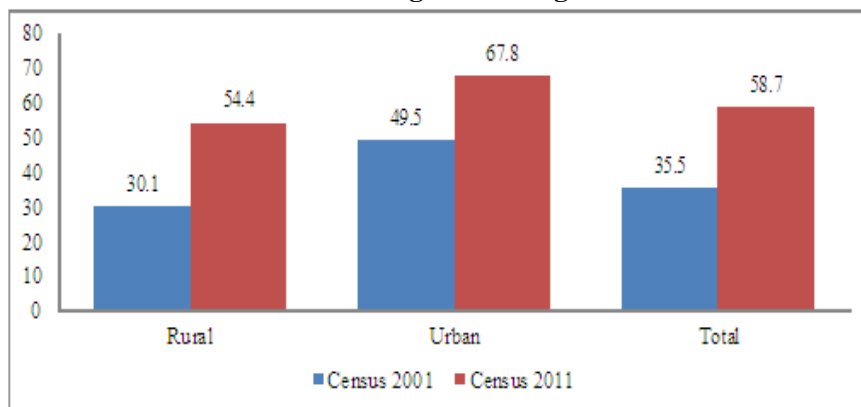
Opportunities arise out of issues and problems. This holds good for the payments banks too. The continuous efforts of Government of India and the Reserve Bank of India to bring in complete financial inclusion in the country by including the mass unbanked and under banked population into the mainstream of banking has not turned out to be very successful.

Some of the important initiatives taken by the Reserve Bank of India for financial inclusion in the country are:

1. Opening of Basic Saving Bank Deposit (BSBD) accounts by all banks.
2. Opening of intermediate brick and mortar structure for effective cash management.
3. Relaxed and simplified KYC norms.
4. Opening branches in un-banked villages is made compulsory.
5. Branch authorisation policy has been simplified.

The following charts show that complete financial inclusion has not been achieved in India irrespective of many innovative measures taken by the authorities.

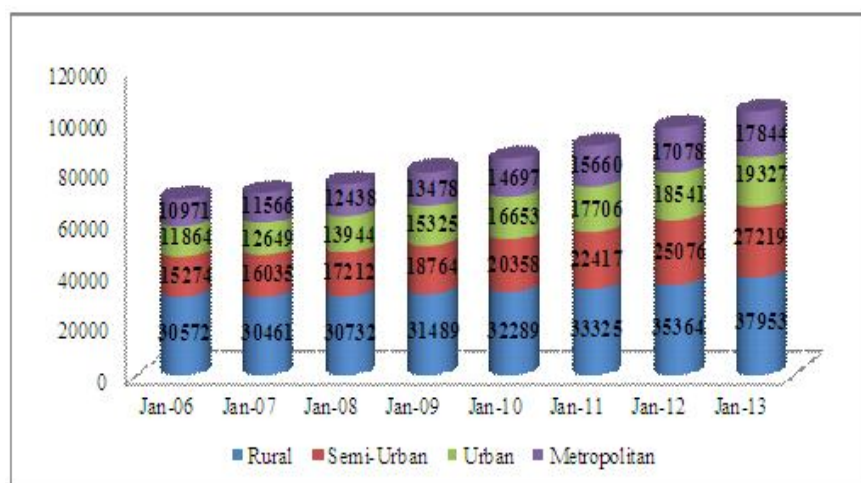
Chart 1: Availing of Banking Services



Source: Department of Financial Services, Government of India

With respect to availing of banking services in the country there has been 23.2% increase in 2011 census compared to the 2001 census. But still around 40% of the population does not have banking facilities. This can be a good opportunity for the payments banks to cater the needs of unbanked population.

Chart 2: Branches of Scheduled Commercial Banks



Source: Basic Statistical Returns, RBI and DFS, Government of India

There has been a continuous increase in the number of branches of scheduled commercial banks in rural, urban and metropolitan cities in the country. The rural areas are given much importance compared to the urban or metropolitan cities. The chart below shows that from 2011 more than 1000 branches have been opened each in rural, semi-urban and urban areas. These infrastructural facilities can be utilized by the payments banks to tie up with the already existing banking mechanism for cross-selling the products and services.

Chart 3: Merchant Revenues and Remittances

All figures in Rs. Crores

	2015	2016	2017	2018	2019	2020
Existing Merchant Revenues	Total value of transactions through debit card (POS) and PPI was Rs. 1,89,100 Cr	2,08,010	2,28,811	2,51,692	2,76,861	3,04,547
Revenue from New Merchants	Rs. 15.93 lakh cr of cash circulation in FY 14-15	1,59,390	1,75,329	1,92,861	2,12,148	2,33,362
Remittances	Domestic Remittance pegged at Rs 1 lakh crore	44,000	48,400	53,240	58,564	64,420
Total		4,11,400	4,52,540	4,97,794	5,47,573	6,02,330

Source: <http://dbie.rbi.org.in/DBIE>

The above chart shows the revenues of existing merchants and new merchants and it also highlights the remittances in the country over a period of six years. The figure clearly indicates that there is a gradual increase in all the three areas viz. existing merchant revenues, revenue from new merchants and remittances. The payments banks can work constructively to capture a portion of these payments to get market share.

Payments banks can also focus on the agricultural community in the country. The agricultural community in the country is very informal and grossly unorganised. The farmer households are financially excluded and they depend on both formal and informal sources of finance. The 59th Round Survey results of NSSO shows that only 27% of total farmer households get credit through formal sources and the rest depend on the informal sources of credit. The financial exclusion is more acute in north-eastern, central and eastern regions of the country. These all factors can boost the growth of payments banks in the country if the unbanked rural and unorganized farmer population can be properly managed.

Growth in technology, increase in the use of mobile phones and penetration of internet to the rural India can boost the growth of payments banks in the country. Through the use of easy and cost effective technology these banks can pave way for hassle free banking for those who are unbanked and technologically far behind compared to the new generation. The scope for these banks lies in the underlying issues and problems in the country with respect to the digital payments.

CHALLENGES FOR PAYMENTS BANKS

The payments banks are new age banks which widely use technology for the payments and other banking services. Comparatively, it is a new business model hence; there is an uncertainty with respect to the earning and profitability of these banks. The challenges for the payments banks in India can be discussed through various aspects.

a. PMJDY Accounts

PMJDY (Pradhan Mantri Jan Dhan Yojana) accounts that have been opened with an objective of financial inclusion can pose challenge to the payments banks. More than 200 million accounts opened through PMJDY are having access to formal banking and payments options. This segment of unbanked population might not go for opening account with the payments banks.

b. Illiteracy and Limited Awareness of Customers

The payments banks are eyeing on the unbanked population, unorganized sector and the migrant labours as their customers. But the major portions of these are illiterate and hardly have any physical experience of digital payments. This can pose a greater challenge for the new payments banks.

c. Profit Earnings

The new payments banks have the restrictions over lending. They can accept the deposits only to certain limit and 75% of their investments should be in the government securities. With such restrictions, it's not easy for payments banks to earn profits at higher rates.

d. Cash Preference

India is mainly a cash-intensive economy. Irrespective of many facilities available for digital payments, people still prefer cash for small and medium value transactions. Even for receiving smaller remittances people usually go for cash rather than digital payments. This can be a bigger challenge for the payments banks to convince the customers to adopt digital payments.

e. Government Initiative through UPI

National Payments Corporation of India, through its payment solution Unified Payment Interface (UPI) has made the digital payments as easy as sending a message. This can be a challenge for the new payments banks as they need to establish the infrastructure on their own or have to depend on the existing infrastructure of banks and financial institutions.

CONCLUSION

Payments banks have made inroads into the financial lexicon of India by the regulator's efforts. Although they started functioning in a modest, but yet to make visible impact in the banking arena. Payments banks with their unique business model have potential to bring in the much awaited changes in the banking and financial system in the country. With many advantages including easier and cost effective payments, these banks can help in achieving the goal of financial inclusion. They can also act as a bridge between the bank branches and the unbanked and unorganised rural India through the use of mobile phones. With proper planning and use of technology, the payments banks have vast untapped potential to cover large un-banked population of the country to embrace digital payments. The payments banks may play vital role in transfer of subsidies directly to

the beneficiaries. The scope of these banks lies in the utilisation of uncovered and under covered areas of banking and reaching out to the common man in serving them according to their needs. There exists few challenges but with the right mix of technology, awareness programs and the distribution channels the payments banks can sustain those challenges.

BIBLIOGRAPHY

1. Aggarwal, Nipun & Bhatnagar, Dayal. (2016). The Growth of Payments Banks in India: A Road Ahead. *International Journal of Latest Technology in Engineering, Management and Applied Science*. V (VI).
2. Gajra, N. (2015). *Payment Banks: A paradigm shift in India's Banking System?* Retrieved from <https://www.aranca.com/knowledge-library/articles/investment-research/payment-banks-a-paradigm-shift-in-indias-banking-system>.
3. Garg, Surabhi G. & Kapoor, Nimisha. (2016). Changing Landscape of Banking System in India: Payment Banks Opportunities or Challenges. *ELK Asia Pacific Journals- Special Issue*.
4. Goel, Utkarsh & Manraj, Rishi. (2016). Payment Banks: Sustainable Game Changer or A Passing Fad. NIDA International Business Conference 2016. Retrieved from https://www.researchgate.net/publication/303196257_Payment_Banks_Sustainable_Game_Changer_or_a_Passing_Fad
5. GSMA (December 2016). *The Business case for Payments Banks in India*. Retrieved from www.gsma.com/.../GSMA_The-business-case-for-payments-banks-in-India_2016.pdf
6. Gupta, Sakshi. (2016). *How Will Payments Banks Change the Financial Services Landscape in India?* Retrieved from <https://www.crisil.com/Crisil/crisil-young-thought-leader/dissertations/2016/Sakshi-Gupta.pdf>.
7. Jain, Rajul (2016). Payments Banks: Financial Roadmap. Retrieved from <http://businessworld.in/article/Payments-Banks-Financial-Roadmap/02-05-2016-97563/>.
8. Kohli, Daljit S., & Patel, Kaushal. (May 2016). *Payments Banks-Changing Indian Payments Landscape: An In-depth Analysis*. Retrieved from http://www.indianivesh.in/Downloads/635997735707812500_Payments_Banks_Banking_Sector_Report_21052016.pdf
9. Ministry of Finance, Government of India (December 2016). *Medium Term Recommendations to Strengthen Digital Payments Ecosystem*. Retrieved from http://mof.gov.in/reports/watal_report271216.pdf.
10. Prasad, Shiva Rama P (2016). *Financial Inclusion vs. Payment Banks*. Retrieved from <http://yojana.gov.in/public-account2jan.asp>
11. Purohit, Sonal & Mishra, Rikkee. (2017). *Payment Banks – A Revolutionary Step in India for Financial Inclusion*. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2940965.
12. Shah, Alpesh., Roongta, Prateek., Jain, Chilman., Kaushik, Vibha., & Awadhiya, Abhishek (2015). *Digital Payments 2020: The Making of a \$ 500 Billion Ecosystem in India*. Retrieved from http://image-src.bcg.com/BCG_COM/BCG-Google%20Digital%20Payments%202020-July%202016_tcm21-39245.pdf.
13. Singh, S. & Bhargava, A. (2015). Will Payments Banks help foster Financial Inclusion? Retrieved from www.mondaq.com/india/x/385772/Financial+Services/Will+Payments+Banks+Help+Foster+Financial+Inclusion
14. Srinivas, Madhu. (October, 2016). A Brief Comparison of Regulatory Requirements of Payments Banks, Small Finance Banks and Universal Banks. Retrieved from <http://www.ifmr.co.in/blog/2016/10/26/a-brief-comparison-of-regulatory-requirements-of-payments-banks-small-finance-banks-and-universal-banks/>
15. Reserve Bank of India. (2013). *Committee on Comprehensive Financial Services for Small Businesses and Low Income Households*. Retrieved from <https://rbidocs.rbi.org.in/rdocs/PublicationReport/Pdfs/CFS070114RFL.pdf>
16. Reserve Bank of India. (2013). *Financial Inclusion in India- An Assessment*. Retrieved from <https://rbidocs.rbi.org.in/rdocs/Speeches/PDFs/MFI101213FS.pdf>.

CAD FOR TRADITIONAL CARPET & TEXTILE DESIGN

Dr. R. Karmakar

Associate Professor (Design), Indian Institute of Carpet Technology, Chauri Road, Bhadohi

ABSTRACT

The papers fixate on paramount of role of Today's customers are becoming more and more demanding in the performance of various methods to produce the textile designs. To be more efficient and optimizing the final results, existing textile designs systems are undergoing rapid and dramatic changes. At the same time, computer and software technologies are replacing most human interventions in a more reliable and faster way. In the increasing competitive environment the textile manufacturing companies are facing with various problems. Colours, colour schemes, flexibility in changing the patterns, decide the scalability of the product. The design pattern changes with the end product, people, country, demand, season, etc.

In the present paper we have concentrated in creating typical Indian motifs for carpet which are now being used for different end products such as wall painting, rangoli, textile printing, etc. Further these motifs are coloured with natural colours created from various raw materials used for this UNDP Project

Keywords: provides full freedom, crating motifs, motif by copying, scaling, rotation, border and body, visualizations, and potential, machine designing.

INTRODUCTION

In the last few years as a result of advances in Computer Aided Designing Technology at all levels, the art of designing has become the Science of designing. The CAD/CAM technology started with the application of process control for engineers and then further extended to various fields including aeronautics) architecture, machine designing, advertising, textile designing, etc. these are much quicker and more accurate than hand drawing techniques and can be transferred to CAM for production. Much of a carpet designer work is conceptually sing CAD system. Artists have found the potential for creating and visualization of the textile designs in the new medium of High Resolution Colour Graphics Computer Work Station. To visualize the design on colour monitor is a direct link to the imagination through the media of electronic pen. Designing for carpet is a very special job of an artist to satisfy the customer, usually they work with the customer to plan and develop chosen design.

CREATIONS OF CARPET DESIGNS

CAD NedgraphicsTexcelle software provides full freedom to the user for creating motifs, with floral and geometrical pattern. Designs can be traditional and contemporary forms. Manipulation of these motifs by copying, scaling, rotation, translation is to produce border and body of the carpet. The user is allowed to change colours for the design and have the library of these designs, which can be used as and when necessary. It is possible to introduce new colours in the existing patterns, change the design by introducing new motifs or by arrangement of the motifs or by changing the other parameters as per the quality of knottage and, size of the carpet. Carpet designing is one of the part of this package. Carpet industry has realised the potential of this technology and is slowly coming forward to adopt the technology in various aspects. The designers will create a CAD for approval, once approved the graphs are made to scale.

The carpets may be hand-knotted, hand-tufted and may be prepared on rectangular, vertical or horizontal loom. Special arrangements can be made on the handloom to prepare a pile in warp where the thread is cut automatically and the carpet is completed within a short time. Hand tufted and machine made carpets are popular because of their availability at cheaper costs.

Another wide range of carpets prepared mainly from synthetic fibers are manufactured on jacquard, where the jacquard loom is interfaced to the computer aided designing system. Woollen and cotton dhurries are also in demand because of their simplicity in structure and availability at low cost. Here, the construction is of plain weave cotton in warp and wool or cotton in weft. Weft threads prepare the design by selection of proper count of yarn in warp and weft. In machine-made carpet, the pile may be cut or may be in the loop form. Embossing effect in plain colour carpet creates the design. The surface of the plain carpet can also be decorated by printing the design on the carpet. The designs in the carpet are so numerous that it would be impossible to describe them all. Almost one piece is one design. These designs occur in two main parts of the carpet, the border and the main field. The designs may be curvilinear or rectilinear in floral or in geometrical pattern. These are further classified by the style and way of arrangement in the body of the carpet by repetition of the motifs or by field medallion.

COLOUR AND COLOUR SCHEMES

Overall appearance of the carpet is decided jointly by the colours, colour schemes and motifs. Colour always carries the message to the viewer. Generally we follow the latest trend. Red indicates happiness, blue shows solitude, brown is for fertility, orange carries devotion, yellow expresses power, green indicates paradise and youth, white is for purity and peace, black is for mourning or destruction. However, all these colours in their shades and tints appear in a different way in combination. In ancient times, a palette of colours was limited because of the dyes of vegetable origin from yellow, brown, red, orange, and black. However, with a range synthetic dye, the design and shades can be obtained in various mixtures to decorate the carpet.

Table shows the raw material and the colour extracted by using different mordants, fastness properties to light and washing have been evaluated and are found satisfactory. The colours are evaluated for their appearance in terms of Hue and Chroma (colour yield). The total pallet of 52 colours is further divided into four sub-groups. These colours are used in colouring the Indian motifs.

These colours can be expressed in Pantone Shade Card. Pantone Shade Card is the arrangement of various colours in a systematic way. It is available as printed on paper and also in terms of cotton cloth. Each page consists of 7 colours, which are shades and tints of the primary colours. Each sets new set colours are added. Each colour has a code number and is used for communication. Pantone shade card is also available on floppy.

TRADITIONAL DESIGN SCHEMES

The traditional oriental carpets are known by the name which are being given either from the place of origin of the carpet just like Tabriz, Ardebil, Karaja, Meshkin, Turkish, Hamadan, Isphahan, Qum, Kashan, Shiraz, Abadeh, Kerman, Afshar, from the subject i.e. garden, hunting, prayer, vase, etc. India is producing carpets for the customers from various countries like Germany, Norway, Sweden, Italy, UK, USA, Australia, Japan, etc. Many times the customer is sending the design he is interested and places the order accordingly. The carpets are being manufactured as per his colour code of yarn and the design, size, knottage, etc. India is also producing the carpets of their own design simulating oriental carpets or modern abstract designs in handknotted or hand tufted. In the present paper we have selected the motifs from Indian origin and coloured these with the colour pallet in natural colours developed in this project. Few of the designs we can mention as:

1. Kalamkari Design

Kalamkari relates exclusively to the category of cotton fabric. It may be defined as fabrics patterned through the medium of dye rather than loom. The subject of the design may be floral, animal, human figures or related to stories from the 'Mahabharata', 'Ramayana' and 'Puranas'. The pictures are created in the vegetable dyeing process by applying mordant by the 'block system' or with a 'brush or pen like instrument' on prewoven fabric. It is because of the use of the 'Kalam' or pen the term 'Kalamkari' became widely known as a trade term. The 'Kalamkari' art is the speciality of the western India mainly 'Gujarat' and in South at 'Golkonda'. The speciality of the motifs is clear outlining and typical types of leaves, floral and also for the figures. This style of motifs had been utilised in producing carpets.

2. Kolam & Kasuti Designs

These designs are mainly observed in south for 'Rangoli' drawing and painting and embroidery in different states. The motifs are very typical and have the meanings related to culture. These include various types of 'Swastikas', 'Lotus Flowers' with different types of petals and endless continuous drawings. These are particularly used for the ceremonial purposes and indicate prosperity and happiness. These motifs can be used for borders and also for preparing central 'medallions' or body motifs.

3. Warli Designs

'Warli designs' is the tribal art for painting on the walls of the houses. These motifs are very typical for showing animals and human beings in action. They are mainly line drawings which white colour on 'muddy or earth colour on the walls. The designs are the combination of triangles and circles to produce the effect of the event. This art is really the simplest way of expressions of prosperity, holiness and richness of mind. The motifs can be used in carpet for border and as an all-over design or as 'Indo-Nepal' motifs carpet motifs.

4. Ajanta Painting Designs

The art of painting in natural colours is beautifully shown by the unknown artists from 2nd century to 8th century in 'Ajanta' caves near 'Aurangabad'. These paintings are on wall, on ceiling and on the sculpture of palace conference halls. The style of 'Lotus' is in a running border, may be used for different purposes. The birds & animals in decorative style have been used in different vegetable colours. These paintings are mostly in red, red brown, white, black & special blue. The fluorescent white colour is used for ornaments of pearls.

These styles can be used for carpet either as a main theme for wall hangings like 'Gandharvas', Buddha, in various styles, or for borders of carpets. Lotus flower is very common motif used in these paintings.

5. Taj Designs

TajMahal' is one of the wonders on the earth created by 'Shah Jahan' in memory of his wife 'MumtazMahal'. The styles of flowers of coloured inlay work at various places in 'Taj ', the carving designs in floral & geometrical work, the total beauty of the structure can be a source of motifs & combinations for the carpet.

6. Textile Designs

The woven textiles from 'Banaras' with fine motifs for border & pallu, the animal and the typical events in border & pallu in silk woven on jacquard from Orissa & Dhaka, 'Bandhani & Tie & dye', style designs from Gujarat, Paithani designs from 'Maharashtra', printed block designs from Jaipur, Murshidabad - South India, embroidery work from Punjab, Himachal Pradesh, Saurashtra, Hyderabad, Assam, Manipur including Benjol-Kanther, give the rich variety of motifs which can be converted in various types of carpets including 'Prayer, wall hanging, all over designs, metal work carpets etc.

7. Simulation of Antique Carpets

In general the carpet is called 'normal' if it is being used or not used upto 25 years. If it is being used between 25 to 50 years, it is called 'Semi-Antique' & if it is used for more than 50 years without damaging the structure it is called 'Antique'. Since the carpet is being exposed to various conditions of atmosphere it may be faded in colour or design at various places. The change or the fading is not uniform but it may form slight patches on the surface of the carpet. This appearance gives the 'impression of usage of that carpet for quite a long period & creates the relation with the earlier generation or the earlier period. The existence of the carpet itself shows the richness of the wealth, culture, thoughts, prosperity & becomes the 'pride - item' of the place. The simulation of the new carpet can be created in 'the antique look' or appearance which while dyeing the yarn, by giving chemical treatment in finishing and also by artificial painting by brush. Typical natural substances including 'Tea, mud, herbs' are being used for this purpose. Market for Antique Carpet is more in U.S.A. and European Countries.

CONCLUSION

A typical Indian motifs and cultural for Carpet and Textile has been discussed throughout this work. Application of this motif and pattern for different end products such as wall painting, rangoli, textile printing, old traditional textile etc. are presented. More over motifs are coloured with natural colours drawn from different raw materials. In today's carpet industry CAD is an integral and indispensable part. CAD allows us to design the product and visualize it much before the actual production. Various colour combination & idea of same design may be made and also stored design transfer over the internet is made easier.

REFERENCE

1. Grosicki Z. J, Walson's Textile Design and colour Elementary weaves and figured fabrics
2. Cover: Carpet & Textile for Modern Interiors Winter 2014.
3. Textile research Journal, Vol. 85 Issue 1 January 2016
4. Home accents today vol. 30. 1 and January 2015
5. Ikoku, Ngozi, The Victoria & Albert museum's Textile collection: British Textile Design from 1940 to the present.
6. How to Read Pattern (A crash course in textile Design) Cive Edwards.
7. Indica's Sangrah (Maishc) Ethnic Indian Textile Design (Indica Publishers - Delhi).
8. Traditional Indian Textile John Gillow Nicholas Barnard.

GEOGRAPHICAL INDICATION OF INTELLECTUAL PROPERTY NEEDS TO BE PROTECTED

Dr. Bimal Prasad Mishra

Senior Lecturer, Pravas Manjari Law College, Keonjhar

**GEOGRAPHICAL INDICATION OF INTELLECTUAL PROPERTY NEEDS TO BE PROTECTED
CONSISTS OF CERTAIN THINGS**

1. Definition
2. Kinds of Geographical indication
3. Trade mark
4. National and regional level
5. Designation
6. Collective marks and certification marks
7. Common law
8. Trip agreement
9. Goods (Registration & protection Act, 1999)
10. Objective
11. Legal effect

We shall discuss things one by one.

DEFINITION

Geographical indications are understood by consumer to denote the origin¹ and quality product. Geographical indication indicates that particular goods originate from a country region or locality. It has some special characteristics, quality and reputation². Geographical indication means goods³ emerging field of intellectual property which needs to be protected. Many of them acquired valuable reputation which if not adequately protected may be misrepresented by dishonest commercial operators. Geographical indication may be defined in article 22(1)⁴ of the trip agreement. It communicates pieces of information i.e. (i) Name of the product (ii) Area of geographical origin of product (iii) It's given quality, reputation, or other characteristics which are essential attributable to that geographical origin. Geographical indication⁵ are part and parcel of the culture and tradition of the country, both developed and developing countries. It contributes to the reputation of the product concerned and create goodwill among the consumers. Geographical indication protects culture by preserving traditional production. It helps the methods of habit of consumption and culture and identity. Geographical indication are valuation property⁶ to producers from particular Geographical region. They basically perform three functions i.e. (i) They identify the goods as originating in a particular territory or region or a locality in that territory. (ii) They suggest the consumer that goods come from one area which a given quality, reputation or other characteristics of goods is essentially attributable to their geographical origin. (iii) They promote goods of producers of a particular area.

Geographical indication area based on a collective tradition⁷. It is collective decision – making process. It emphasize the relationship between human efforts, culture, land resources and environment. It is not freely transferable from one owner to another. Some countries provides geographical indication protection under law that are targeted at the preventing unlawful commercial acts form business competitors such as un fair competition and passing off are common law of tort. Geographical indication⁸ perform variety of economic and other function. It may depend on how producers use Geographical indication and consumer view. Geographical indication can increase the marketability and value of any number of consumer goods. It includes everything from textiles to food products. Due to its economic importance there has been growing concern about the protection of geographical indication which ultimately resulted in trip agreement. As general level member countries are obliged to protect the geographical indication against misleading use and other acts of unfair competitions.

In India geographical indication were governed by common law⁹, principle before the enactment of geographical indication of goods, Registration and Protection Act, 1999. Prior to this, Indian judiciary in the absence of legislation applied to principle of passing off to protect geographical indication.

KINDS OF GEOGRAPHICAL INDICATION

Kinds of geographical indication can be divided into two parts :

(i) Indication of source

(ii) Appellation of origin

INDICATION OF SOURCE

Indication of source are a broad concept¹⁰ covering any indication pointing directly or indirectly to a country or a place of origin, without need to show that a particular quality, reputation, or characteristic follows from the source.

APPELLATIONS OF ORIGIN

Article 2(1) of Lisbon Agreement¹¹ as referring to the geographical name of a country, region or locality which serves to designate a product originating therein. It is a quality, characteristic of which are due exclusively or essentially to the geographical environment, including Natural and human factors. In France¹², where the first statute was enacted which provide for the protection of geographical indication through special title of industrial property namely appellations of origin.

TRADE MARK

In trade mark, Geographical Indications are valuable¹³ to producers and consumers goods. They help to promote goods particular region by identifying their quality. Producers can also be benefited by preventing unscrupulous¹⁴ competitors from applying mark to low quality of goods. In economic of Geographical Indication is much the same that of trade mark. First, there exist related goodwill, second they establish and protect market identity by distinguishing the goods bearing a geographical indication from the same or similar goods or different geographical origin.

NATIONAL AND REGIONAL LEVEL

Protection of Geographical Indication on the national and regional level¹⁵ by the existence of a variety of different legal concepts. Those concept were developed in accordance with different national legal tradition. It is within a framework of specific, historical and economic condition.

DESIGNATION

Designation symbolize qualities which certain products have or which consumer¹⁶ associated with them with and guarantee that measure up to expectation. Designation operates as indication of origin from which products come.

COLLECTIVE MARKS AND CERTIFICATION MARKS

Collective marks and certification marks provide¹⁷ a means for protection of geographical Indication. It is independent from statutory or judiciary measure.

COMMON LAW

On the basis of common law, remedy certain geographical Indication for instance scotch, whisky received legal protection by the courts.

TRIP AGREEMENT

Due to economic importance there has been growing concern about the protection of Geographical¹⁸ Indication which ultimately resulted in the trip agreement. Trip represented a fundamental step forward for the protection of Geographical Indication. Trip agreement is today standard subscribed by all members of world trade organization. It is therefore¹⁹ the one with widest international organization. Trip agreement contains some minimum standard of protection of Geographical Indication. It includes definition, scope, legal means exceptions and international negotiation. Trip agreement provides higher level of protection of Geographical Indication for wines and spirits.

GOODS REGISTRATION AND PROTECTION ACT, 1999

The Act seeks to provide for registration and better protection²⁰ of Geographical Indication relating goods of India. Geographical Indication is an indication whether in from a name or sign, used on goods that have a specific geographical origin and possesses qualities or a reputation that are due to the place or origin. Article 22 to 24 of Part – II, section – III of trips prescribe²¹ minimum standard of protection to the Geographical Indication that WTO members must provide. India in compliance with its obligation under trips has taken legislative measure by enacting Geographical Indication (Registration and Protection Act 1999) which came into effect on sept 5, 2003 and the Geographical Indication of Goods (Registration and protection Rule, 2002).

REGISTRATION OF GEOGRAPHICAL INDICATION

An application for registration of a Geographical Indication²² is to be made to Registrar of Geographical Indication in the form prescribed under Geographical Indication of goods (Registration and protection Act, 1999). Geographical Indication is registered for a period of ten years and the registration may be renewed from time to time for a period of ten years.

OBJECTIVE OF ACTS

The object the Act is to fulfill three key objective.

1. Adequately protect²³ the interest of producers of Geographical Indication.
2. Add to prosperity of producers of such goods.
3. Protect to consumer from misleading.
4. Promote goods bearing Geographical Indication in the export mark.

LEGAL EFFECT

Geographical Indication of goods (Registration and protection Act, 1999)²⁴ falsification of a Geographical Indication will carry a penalty with an imprisonment for a term which may not be less than six months which may extend to three years or with fine which may not be less than 50,000.00

Thus Geographical Indication in relations to goods means indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating the territory of a country or a region or a locality in that territory. Its given quality, reputation, or other characteristics of such goods is essentially attributable to its Geographical origin.

REFERENCES

1. Vijay Pal Dalmia, Advocate, Delhi High Court and Supreme Court of India on partner and head intellectual Property Law, Vaish Associates Advocate, New Delhi.
2. Ibid
3. Ibid
4. Article 22(1) of trip Agreement
5. W.R. Cornish - Intellectual property Law, Page 57
6. Ibid
7. Ibid
8. Vijay Pal Dalmia, Advocate Delhi High Court and Supreme Court of India on partner and head intellectual Property Law, Vaish Associates Advocate, New Delhi.
9. S.K. Nanda - Law of intellectual Property Right, p-25.
10. Phillippe Cullet intellectual Property protection and Sustainable Development, 2007
11. Article 2(1) Lisbon Agreement
12. International treaties, Conventions relating to intellectual Property, p-87
13. Rama Sharma : Commentary on intellectual Property, Volume 2, 2009.
14. Latha R. Nair and Rajendra Kumar - Geographical Indication, A search for Identity (2005).
15. Duncan mathews, intellectual Property, Edwaard Elgar Publishing - 2011.
16. Latha R Nair and Rajendra kumar - Geographical Indication, A search for Identity, (2005).
17. Gilbert Guide, Entrepreneurs Guide to Patents, Copy Rights, Trademark, 2004.
18. Latha R Nair and Rajendra Kumar - Geographical Indication, A search for Identity (2005).
19. Ibid
20. International treaties, Conventions relating to intellectual Property.
21. Ibid
22. Latha R Nair and Rajendra Kumar - Geographical Indication, A search for Identity (2005).
23. Ibid
24. Ibid

IFRS - THE CONCEPTUAL FRAME WORK: THE IMPETUS TO HAVE AN ENHANCEMENT IN IFRS FINANCIAL STATEMENTS

M. Bhaktavatchalam¹ and Dr. Margani Somasekhara²

Assistant Professor¹, Sri Venkatesa Perumal College of Engineering & Technology, Puttur

Assistant Professor², DES Fergusson Centre for Higher Learning, Renigunta

ABSTRACT

The expediency of investor financial statements prepared in accordance with International Financial Reporting Standards (IFRS) is currently a vehement topic that continues to be debated. In vindication of IFRS, financial statements have been prepared to comprehensively address this important topic and to enable those with an interest in financial reporting to be both better informed and better placed to evaluate whether IFRS financial statements have been useful to investors and in providing benefits to the businesses that concoct them.

In 2003 a number of anticipated benefits of IFRS adoption were identified. This paper includes an assessment of those benefits post-IFRS adoption. It has been lauded by many commentators that investors focused mainly on "underlying profit" measures and at no time perused IFRS financial statements, believing that IFRS financial statements were too byzantine – very disturbing indeed but, while IFRS financial statements proved their usefulness to investors, further improvements could still and ought to be made. Further, the investment community is duty-bound to play a central role in any impending developments.

INTRODUCTION

In February 2012 a very thought provoking article, titled "Unwieldy rules 'useless' for investors", appeared in the Australian Financial Review (AFR). It contained comments by some of Australia's foremost accountants and corporate heavyweights inquisitorial to the expediency of financial statements prepared in accordance with International Financial Reporting Standards (IFRS) for investors. The premises in that article were not new; they have been enunciated previously and equally stalwartly, both in Australia and in other countries that use IFRS. Some of the commentators offered a feisty vindication of IFRS financial statements, but with curbed consideration to their arguments. A dispassionate reader of the AFR article could be exonerated for being confused about the merits of the views expressed by the respective protagonists. A brief and deliberately provocative article on what the accounting and business community's view as a complex and controversial issue could hardly do impartiality to the issue. These paper enterprises to address the issues more comprehensively and to leave readers better informed and better positioned to decide whether IFRS financial statements are useful to investors and provide benefits to the businesses that prepare them. In 2002, Australia opted to replace its accounting standards with those developed by the International Accounting Standards Board (IASB). It did so on the grounds that benefits would flow to Australian business. The Australian Financial Reporting Council (FRC) stated at the time:

"The FRC fully supports the government's view that a single set of high quality acceptable accounting standards in major international capital markets will greatly facilitate cross-border comparisons by investors, reduce the cost of capital, and assist Australian corporations wishing to raise capital or list overseas." The Australian businesses incurred momentous costs in making the conversion to IFRS. They, and their stakeholders, would like to believe the money was well spent; that the benefits anticipated have been, and are being, comprehended.

Some businesses find it disconcerting when investors and analysts seldom probe about their IFRS financial statements, and subsequently assert that they do not use the IFRS financial statements when making investment decisions. This paper evaluates the condemnations that have been levelled at IFRS financial statements and seeks to make the case that IFRS financial statements are expedient to investors and other users of financial statements in making decisions about how they allocate their capital. Changes to the existing reporting model that could further enhance the usefulness of IFRS financial statements will also be identified.

ISSUE 1: INVESTORS NEVER PERUSE IFRS FINANCIAL STATEMENTS

It is not infrequent to hear company executives claim that investors and analysts never read IFRS financial statements. To support this claim they point to the fact that they rarely, if ever, receive questions from investors and analysts about financial statements. This is probably driven more by when the financial report is released – up to three months after the end of the financial period – than any major deficiencies in the IFRS financial statements, since it seems highly unlikely that serious investors and analysts would take no interest in the IFRS financial statements. Investors and analysts emphasise on information that is provided on a timely basis, such as earnings releases and investor presentations these communications contain financial information that is

consistent with the annual IFRS financial statements. Anecdotal evidence suggests that investors and analysts use annual financial statements to confirm the earnings releases, obtain more details about particular items of interest and obtain comfort that the accounts have been audited.

The nucleus on more timely information would also help to explain why investors and analysts are reticent about IFRS financial statements in discussions with company executives. However, there are many other reasons why investors and analysts might remain tight lipped. For example:

1. The information provided in the financial statements is adequate, and if everything that has been disclosed needed no elaboration by management.
2. An expectancy by investors and analysts that management will not be forthcoming about something that is not evident in the financial statements, i.e. would management ever be prepared to say "we reported that, but this is what really happened"?
3. An expectation by investors and analysts that management will avoid answering questions that may otherwise be price sensitive
4. Competitive advantage, such as reluctance from investors and analysts to ask questions that may reveal the way they analyse a company. The first listed possible reason – that the information provided in financial statements may be adequate for investors' and analysts' needs – may have particular relevance in Australia. When IFRS were adopted in Australia they filled a number of significant gaps in the Australian accounting standards; for example, the acknowledgement and magnitude of financial instruments, accounting for the cost of employer-sponsored superannuation, accounting for share-based payments and impairment of non-financial assets. These are major accounting standards dealing with important and pervasive financial reporting issues that can have a significant impact on a company's reported financial position and results of operations. From 2005 onwards, financial statements prepared by Australian companies under IFRS have been a more comprehensive and richer source of information for investors and analysts than ever before.

There is, however, a more fundamental reason why a claim that investors are not interested in IFRS financial statements is difficult to defend. Investors placed greater prominence on regulated financial reporting when making investment decisions. This was confirmed in an international survey of investment professionals conducted by PwC who found: "The importance of corporate reporting in sustaining strong and effective capital markets is confirmed. Interviews with investment professionals in six countries, from three continents, emphasised the fact that financial statements were the substratum of financial analysis. They reinforced critical decisions on whether to invest in a company or not." Of particular importance to investors and analysts in analysing a company is being able to use structured financial statements to compare one company's performance with another. IFRS provide the basis for that comparison. Investors and analysts can equate the results and financial position of companies both in Australia and overseas who formulate their financial statements in accordance with IFRS. The alternative is for companies to prepare their financial statements in accordance with idiosyncratic national standards, as was the case before the adoption of IFRS around the world, or each company's own rules. Comparisons would be challenging if not impossible without a great deal of determination. Investors will do one of two things if they are not familiar with the reporting framework used by a company. They will either:

Not invest in the company because they will not be prepared to make the effort to understand the framework or they will charge a premium when pricing the cost of an investment in the company. That premium, which is sometimes described as a premium for (financial reporting) uncertainty, increases the cost of funding. While some may claim that investors and analysts are not openly supportive of IFRS financial statements, and appear reluctant to probe company executives about them, the alternatives would appear to be less palatable and, ultimately, less beneficial to investors and companies.

Financial statements prepared in accordance with standards developed by an independent international standard-setting body, with the objective of meeting the needs of users of financial statements, provide investors and analysts with an objective frame of reference for assessing the performance and financial position of companies and for comparing them with other companies around the world. A rational investor faced with the choice of having this frame of reference or not having it, would surely opt for the former.

ISSUE 2: INVESTORS FOCUS ON 'UNDERLYING PROFIT' MEASURES

Critics of IFRS financial statements often pointed to the development of alternative profit measures, and other financial metrics by corporations in response to demands, as evidence that IFRS financial statements were of little use to investors and analysts. Various metrics have been used as examples including cash profit, non-GAAP profit and normalised profit. A generic description of these measures is "underlying profit".

They have been developed in response to concerns that IFRS profit contains items, such as unrealised gains and losses on assets and liabilities measured at fair value, that obscure a company's underlying or core profit. Underlying profit measures meet investors' and analysts' demand for relevant inputs to their valuation models. Investors and analysts placed different weights (or multipliers) on income and expense items that were deemed to be continuing compared with those that are deemed to be non-recurring or "one off", when estimating future earnings. However, investors' and analysts' use of these metrics were complementary to the information provided by IFRS financial statements.

As noted earlier in this paper, investors and analysts valued highly the objective frame of reference provided by IFRS financial statements. Accordingly, the value of underlying profit measures was enhanced by reconciliation to the IFRS financial statements. In Australia, this has been reinforced by the Australian Securities and Investments Commission (ASIC) in the recently released Regulatory Guide 230 Disclosing Non-IFRS Financial Information. The Guide requires companies that include non-IFRS financial information in, for example, documents accompanying the financial report, market announcements, presentations to investors and briefings to analysts, to provide a reconciliation between the non-IFRS and IFRS financial information.

While the use of underlying profit measures by investors is not of itself evidence that investors are disinterested in IFRS financial statements, the reporting of financial performance under IFRS could be improved and may lessen the need for underlying profit measures. There is a need for more granular disclosures about income and expense items to better enable investors to opportunistically assess what is "core" and what is "non-core". The IASB has devoted considerable resources to improving the reporting of financial performance and other aspects of financial statement presentation in their financial statement presentation project and should, as a high priority, continue to do so.

ISSUE 3: IFRS FINANCIAL STATEMENTS ARE TOO MULTIFARIOUS

A common criticism by those who question the usefulness of IFRS financial statements for investors and analysts is that the financial statements have become too complex. They assert that it is difficult for investors and analysts to understand some of the information provided in the financial statements and for them to assess the relative importance of the information. Some refer to the latter concern as "information overload". The issue of complexity in financial reporting was considered recently by a taskforce of the Australian Financial Reporting Council. The taskforce identified a number of sources of complexity, including increasingly complex business operations, complexities in the regulatory framework and changing attitudes of businesses and stakeholders. The taskforce identified that the increasingly complex reporting requirements were not a primary source of complexity in financial reporting but rather a consequence of the complexities of modern business operations and the diverse needs of investors. Concerns about the difficulty investors and analysts face in understanding IFRS financial statements stem in part from a failure to understand the audience financial statements prepared in accordance with IFRSs are directed at.

Some critics believed that the financial statements were to be comprehensible to all investors, including so-called "mum and dad investors". However, the IASB had clarified that IFRS financial statements are directed to investors who are reasonably financially sophisticated. In its Conceptual Framework for Financial Reporting the IASB states that, "Financial reports are prepared for users who have a reasonable knowledge of business and economic activities and who review and analyse the information diligently..." and they add "... at times, even well-informed and diligent users may need to seek the aid of an adviser to understand information about complex economic phenomena". Notwithstanding that the target audience for IFRS financial statements is narrower than some critics would expect or demand, it's agreed that the utility of those financial statements to investors and analysts could be enhanced by giving them a well-defined focus in a company's financial report.

Legitimate concerns about the usefulness of a company's annual report as a whole and the utility of the financial report and statements components thereof do exist for two main reasons: the growing tendency for inconsequential financial information and so-called "boiler plate information" to be included in the financial statements, and the inclusion in the financial report and other parts of the annual report of additional financial information not required by IFRS. There has been a growing tendency for companies to include immaterial disclosures in the financial statements. IFRS are clear on this point; companies are only required to comply with the recognition, measurement and disclosure requirements of IFRS if failure to do so would result in omissions or misstatements that could influence the economic decisions that users make on the basis of the financial statements. Unfortunately a growing number of companies have preferred to include all of the disclosures included in IFRS without applying this materiality test. This could be due to a number of reasons, but most likely it is for fear of making a materiality judgment which later could prove to be erroneous and potentially subjects the Board of directors to litigation and/or to avoid protracted discussions with the company's auditors.

Similarly, there has been a growing tendency for companies to include boiler plate disclosures in their financial statements. This is information required to be disclosed by IFRS that requires the exercise of judgment, for example the disclosure of information about sources of estimation uncertainty, but which companies in conjunction with their auditors "boiler plate" in order to reduce the risk of litigation. By sanitising these disclosures, corporations have made their financial statements less beneficial to investors.

Concerns about information overload in the annual and financial reports stem from a number of sources. The inclusion of immaterial disclosures in the financial statements mentioned earlier is one. Another is the inclusion of information not required by IFRS in a different section of the annual report. The most conspicuous example of this for the annual report is the remuneration report required by the Corporations Act 2001 in Australia supplemented by regulations which in turn refers to relevant accounting standards. The focus of the remuneration report has its genesis in politics and its purpose is different from the focus of the accounting standard setter. If the information in the remuneration report was limited to that required by IFRS, or IFRS were amended to embrace only those remuneration disclosures considered useful to users of the financial statements, there could be a significant reduction in the size and complexity of both the annual and financial reports. A further basis of "information overload" in the financial report is the potentially irrelevant disclosures required by IFRS. When the IASB sets new standards or amended existing standards it typically added to the quantum of required disclosures. It rarely subjected the existing body of disclosure requirements to a critical assessment as to their relevance to investors and analysts. One of the reasons for failing to do so is the absence of a "conceptual framework" for evaluating the disclosures. CPA Australia is pleased to see that the IASB has signalled its intention to develop a "disclosure framework" as part of its conceptual framework project. CPA Australia encourages the IASB to complete this work as soon as possible and, when completed, to critically evaluate the existing body of disclosures against the framework.

Finally, difficulties experienced by investors and analysts in understanding information in financial statements can be caused by accounting standards that are poorly designed. Poorly designed standards, when applied, may not produce information about complex transactions that is transparent and understandable and may have the perceived effect of making the financial statements complex. Poorly designed standards often result from the inclusion of rules-based requirements and from the inclusion of requirements that derive from compromises reached with the standard setters' constituents. When detailed rules are included in accounting standards it is typically because of concerns about less prescriptive requirements (also known as "principles") being abused by the preparers of financial statements.

Ironically, those seeking to engage in opportunistic behaviour find rules-based standards an easier target than principle-based standards, as seen in the US. Requirements that reflect compromises emanate from a desire to reach an outcome that might not be the ideal approach the standard setter is seeking, but will result in an improvement in financial reporting that is broadly supported by constituents. IFRS are not free of rules-based requirements, nor are they free of requirements driven by compromises. Some of them were already in the standards the IASB inherited from its predecessor. Many of those standards have been improved since the IASB's inception in 2001. However, some deficiencies remain and cause financial reporting complexity, particularly in the case of IFRS that contain financial reporting options. The IASB should continue to improve those standards. Since its inception, the IASB has endeavoured to design IFRS using a principle-based approach and it has sought to minimise the negative impact of compromise-driven outcomes. However, its convergence program with the US Financial Accounting Standards Board (FASB) threatens to undermine its attempts to do so because of the FASB's tendency to support more rather than less rules, and because of the inevitable compromises that result from two independent standards setters endeavouring to reach converged solutions. In the interests of more transparent and understandable IFRS financial statements, the IASB should endeavour to resist this threat to the design of its standards. Specifically, the IASB should discontinue its convergence project with the FASB as soon as possible.

ISSUE 4: ARE IFRS FINANCIAL STATEMENTS DISPENSING THE EXPECTED BENEFITS?

As noted at the beginning of this paper, a range of benefits were anticipated by countries and companies that adopted IFRS in place of their national accounting standards. IFRS financial statements have now been issued by companies in a number of countries for years and provide a rich database for academics and others to address the issue of the benefits that have arisen from the use of IFRS. Evidence of the benefits of IFRS adoption presently exists in two forms: anecdotal evidence from those directly involved in the preparation, audit, regulation and use of IFRS financial statements; and research undertaken by academics. Evidence to date appears to provide general support for the notion that adoption of IFRS has produced improvements in comparability, understand ability and transparency of financial information. In addition, studies by academics

provide evidence that IFRS have improved capital market efficiency and promoted cross border investment.⁷ However, the evidence so far is mixed and appears to be impacted by the presence or absence of effective enforcement.

CONCLUSION

This paper has sought to defend the usefulness of IFRS financial statements. They are both used by investors and are useful to investors. However, that does not mean they are perfect. As with most things, they have evolved and improved with the passage of time, as perceived areas of weakness have been addressed, as knowledge has been acquired and as experience in using them has been obtained. Further improvements can and should be made. The IASB has identified a number of areas for improvement, some of which have been identified in this paper. Investors and analysts too have identified areas where IFRS financial statements can be value-added. It is emboldening to authenticate an increasingly active investment community in their interaction with the IASB and their identification of areas for improvement in IFRS. Historically, accounting standard setters, including the IASB, have struggled to achieve ongoing and meaningful interaction with investors and analysts. This is somewhat ironic since investors (and creditors) are the primary target of IFRS financial statements. If IFRS financial statements are to endure to be useful to investors, a close working relationship between the IASB and the investment community needs to be maintained. In this regard, we applaud contemporary ASB initiatives designed to foster a close and effective relationship with investors and analysts, including Board member and staff resources' dedication to ongoing liaison with investors and analysts and the establishment of the Capital Markets Advisory Committee, a dedicated user group that meets regularly with the IASB.

REFERENCES

1. Albu, N., & Albu, C. (2012). IFRS in an emerging economy: Lessons from Romania. *Australian Accounting Review*.
2. Ball, R., A. Robin, and J. Wu. (2003). Incentives versus standards: properties of accounting income in four East Asian countries and implications for the acceptance of IAS. *Journal of Accounting and Economics*, 36, 235-270.
3. Ball, R., & Brown, P. (1968). An empirical evaluation of accounting income numbers. *Journal of Accounting Research*, 6(2), 159.
4. Bayerlein, L., & Farooque, O. (2012). Influence of a mandatory IFRS adoption on accounting practice: Evidence from Australia, Hong Kong and the United Kingdom. *Asian Review of Accounting*, 20(2), 93-118.
5. Beuselinck, C., Joos, P., Khurana, I., & Meulen, S. v. (2010). Mandatory adoption of IFRS and analysts' forecasts information properties. SSRN eLibrary.
6. Byard, D., Li, Y., & Yu, Y. (2011). The Effect of Mandatory IFRS Adoption on Financial Analysts' Information Environment. *Journal of Accounting Research*, 49(1), 69-96.
7. Chen, C., Ding, Y., & Xu, B. (2011). Convergence of accounting standards and foreign direct investment. Working paper, City University of Hong Kong and China Europe International Business School.
8. Cheong, C. S., Kim, S., & Zurbrugg, R. (2010). The impact of IFRS on financial analysts' forecast accuracy in the Asia-Pacific region: The case of Australia, Hong Kong and New Zealand. *Pacific Accounting Review*, 22(2), 124-146.
9. Cox, J., & Greene, E. (2007-08). Financial regulation in a global market place: Report of the Duke global capital market roundtable. *Duke Journal of Comparative and International Law*, 18, 239-252.
10. Daske, H., Hail, L., Leuz, C., & Verdi, R. S. (2008). Mandatory IFRS reporting around the world: Early evidence on the economic consequences. *Journal of Accounting Research*, Vol. 46, No. 5, pp. 1085-1142, 2008.
11. DeFond, M., Hu, X., Hung, M., & Li, S. (2011). The impact of mandatory IFRS adoption on foreign mutual fund ownership: The role of comparability. *Journal of Accounting and Economics*, 51(3), 240-258.
12. Gjerde, O., Knivsflå, K. H., & Sættem, F. (2008). The value-relevance of adopting IFRS: Evidence from 145 NGAAP restatements. SSRN eLibrary.
13. Gordon, L. A., Loeb, M. P., & Zhu, W. (2012). The impact of IFRS adoption on foreign direct investment. *Journal of Accounting and Public Policy*, 31(4), 374-398.

-
14. Horton, J., Serafeim, G., & Serafeim, I. (2012). Does mandatory ifrs adoption improve the information environment? *Contemporary Accounting Research*, Jones, S., & Higgins, A. D. (2006). Australia's switch to International Financial Reporting Standards: A perspective from account preparers. *Accounting and Finance*, 46(4), 629-652.
 15. Kadri, M. H., & Zulkifli, M. (2008). Relationship between market value and book value of Malaysian firms under pre and post FRS. SSRN eLibrary.
 16. Kvaal, E., & Nobes, C. (2011). IFRS Policy Changes and the Continuation of National Patterns of IFRS Practice. *European Accounting Review*, 21(2), 343-371.
 17. Lee, G., & Fargher, N. (2010). Did the adoption of IFRS encourage cross-border investment?. Working paper, Australian National University.
 18. Leuz, C., Nanda, D., & Wysocki, P. (2003). Earnings management and institutional factors: An international comparison. *Journal of Financial Economics*, 69(3), 505-527.
 19. Ramanna, K., & Sletten, E. (2009). Why do countries adopt International Financial Reporting Standards? SSRN eLibrary.
 20. Ramanna, K., & Sletten, E. (2011). Network effects in countries adoption of IFRS. SSRN eLibrary.
 21. Rezaee, Z., Smith, L. M., & Szendi, J. Z. (2010). Convergence in accounting standards: Insights from academicians and practitioners. *Advances in Accounting*, 26(1), 142-154.
 22. Zéghal, D., Chtourou, S., & Sellami, Y. M. (2011). An analysis of the effect of mandatory adoption of IAS/IFRS on earnings management. *Journal of International Accounting, Auditing and Taxation*, 20(2), 61-72.

IMPACT OF NEW DIRECT TAX CODE (DTC) ON SELECED ASSESSEES FOR SHORT TERM AND LONG TERM

Taralkumar Pinakinbhai Bhatt¹ and Dr. Himanshu N. Sanghavi²

Research Scholar¹, Rai University, Saroda, Ahmedabad

Assistant Professor², C. Z. Patel College of Business & Management, VallabhVidhyanagar

ABSTRCT

The New Direct Tax Code (DTC) which was said to be introduced for the replacing the five decade old Income tax Act, 1961. It has the objective to make the Indian tax structure simple. The Income Tax Act 1961 has become very complicated and virtually unintelligible to the common man by virtue of a complex structure, numerous amendments, frequent policy changes and a multitude of judgments that gave varying interpretations to already undecipherable provisions. This complexity has not only increased the cost of compliance for the average tax payer, but also made it costly for the administration to collect tax. For the replacement of Income Tax 1961, the new Direct Tax Code which is completely new gives moderate relief to tax payers, reduce unnecessary exemptions and improve compliance for improving collections. The tax payers themselves can compute and file Income Tax Returns without the help of tax consultant.

Keywords: direct tax code, Unintelligible, Undecipherable provisions, complexity.

INTRODUCTION

Brief History of DTC

The Income Tax Act was passed in 1961 and has been amended every year through the Finance Acts. A lot of things have changed since then. No doubt, many things have been implemented by modifying the IT Act from time to time. Thus, the IT Act today is very difficult to understand, and has resulted in many disputes. Of late, Income Tax department of India has put the new proposal for direct tax in front of Government of India, which will replace the five-decade old Income-Tax Act. It is known as Direct Tax Code (DTC). The aim of New Direct Tax Code (DTC) is to make the current tax structure in India simple and easy to understand. However, with the introduction of the new direct tax code, the tax rates will not be part of the budget presented to Parliament every year. The new code will completely overhaul the existing tax proposals for not only Assessee (a person by whom income tax or any other sum of money is payable under the Act), but also corporate houses and foreign residents. It has been drawn with inspiration from the prevailing tax legislation in US, Canada and UK. It is a topic of interest and a matter of concern for every taxpayer in India. India wants to modernize its direct tax laws, mainly its income tax act which is now nearly 50 years old. The government needs a modern tax code in step with the needs of an economy which is now the third largest in Asia. The new tax code is expected to widen the tax base, end unnecessary exemptions, moderate tax rates and add to the government's coffers. The direct tax code seeks to consolidate and amend the law relating to all direct taxes so as to establish an economically efficient, effective and equitable direct tax system which will facilitate voluntary compliance and help increase the tax-GDP ratio. Another objective is to reduce the scope for disputes, minimize litigation and formulate the strategy relates to checking of erosion of the tax base through tax evasion and to provide stability.

REVIEW OF LITERATURE

Raj (1990): studied the role of tax structure in the Indian economy, growth rate and rate structure of personal income tax. The study also examined the tax administration. The period opted for the study was 1951-'52 to 1988 -'89. The study concluded that rationalization of tax structure is must to promote the objectives of economic growth, equity and built in revenue raising capacity of personal taxation and other direct taxes. It was also suggested to make tax law simpler.

Richard. M. Bird (1992) studied the impact of tax Policy in the economic development of developing nations and stated that in order to stimulate economic development and to improve the social conditions of their citizens, developing countries cannot rely on investments and aid from abroad, but must secure their own financial resources through taxes.

Shome (2000) suggested that in the case of personal income tax, tax incentives for savings should be given in the form of tax credit. Incentives under Section 80L should be removed and those under Section 10 should be streamlined. The investment ceiling for the tax credit under Section 88 should be appropriately raised.

M. GovindaRao (2005): analysed the Indian tax system involving its structure as well as operations. It was identified that the reforms in Indian tax system in some aspects are unique. Unlike most developing countries which were guided in their tax reforms by multilateral agencies, Indian tax system have borne the domestic

brand largely in response to changes in the development strategy overtime while keeping in tune with the institutional arrangements in the country. The tax reform systems in India were broadly in conformity with international trends and advice proffered by the expert groups and was in tune with international best practices.

Sindhu.K (2007): analysed the stock market developments and the changes in the behaviour of retail investors. The study revealed that the first investments made by the young people, generally take the form of bank deposits and life insurance policies which need no prior understanding. People often refrain from investments in stock market since proper learning is necessary for successful stock market investing. It was suggested that suitable educational programme for investors are essential and such programmes should be conducted during the period of their education so as to attract investors to stock market at an early stage.

RiaSinha (2010): observed that tax systems around the world have undergone significant reforms in the last twenty years due to the varying ideologies and levels of development. In the study 'An International Comparison of Tax Regimes', she tries to evaluate the existing tax structure in India in comparison to some of the developed as well as developing countries. The countries which were opted for the study are Malaysia, Mexico, South Korea, Japan, China, USA, UK and Canada. The time period covered in the study was for 2000-2008 period. The extent of government expenditure financed by taxes was comparatively low in India as compared to the developed countries of Canada, UK, USA and Japan. It stressed the need to increase significantly the tax - GDP ratio for adequate resource mobilization. It was examined that India had already adopted moderate rates and graduated slabs in personal income tax and corporate tax. The study concluded that at present there may be no strong rationale for further reduction in the existing tax rate.

OBJECTIVES OF THE STUDY

2. To measure the long term impact of DTC on selected assesses of central Gujarat.
3. To analyse the short term impact of DTC on selected assesses of central Gujarat.

RESEARCH METHODOLOGY

Research will helpful for short term and long term impact of New Direct Tax Code (DTC) on selected assesses in central Gujarat. The said research work is descriptive in nature and based on secondary data only. Purposive sample method has been used for the study.

For this purpose secondary information has been collected from published literature such as reference books, national and international journals, newspapers, magazines internet etc. The said research work is descriptive in nature and based on secondary data only. Purposive sample method has been used for the study.

PERCEPTION OF RESPONDENTS FOR NEW DIRECT TAX CODE

Age wise over all perception on New Direct Tax Code

Age		Avg. Perception			Total
		Neutral	Agree	Strongly Agree	
Up to 30 Years	Count	7	18	2	27
	% within Age	25.9%	66.7%	7.4%	100.0%
31 to 40	Count	39	87	18	144
	% within Age	27.1%	60.4%	12.5%	100.0%
41 to 50	Count	16	88	11	115
	% within Age	13.9%	76.5%	9.6%	100.0%
51 and More	Count	14	86	11	111
	% within Age	12.6%	77.5%	9.9%	100.0%
Total	Count	76	279	42	397
	% within Age	19.1%	70.3%	10.6%	100.0%

(Table 1 Compiled from the questionnaire)

Interpretation: We can observe from the above table 1 that the perception of the New Direct Tax Code is not negative in case of all age group as the least score is neutral. From the table we can observe that Age group from 51 and more years are very positive about New Direct Tax Code compare to other age group. It means young prefer more this New Direct Tax Code. Rest of the respondents there is not such difference found as per Age group.

Gender wise over all perception on New Direct Tax Code

Gender		Avg. Perception			Total
		Neutral	Agree	Strongly Agree	
Male	Count	53	223	39	315
	% within Gender	16.8%	70.8%	12.4%	100.0%
Female	Count	23	56	3	82
	% within Gender	28.0%	68.3%	3.7%	100.0%
Total	Count	76	279	42	397
	% within Gender	19.1%	70.3%	10.6%	100.0%

(Table 2 Compiled from the questionnaire)

Interpretation: We can depict from the above table 2 that the perception of the New Direct Tax Code is positive in case of gender group as the least score is neutral. From the table we can observe that the Male are very positive about New Direct Tax Code compare to Female. It means Male prefer more this New Direct Tax Code.

Education wise over all perception on New Direct Tax Code

Education		Avg. Perception			Total
		Neutral	Agree	Strongly Agree	
Below Graduation	Count	8	38	7	53
	% within Education	15.1%	71.7%	13.2%	100.0%
Graduation	Count	21	89	16	126
	% within Education	16.7%	70.6%	12.7%	100.0%
Post-Graduation	Count	45	140	16	201
	% within Education	22.4%	69.7%	8.0%	100.0%
Professional	Count	2	11	3	16
	% within Education	12.5%	68.8%	18.8%	100.0%
Others	Count	0	1	0	1
	% within Education	0.0%	100.0%	0.0%	100.0%
Total	Count	76	279	42	397
	% within Education	19.1%	70.3%	10.6%	100.0%

(Table 3 Compiled from the questionnaire)

Interpretation: We can observe from the above table 3 that the perception of the New Direct Tax Code is not negative in case of all Education group as the least score is neutral.. From the table we can depict that Below Graduation are very positive about New Direct Tax Code compare to other Education group. It means young prefer more this New Direct Tax Code. Rest of the respondents there is not such difference found as per Education group.

Profession wise over all perception on New Direct Tax Code

Profession		Avg. Perception			Total
		Neutral	Agree	Strongly Agree	
Service	Count	29	83	15	127
	% within Profession	22.8%	65.4%	11.8%	100.0%
Doctor	Count	18	49	2	69
	% within Profession	26.1%	71.0%	2.9%	100.0%
IT Professional	Count	1	6	1	8
	% within Profession	12.5%	75.0%	12.5%	100.0%
Pensioner	Count	1	16	3	20
	% within Profession	5.0%	80.0%	15.0%	100.0%
Engineer	Count	5	8	4	17
	% within Profession	29.4%	47.1%	23.5%	100.0%

Academician	Count	5	13	1	19
	% within Profession	26.3%	68.4%	5.3%	100.0%
CA	Count	1	2	0	3
	% within Profession	33.3%	66.7%	0.0%	100.0%
Businessman	Count	12	70	10	92
	% within Profession	13.0%	76.1%	10.9%	100.0%
Lawyers	Count	4	25	5	34
	% within Profession	11.8%	73.5%	14.7%	100.0%
Others	Count	0	7	1	8
	% within Profession	0.0%	87.5%	12.5%	100.0%
Total	Count	76	279	42	397
	% within Profession	19.1%	70.3%	10.6%	100.0%

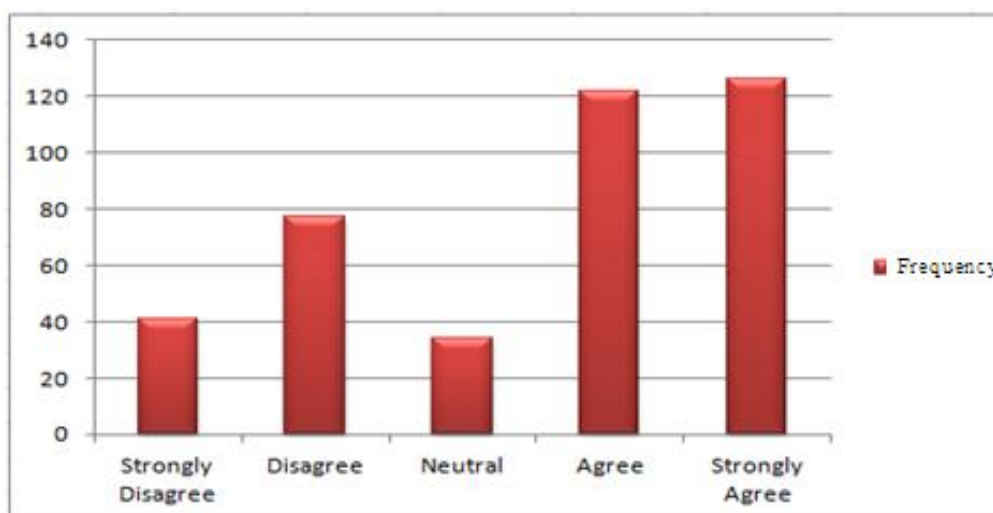
(Table 4 Compiled from the questionnaire)

Interpretation: We can depict from the above table 4 that the perception of the New Direct Tax Code is very positives in case of profession group as the least score is neutral. From the table we can observe that lawyers and other profession group are very positive about New Direct Tax Code compare to other profession group. It means lawyers and other profession group prefer more this New Direct Tax Code. Rest of the respondents there is not such difference found as per profession group.

New Direct Tax Code will affect to you for short-term

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	41	10.3	10.3	10.3
Disagree	77	19.3	19.3	29.5
Neutral	34	8.5	8.5	38.0
Agree	122	30.5	30.5	68.5
Strongly Agree	126	31.5	31.5	100.0
Total	400	100.0	100.0	

(Table 5 Compiled from the questionnaire)

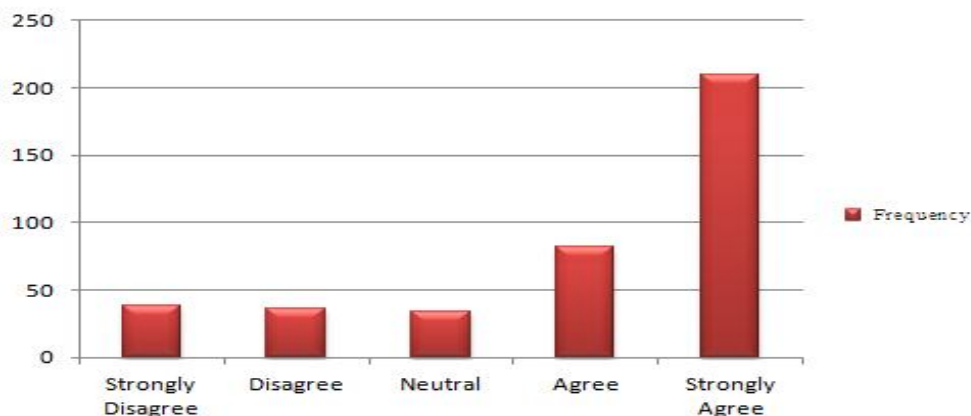


Interpretation: Above Table 5 indicate agreement of respondent regarding New Direct Tax Code short term affect. We can observe clearly that Tax Payers are very much believed that it will affect for short term to them. Approximately 62% of respondents are either agree or strongly agree for the statement of short term affect. Only 30% of respondents believe that it will not short term affect to them. Rests were neutral in their response. It can be concluded that tax payer sees that they will short term affect by New Direct Tax System.

New Direct Tax Code will affect to you for Long-term

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	38	9.5	9.5	9.5
Disagree	36	9.0	9.0	18.5
Neutral	34	8.5	8.5	27.0
Agree	82	20.5	20.5	47.5
Strongly Agree	210	52.5	52.5	100.0
Total	400	100.0	100.0	

(Table 6 Compiled from the questionnaire)



Interpretation: Above Table 6 indicate agreement of respondent regarding New Direct Tax Code long term affect. We can observe clearly that Tax Payers are very much believed that it will affect for long term to them. Approximately 73% of respondents are either agree or strongly agree for the statement of long term affect. Only 18.5% of respondents believes that it will not long term affect to them. Rests were neutral in their response. It can be concluded that tax payer sees that they will long term affect by New Direct Tax Code System.

RELIABILITY

SCALE: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	397	99.3
	Excluded	3	.8
	Total	400	100.0
a. List wise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.652	.621	25

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.532	2.572	4.859	2.287	1.889	.194	25

HYPOTHESIS AND ITS TESTING

1. H_{01} : There is no significant difference in the impact about New Direct Tax Code among group of Individual Assesses as per Education.
2. H_{02} : There is no significant difference in the impact about New Direct Tax Code among selected Individual of selected cities.

ANOVA (As per Education)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.854	4	.214	1.192	.314
Within Groups	70.213	392	.179		
Total	71.068	396			

ANOVA(As per City)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.643	6	.107	.593	.736
Within Groups	70.425	390	.181		
Total	71.068	396			

Above both tables shows that p value is greater than 0.05 means we cannot reject the null hypothesis i.e. there is no significant difference in the impact as per Education and City of Respondents.

FINDINGS

The present research paper is study on the “**Impact of New Direct Tax Code (Dtc) on Selected Assesseees For Short Term and Long Term**”. The analysed information has been summarized findings for the purpose of drawing valid conclusion.

1. The study reflects that Tax Payers are very much believed that New Direct Tax Code will affect for short term to them. Approximately 62% of respondents are either agree or strongly agree for the statement of short term affect. Only 30% of respondents believe that it will not short term affect to them. Rests were neutral in their response. It can be point out that tax payer sees that they will short term affect by New Direct Tax System.
2. The study reveals clearly that Tax Payers are very much believed that New Direct Tax Code will affect for long term to them. Approximately 73% of respondents are either agree or strongly agree for the statement of long term affect. Only 18.5% of respondents believes that it will not long term affect to them. Rests were neutral in their response. It can be said that tax payer sees that they will long term affect by New Direct Tax Code System.
3. The study concluded that the majority of assesses believe New Direct Tax Code System will affect very much for short term to assesses in Central Gujarat.
4. From the study it is clear that the majority of assesses believe New Direct Tax Code System will also affect very much for long term to assesses.
5. Statistical hypothesis testing indicates that there is no significant difference in the impact as per Education and City of Respondents.

LIMITATIONS OF THE STUDIES

1. The study is based only on assesses of a Central Gujarat
2. The data are collected from only 400 assesses of Central Gujarat
3. Individual assesses point of view may be different for DTC
4. Only individual assesses are considered for the study. HUF, firm, co-operative society Company assesses are not considered
5. The study is for limited period only perception may change as time passes

REFERENCES

1. “Crack the Code: A Survey on Direct Tax Code”, Energy Buzz, Vol. 1, Issue 8.3, August, 14, 2009.
2. Mittal P, “Direct Taxes Code Income of Foreign Companies”, Taxman’s Corporate Professionals Today, Volume 20, April 1-15, 2011
3. “Suggestions on the Direct Taxes Code Bill, 2009” The Institute of Chartered Accountants of India, New Delhi, 2009
4. NavinWadhwa, “Direct Taxes Code Simplified – Concise and Simplified Guide to DTC”, Taxman Publication, New Delhi, 2010
5. India Logistics Outlook 2009

6. Income-Tax. Taxman Publications.Retrieved on 2007-01-24
7. Navjot Dhingra - Tax Reforms and Administration- Deep & Deep Publications Pvt. Ltd. New Delhi-110027, 2005
8. Treasury Department, "Tax Relief Kit," March 2008.
9. Congressional Budget Office, "Historical Effective Federal Tax Rates, 1979-2003," December 2005. Unless otherwise noted, all the CBO data mentioned in this analysis come from this report.
- 10.Bird, R.M "Sub national Taxation in Large Emerging Countries: Principles and Practices," Report prepared for the World Bank, July 2008

INFLUENCE OF EMOTIONAL LABOUR ON JOB SATISFACTION AMONG NURSES: A STRUCTURAL EQUATION MODELLING APPROACH

Dr. Sandeep Kaur

Assistant Professor, Guru Nanak Institute of Management and Technology, Jalandhar

ABSTRACT

Background: With globalization, world has become so competitive that every organization is cracking the hard nut to obtain the reward from this. Service sector has been working on the mantra that customer is the king.

Purpose: The objective of this study is to find out the influence of emotional labour on job satisfaction among nurses in selected hospitals of Punjab. The data was collected from 592 nurses through simple random sampling.

Methods: Dutch Questionnaire on Emotional Labor (D-QEL) developed and validated by Nearing et al (2005) and job satisfaction tool by Anand and Tripathi (2012) were used to collect the data. Descriptive statistics was applied to check the level of emotional labour and job satisfaction; Structural equation modeling was applied to find out the influence of emotional labour on job satisfaction.

Conclusions: There was a significant influence of emotional labour on job satisfaction of the employees in selected hospitals of Punjab. Emotional labour was negatively related with job satisfaction. Out of various dimensions of emotional labour: surface acting and deep acting had emerged as major cause of job satisfaction

Keywords: Emotional labour, hospitals, job satisfaction and nurses

INTRODUCTION

In the present world, human resource management is playing the important role in the progress of the organizations. Human resources are the most precious asset for these organizations as they have the capacity to rule the world. The most important feature of the human beings which separates them from the other living creatures is their ability to have rational thinking and emotions. With globalization, world has become so competitive that every organization is cracking a hard nut to obtain the reward from this. Service sector has been working on the mantra that, customer is the king. They are increasing the interactions between the employees and customer, so in this way these interactions have made the emotions of the employees a part or even in some of the service sectors the most important aspect. The effort shown while the employees serve to regulate their emotions consciously is defined as “emotional labour”, and the job done is defined as “emotional labour job”.

Organisations demand the display of the required emotions of the job always and under all conditions of their employees. This situation might affect the employees in a negative way. The long working hours and the display of emotions lead to conflict in the family when the work interferes in their family life. Researchers had discovered that employees, who had emotional labour in their profession in the organizations, had recognized burnout as the major negative aspect of emotional labour. Burnout emerged as a result of the stress experienced with the condition of being insufficient in meeting the requirements. Therefore, this empirical study is conducted to find the influence of emotional labour on job satisfaction.

CONCEPTUAL FRAMEWORK

The famous sociologist Arlie Hochschild introduced the concept of the emotional labour in his book “The Managed Heart”. In this book, he talked about jobs where emotional labour is critically required. ‘Emotional labour’ is a concept which has been used in describing emotion as part of work. Emotional labour is the control of the behavior to display the appropriate emotions.” **Hochschild (1993)**. This definition means that a person conceals or suppresses his/her certain emotions so as to adhere to the social norms. Emotional labour is not only confined to the workplace, but it is also present in everyday life. **James (1993)** found that, there were many similarities as well as differences between emotional and physical labour. These two types of jobs required special kind of skills. These skilled jobs were hard in nature and these jobs required experience and were affected by immediate conditions, external controls and subject to divisions of labour. **Morris and Feldman (1996)** defined that emotional labor was the effort, planning and control needed to express organizationally desired emotions during interpersonal transaction. There were mainly four dimensions of emotional labour. These could be frequency of interactions, attentiveness which include intensity of emotions and duration of interaction, variety of emotions required and emotional dissonance. Emotional labour could be considered as the process of regulating both feelings and expression for the organizational goals as suggested by **Grandy (2000)**. Emotional labour could be regarded as a stressful job as **Larson (2008)** found that female community

college professors performed emotional labour. Female teachers spent more time nurturing and caring for their students by listening empathetically to their problems. Their effort was overlooked and was not seen as a work. Moreover, female workers were not compensated for their valuable emotional labour. Emotional labour can be considered as a complex process since it involved emotional, mental and psychological qualities. Emotional labour is a face-to-face activity, so while performing emotional labour one has to take care the feelings of the others and mould their emotions according to their own requirements. Emotional labour comprises of two types of acting i.e. surface acting and deep acting. Surface Acting involves "painting on" affective displays, or faking. In surface acting, an employee presents his or her emotions without actually feeling them. Surface acting involves stimulating emotions that are not actually felt. Surface acting means manipulating of emotions which is accomplished by careful presentation of verbal and nonverbal cues, such as facial expression, gestures and voice tone. Deep acting refers to two different emotional actions. In first emotional action, it is to exhibit the actual emotions that one can feel. The second emotional action method allows past emotional experiences to encourage real emotion that one may not have felt otherwise. **Kumar and Singh (2010)** found that emotional labor through dissonance created by surface acting and/or the effort required for deep acting, created a stressor for service sector employees that might negatively impact psychological, behavioral and physical well-being.

There are many professions and jobs that call for the employees to rely on emotional labor. They are doctors, nurses and hospital staff, waitresses and hospitality professionals, counselors and therapists, psychologists, actors, receptionists and air-hostesses. **Hwa et al. (2010)** had elucidated the importance of emotional labour in hotel industry. They discussed the concept, consequences and importance of emotional labour for organisations. **Gupta and Mishra (2011)** suggested that services involving direct interactions with customers required employees to manage their emotions during service encounters. Emotional labour had been posing as the management of emotional displays at work.

JOB SATISFACTION

Taylor (1911), the father of scientific management, argued that man is motivated by money alone. He emphasized that workers can be satisfied with work if they get higher economic benefit from their job. **Hoppock (1935)** has brought the term job satisfaction first to limelight in public. He defined job satisfaction as a combination of psychological, physiological and environmental circumstances that cause a person to say that, 'I am satisfied with my job'. "Job satisfaction as a reintegration of effects produced by the individual's perception of fulfillment of his needs in relation to his work and situations surrounding it" **Sinha (1974)** Job satisfaction could be considered significant as it was dependent on person's attitude and beliefs. This might affect his or her behavior. If a person was dissatisfied with their work, this could lead to dissatisfaction in other areas of their life. One could check the effect of job satisfaction in employee performance, employee absenteeism and employee turnover. To improve the job satisfaction, job design should be adopted. Job design is the process by which the characteristics and qualities of jobs are designed and created. Job design includes Job enlargement, Job enrichment, Job rotation, Job re-engineering and Job simplification. **Sowmya and Panchanatham (2011)** studied job satisfaction of employees in select private sector and select public sector banks. Factor analysis was used to reduce the five factors: pay and promotion, Organization aspects, Supervisor behavior, Job and working condition, coworker's behavior. It was found that these factors affects job satisfaction and if less job satisfaction is not cared for, then it would automatically lead to job dissatisfaction and therefore it would lead to negligent behavior and turnover of employees. **Kaur et al. (2004)** found that many doctors were dissatisfied with their jobs. This dissatisfaction was due to long working hours and overworks. This dissatisfaction could affect patient care and it could also reduce quality in care. **Madaan (2008)** identified the demographic determinants and area of job dissatisfaction in the job of a doctor. These reasons could serve as potent satisfiers and dissatisfies. Results indicated that nearly 2/3rd of the responding doctors were happy with their jobs, but would appreciate a raise in salary and the availability of greater opportunity to grow for a more fulfilling professional life. Doctors derived satisfaction from their work, but were not very happy with their work environment.

EMOTIONAL LABOUR AND JOB SATISFACTION

Many researchers have confirmed that emotional labour and job satisfaction has a negative correlation. The employees who are engaged in the emotional labour have job dissatisfaction from those who are not doing the emotional labour. Surface acting is negatively correlated with the job satisfaction while as deep acting is positively correlated with the job satisfaction. **Wharton (1993)** found that job satisfaction could be enhanced by emotional labour. The interaction of emotional labour with other work conditions such as job autonomy, job involvement, self-monitoring, and organizational identification had complicated the relationship between emotional labour and job outcomes. **Pugliesi (1999)** found an independent effect of job conditions and emotional labour on job strain, job satisfaction and psychological distress. **Dick (2011)** tried to identify the most

frequent method of performing emotional labour by mental health workers when interacting with patients; and consequences were burnout and job satisfaction associated with performing emotional labour. **Saiden (2010)** conducted research on 168 employees working at an outbound call centre in a retail organisations in the Western Cape. The results indicated that there was a significant relationship between emotional labour and intention to leave the organisations. All the relationships indicated that higher levels of stress, higher levels of burnout and higher levels of emotional labour had led to job dissatisfaction.

NEED AND IMPORTANCE OF THE STUDY

Increased incidence/detection of diseases like cancer, Hepatitis A, B, C, AIDS, brain hemorrhage, strokes etc. requires nurses to go through the process of emotional labour leading to emotional exhaustion and further to conflicts at home. This vicious circle starts developing the burnout syndrome which further leads to job dissatisfaction. This paper assesses influence of emotional labour on job satisfaction among nurses.

OBJECTIVES OF THE STUDY

The main objectives of the present study are as follows:

1. To study the relationship between emotional labour and job satisfaction among nurses of selected hospitals of Punjab.
2. To study the association between demographic variables i.e. age, marital status, gender and years of experience with emotional labour and job satisfaction among nurses of selected hospitals of Punjab.
3. To find out the influence of emotional labour on job satisfaction among nurses in selected hospitals of Punjab.

HYPOTHESES OF THE STUDY

- H₁:** There is a significant relation between dimensions of emotional labour and job satisfaction among nurses in selected hospitals of Punjab.
- H_{2.1}:** There is a significant association of age with emotional labour and job satisfaction among nurses in selected hospitals of Punjab.
- H_{2.2}:** There is a significant association of marital status with emotional labour and job satisfaction among nurses of selected hospitals of Punjab.
- H_{2.3}:** There is a significant association of gender with emotional labour and job satisfaction among nurses of selected hospitals of Punjab.
- H_{2.4}:** There is a significant association of years of experience with emotional labour and job satisfaction among in selected hospitals of Punjab.
- H₃:** There is a significant influence of emotional labour on job satisfaction among nurses of selected hospitals of Punjab.

RESEARCH METHODOLOGY

Total population for this study comprises 592 nurses from six public and six private hospitals having bed capacity of 100 or more. A data set of 592 of nurses has been selected using stratified random sampling of population 1193 total employees. Secondary data (particulars of the hospital) was collected from books, magazines, journals, periodicals and libraries.

Independent variable: Emotional labour (El) comprises four dimensions; surface acting (SAEL), deep acting (DAEL), emotional consonance (ECEL) and suppression (SUEL). *Dependent variable* – Job satisfaction (JS) comprises five dimensions personal (P), working conditions (WC), social status (SS), administration (A) and monetary benefits (MB). The questionnaire consists of two sections; **Section-A:** demographic details as: name of the hospital, age, gender, marital status, designation, years of experience, type of the hospital. **Section-B:** Data on emotional labour and burnout status obtained from respective questionnaire. The Dutch Questionnaire on emotional labor (D-QEL) developed and validated by **Nearing et al. (2005)**. The multidimensional scale consisting subscales surface acting, deep acting, emotional consonance and suppression was used. Responses were noted on five point Likert scale. The reliability of the scale was 0.663. Job satisfaction assessment method developed by Ananad and Tripti (2012) was used for quantization of personal, working conditions, social status, administration and monetary benefits. Sixty job satisfaction related items were asked on Likert scale. The reliability of burnout scale was found to be 0.887. Descriptive statistics, correlation and regression analysis was done on SPSS 17.0 version.

RESULTS AND DISCUSSION

Data on emotional labour is 592x5 matrix (5 variants (columns) 592 observations (rows)). Similarly the burnout is 592x5 matrix. Theses multivariate data are summarized by locating (mean and standard deviation) parameters and correlation matrices. Descriptive statistics are given in Table 1.

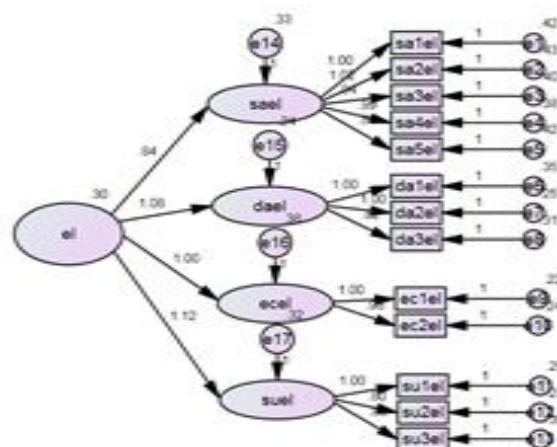
Table 1: Means, standard deviations and inter-correlations of variables

	Mean	S.D	SA	DA	EC	S	P	WC	SS	A	MB	EL	JS
SA	2.764	.7553	1										
DA	3.037	.7865	.405	1									
EC	3.338	.8811	.395	.408	1								
S	3.056	.8115	.364	.492	.408	1							
P	3.246	.7019	-.315	-.199	-.094*	-.181	1						
W	3.214	.5572	-.355	-.225	-.116	-.177	.778	1					
SS	3.218	.5703	-.324	-.170	-.102*	-.174	.741	.735	1				
A	3.180	.4907	-.391	-.327	-.230	-.301	.623	.660	.609	1			
M	3.116	.4809	-.342	-.330	-.187	-.204	.604	.622	.580	.578	1		
EL	3.094	.6047	.710	.705	.757	.758	-.256	-.285	-.252	-.413	-.371	1	
JS	3.203	.4804	-.401	-.285	-.164	-.250	.899	.896	.868	.802	.781	-.361	1

Table 1 represents mean score, standard deviations and inter-correlations between emotional labour, four strain outcomes (surface acting, deep acting, emotional consonance, suppression) and job satisfaction (personal, working conditions, social status, administration and monetary benefits). The level of emotional labour and job satisfaction were on the higher level but surface acting were on the moderate level. Significant negative correlation was observed between the dimensions of emotional labour and job satisfaction. The findings of correlation were in line with **Psilopanagioti et al. (2012)**. There was a high negative correlation between surface acting and job satisfaction ($r = -0.401$, $p < .001$). There was a moderate negative correlation between other dimensions of emotional labour and dimensions of job satisfaction which was in accordance with findings of Puglisi (1999). He found that emotional labor increased perceptions of job stress, decreased satisfaction and also increased distress. Self-focused emotional management had the most pervasive and detrimental impacts. There was little evidence of interaction effects of work conditions and emotional labor.

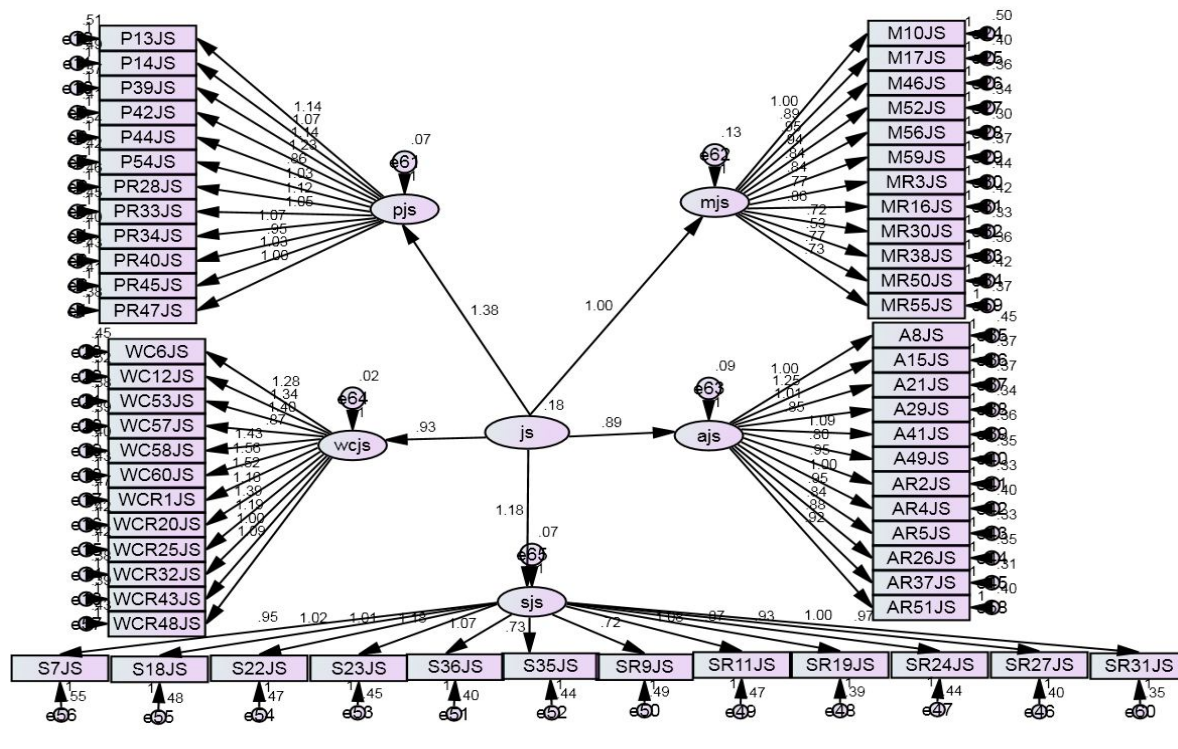
Structural equation modeling (SEM) technique was applied To examine the influence of emotional labour on burnout. Measurement model for emotional labour and job satisfaction were evaluated separately. Next step e.g. design of CFA (Confirmatory Factor Analysis) model was carried out. Theses models are shown in Fig 1 for EL and Fig. 2 for job satisfaction (JS).

Figure 1: Hypothesized CFA Model for Emotional labour



In the above figure, rectangular icon draws observed (measures) variables. Oval Icon draws unobserved (latent, unmeasured) variables Indicator Icon draws a latent variable or adds an indicator variable, Path Icon draws a regression path, Covariance Icon: draws covariances and Error Icon adds an error/uniqueness variable to an existing observed variable

Figure 1: Hypothesized CFA Model for Job satisfaction



Critical ratio of standardized regression weight of each variable had been checked for significance at the present confidence level. Test statistic computed by AMOS (Analysis of Moment Structure) software was used to evaluate goodness of fit of the model. The criteria for judging to the goodness of fit based on this statistic are shown in Table 2. The final stage of statistical analysis was Structural Equation Modelling (SEM), a statistical process that assesses how well the collected sample data fits to the theoretically developed model as shown in Table 2.

Assessing Structural Model Validity for Emotional Labour

SEM was applied to explore the relationship between the unobserved variables within the structural model. The structural model showed the influence of emotional labour i.e. surface acting, deep acting, emotional consonance and suppression on job satisfaction

Goodness of Fit Statistics for the Model

The main values for measurement models were: CMIN (Minimum Discrepancy), CFI (Comparative Fit Index), RAMESA (Root Mean Square Error of Approximation), and HOLETAR (The last goodness-of-fit statistic appearing on the AMOS output is Hoelter's (1983) Critical N (CN) (albeit labeled as Hoelter's .05 and .01 indices)). The values of CMIN should be near to value 3 approximately and value of CFI should be greater than .90 and RAMESA and HOLETAR should be approximately equal to .05.

Table 2: Index Criteria Model

Index	Criteria Values
GFI (Goodness of Fit Index)	0.80 ≤ value < 0.90; acceptable ≥ 0.90 ; good
AGFI (Adjusted Goodness of Fit Index)	
NFI (Normed fit Index)	
CFI (Comparative Fit Index)	0.90 ≤ value < 0.95; acceptable ≥ 0.95 ;
RAMESA(Root Mean Square Error of Approximation)	0.05 < value ≤ 0.08; acceptable ≤ 0.05; good
LO90	
Chi square	Smaller the better
Chi square associated p value	P>=0.05
Chi square\Degree of freedom	≤ 2 ; ≤ 3; ≤ 4

The main values for measurement models were CMIN, CFI, RAMESA, and HOLETAR. The values of CMIN should be near to value 3 approximately and value of CFI should be greater than .90 and RAMESA and HOLETAR should be approximately equal to .05.

MEASUREMENT MODEL FOR EMOTIONAL LABOUR

Table 3: Model fit Summary for Emotional labour

GFI	AGFI	CMIN/DF	CFI	NFI	RMSEA	LO90
.968	.953	2.097	.981	.965	.043	.033

In the proposed measurement model as shown in Table no.3, CMIN value is 2.097, CFI is .981, RAMESA was .043 and HOLETAR was .05 which satisfied the required criteria for measurement model. This model was best fit. Standardized factor loadings of all the indicator variables were within the range of 0.80

to 0.9 (>0.50). All factor loadings and correlations between measurement error terms were statistically significant at $p \leq 0.05$ as they should be.

GOODNESS OF FIT STATISTICS FOR THE MODEL OF JOB SATISFACTION

Table 4: Model fit Summary for Job satisfaction

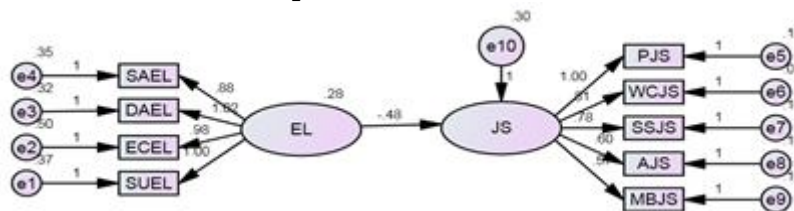
GFI	AGFI	CMIN/DF	CFI	NFI	RMSEA	LO90
.831	.866	1.938	.896	.808	.040	.038

In the above measurement model as shown in Table no. 4, CMIN value is 1.938, CFI is .896, RAMESA was .040 and HOLETAR was .05 which satisfied the required criteria for measurement model. This model was good fit. Standardized factor loadings of all the indicator variables were within the range of 0.625 to 0.941 (>0.50). All factor loadings and correlations between measurement error terms were statistically significant at $p \leq 0.05$, as they should be.

STRUCTURAL EQUATION MODELLING

Structural equation modelling was applied to develop a relationship among independent variable i.e. emotional labour and dependent variable i.e. job satisfaction. The results of AMOS output proved that there was a negative correlation between emotional labour and job satisfaction. The regression coefficient of emotional labour in burnout was 0.74. From the analysis, it was found that all the dimensions of burnout had a positive regression coefficient i.e. which indicated that if the emotional labour increased then burnout also increased. For 1% change in emotional labour there would be -.059 %change in job satisfaction.

Figure 3: Hypothesized full Structural Equation Model for Emotional Labour and Job Satisfaction



In the present figure, rectangular icon draws observed (measures) variables these are dimensions of emotional labour (4) and job satisfaction (JS). Oval Icon draws unobserved (latent, unmeasured) variables e.g. emotional labour and job satisfaction. Indicator Icon draws a latent variable or adds an indicator variable, Path Icon draws a regression path, Covariance Icon: draws co variances and Error Icon adds an error/uniqueness variable to an existing observed variable Figure 3 Diagram of Emotional labour and Job satisfaction

Table 5: Model fit Summary for Emotional labour and Job satisfaction

GFI	AGFI	CMIN/DF	CFI	NFI	RMSEA	LO90
.950	.914	5.00	.958	.949	.082	.069

Table 5 shows the model fit statistics Chi-square value, CFI (.958), GFI(.950), AGFI(.914), NFI(.949), RMSEA(.082), LO 90(.069) and all the values were within the acceptable range except LO90 but still it clearly indicated of the fact that model was a good fit as also desired in the table 2.

Checking the critical ratio of standardized regression weight of each indicator and structural path between variables, demonstrated that all factor loadings of latent constructs and structural paths from both emotional labour to overall job satisfaction were significant at $p < 0.05$. The sign of the standardized path coefficients were all negative which means that they were in the right direction.

Structural equation modelling was applied to develop a relationship among independent variable i.e. emotional labour and dependent variable i.e. job satisfaction. The results of AMOS output proved that there was a negative correlation between emotional labour and job satisfaction. The regression coefficient of emotional labour in job satisfaction was -0.59. From the table 5 listed above, it was found that all the dimensions of job satisfaction had a negative regression coefficient i.e. which indicated that whenever there was increase in emotional labour, then there was a decrease in job satisfaction. For 1% change in emotional labour there would be -0.59% decrease in job satisfaction.

From the analysis, it is clear that emotional labour and one of its dimension i.e. Deep acting had negative influence monetary benefits (-.087). Emotional labour had negative influence on administration (-.131). Emotional labour and its dimensions had a non significant on social status, working conditions and personal. Surface acting, deep acting had negative influence on job satisfaction and its dimensions i.e. monetary benefits, administration, social status, working conditions and personal.

According to the model, emotional labour had been a significant predictor of job satisfaction. For the endogenous variable of overall job satisfaction, results from the SEM showed that emotional labour was negatively and significantly related to job satisfaction, as anticipated by the theory, with standardized regression weights of -0.59. It means that emotional labour had a negative influence on job satisfaction.

From the above analysis, major findings are

- There is a significant influence of emotional labour on job satisfaction among nurses of hospitals.
- Emotional labour was negatively related with job satisfaction.
- Out of various dimensions of emotional labour: surface acting and deep acting had emerged as major cause of job satisfaction

CONCLUSIONS

It was observed that the level of emotional labour was moderate among nurses in hospitals. The scores of job satisfaction were on the higher side.

For the variables emotional labour and job satisfaction, demographic variables had also contributed for these variables. It has been observed from analysis of variance that different age groups of nurses do not differ significantly with respect to their level of emotional labour but age has emerged as a strong predictor of job satisfaction. The higher age groups were more satisfied than lower age groups. **Abushaikh and and Saca-Hazboun (2009)** found that nurses working in the private hospitals of Palestin reported moderate levels of both job satisfactions.

Further, it has been concluded that job satisfaction is high in age group of 41-45 years while married nurses have more satisfaction with their jobs than unmarried nurses, also nurses having experience of 20 and above years have more satisfaction than other experience groups. Thus, findings are in the line with **Kocabiyik and Cakic (2008)**. They found that employees in age group 41-50 years have more job satisfaction than participants of age group 18-30 years as far as job satisfaction has been concerned across different age groups of employees in hospitals.

- Analysis showed that nurses of different marital status do not differ significantly with respect to the level of emotional labour and but job satisfaction was higher among married nurses than unmarried employees.
- Present study found no significant difference in the level of different experience groups but in job satisfaction experience was a strong predictor. **Kinman et al. (2011)** found that length of experience in the teaching role was positively related to emotional labour. Teachers with longer duration of service tend to perform more emotional labour. The results are in line with findings of **Kocabiyik and Cakic (2008)** that the levels of job satisfaction ($p = 0.033$) of the participants who had longer years of experience (20-25 years of experience) in the occupation were higher than of those who had fewer years of experience (3-7 years of experience) in the occupation.

The results are in line with **Toker (2011)** that there were significant relationships ($F=4.827$, $p<0.001$) between job satisfaction and age groups. The effects of marital status and gender were analyzed through t-test. It was found that there were no significant differences for marital status and gender. Men and women had the same level of job satisfaction.

Emotional labour dimensions namely; surface acting, deep acting, emotional consonance and suppression were negatively correlated with the dimensions of job satisfaction i.e. personal, working conditions, social status,

administration and monetary benefits. There were significant differences among age groups, experience, designation but no significant differences between gender and marital status. **Torland (2011)** showed that deep acting had a statistically significant positive effect on job satisfaction of adventure tour leaders ($\beta=.30$, $p=.000<.05$). This means that the more frequently adventure tour leaders applied deep acting as an emotional labour strategy on the job, the more satisfied they were with their job. While surface acting had a negative effect on adventure tour leaders' job satisfaction, as predicted, this impact was not statistically significant ($\beta=.08$, $p=.347>.05$).

➤ Present study revealed that emotional labour was negatively related to job satisfaction. There was a significant negative influence of emotional labour on job satisfaction. Surface acting and deep acting had emerged as significant predictors of job satisfaction. The regression coefficient between emotional labour and job satisfaction were -0.59 . This indicated that when there was 1% change in emotional labour then there was -0.59% change in job satisfaction. The results are better than findings of **Bila (2012)**. In his study, he took job satisfaction as the dependent variable and emotive toil as the independent variable. It was observed that independent variable had explained 0.014 % variance in the dependent variable. **Grandy (2003)** found that deep acting was associated negatively with job satisfaction ($\beta= - 0.21$). Surface acting was related significantly to job satisfaction ($\beta=- 0.37$) which was also shown in present study also.

Tolich (1993) indicated that while some forms of emotional labor could be tiring, they could also be rewarding. It might be that for Greek doctors and nurses repressing negative emotions (e.g. anger and hostility) were perceived as more organizationally normative when compared with the need to surface act. **Seery & Corrigan (2009)** found that surface acting for children/patients ($\beta=- 0.23$, $p< .01$) was associated negatively to job satisfaction. **Satyanarayana and Shanker (2011)** showed that emotional labour was correlated to job satisfaction ($R= .449$). The adjusted R square is .119. This indicates that emotional labour accounted for only 19.9% variance in the dependent variable (job satisfaction). Job satisfaction was affected by several factors other than emotional labour. Further, a large percentage of employees who were emotionally exhausted were still satisfied with their jobs and enthusiastic about it. In present study, it was found that there was a significant difference among designation as far emotional labour is concerned. Nurses had more emotional labour than doctors.

Ghazali et al. (2007) found that overall 56% doctors were not satisfied with the level of their income. It was found that 92% of all the doctors were neither satisfied with the present service structure nor with the career prospects in Pakistan. Further, 78% of the doctors would like to serve abroad. Main factors contributing towards job satisfaction were designation and working environment, whereas service structure turned out to be the source of dissatisfaction. Most of the doctors in all ranks and with different qualifications were not found satisfied with their job due to lack of proper service structure and low salaries.

The present study had contradictory results in comparison to this study as there was high job satisfaction among the medical staff although the public hospital staff complains about the working conditions only. Our study also found that the private hospitals were doing more emotional labour than public hospitals which is supported by comparative study of public and private sector banks by **Kumar et al. (2010)** in which they found that out of 35 executives, 28 (80%) who reported to be more involved in performing emotional labor also reported to have more health problems in comparison to them who were less involved in performing emotional labor. So, it can be concluded that the more emotional labor adversely affects perceived health outcomes. On the other hand, it was also found that the private sector bank executives perform more emotional labor as compared to public sector banks. Among 15 private sector bank executives 13 (87%) reported to perform emotional labor and out of 20 public sector bank executives only 15 (75%) reported to be involved in performing emotional labor.. Therefore, it can also be concluded that private sector executives perform more emotional labor as compared to public sector bank executives.

Sijuwade and White (2011) found that there was a decreased job satisfaction for the older social workers (83.6) than younger ones (85.3). Males had lower job satisfaction (83.0) than the female (86.0). Social workers in private practice had higher (89.0) than those working for an agency/organization (82.0). Job tenure effected job satisfaction in a curvilinear fashion. Social workers who were in present position for two years or less had a mean of 85.8 for those with 3-5 years. Job satisfaction was more in private hospitals, the upper age groups and experienced staff but no job satisfaction differences were found between gender and marital status which was contrary to the findings of **Brotheridge and Grandey (2002)**. They suggested that fulfilling the emotional demands of teaching might boost feelings of competence and satisfaction with achievement. It should be noted, however, that the relationship between emotional labour and personal accomplishment was not robust and the strong negative associations observed with job satisfaction contradicts this argument.

RECOMMENDATIONS AND SUGESSTIONS

To improve the noble profession and to elevate the existing standard up to global standard following suggestion are made.

- The pay of nurses of public hospitals should be revised and indexed in conformity with galloping inflationary trends.
- The working conditions of the public hospital staff should be made compatible with private hospital staff.
- There should be regular and sufficient recruitment of nurses. This will reduce their burden of duty, which will also reduce a patent source of job dissatisfaction.
- The working conditions and hygienic condition should be standardized, especially of public hospitals.
- Nurses should be facilitated by posting then at their native station, or comparatively near stations to their homes. If possible and their livelihood should be made compatible by providing fringe benefits like, residence, concession in travelling and utility charges especially to the nurses of the public hospital.
- Seminars and workshops should be conducted for nurses for making a emotional bond with patients. Techniques for showing appropriate emotions at right place and right time should be taught.

LIMITATIONS AND FUTURE SCOPE

The study focused on the effects of surface acting and deep acting on the job satisfaction of selected hospitals and it also recognized that a variety of other factors could have an impact on job satisfaction, which could be incorporated into future studies. It is acknowledged that employees, in addition to performing surface acting or deep acting. They should have the option of displaying their genuine emotions during interaction with their clients (**Ashforth and Humphrey 1993**). This was not considered in detail in this study. Hence, future research could benefit from the inclusion of genuine emotional display as a factor to consider when examining the relationships between emotional labour and job satisfaction in public and private hospitals. As pointed out by **Humphrey et al, (2008)**, leading with emotional labour is a fruitful topic where more research could prove to be beneficial to workers as well as employers.

REFERENCES

- Abushaikha, I. and Saca-Hazboun, H. (2009). Job satisfaction and burnout among Palestinian nurses. *Eastern Mediterranean Health Journal*, 15(1), 190-197.
- Ashforth, B.E. and Humphrey, R. H. (1993). Emotional labor in service roles: The influence of identity. *Academy of Management: The Academy of Management Review*, 18(1) 88-115.
- Bila, K. (2012). Motive effort among medical professionals. *Australian Journal of Business and Management Research*, 1(3), 99-103.
- Brotheridge, C.M. and Grandey, A. A. (2002). Emotional labor and burnout: Comparing two perspectives of 'people work'. *Journal of Vocational Behavior*, 60 (1), 17-39.
- Dick, A. D. (2011). An Investigation into the Consequences of Performing Emotional Labour in Mental Health Care, thesis submitted to the University of Waterloo in Master of Science in Health Studies and Gerontology.
- Ghazali, S. S. A., Shah, I. A., Zaidi, S. A. A. and Tahir, M. H. (2007). Job satisfaction among doctors working at teaching hospital of Bahawalpur Pakistan. *Journal Ayub Med Coll Abbottabad*, 19(3), 42-45.
- Grandey A. A. (2003). When "the show must go on": Surface acting and deep acting as determinants of emotional exhaustion and peer-rated service delivery. *Academy of Management Journal*, 46(1), 86-96.
- Gupta, B. and Mishra, S. (2011). Effects of emotional labour on emotional exhaustion: A study of retail sector of India. *International Journal of Indian Culture and Business Management*, 4(1), 73-87.
- Hochschild, A. R. (1983). The managed heart: Commercialization of human feeling. Berkeley: University of California Press. *Journal of Social Science Researches*, 7 (1), 83-89.
- Hoppock, R. (1935). *Job Satisfaction*, New York, Harper and Brothers.
- Humphrey, R. H., Pollack, J. M and Hawver, T. (2008). Leading with emotional labour. *Journal of Managerial Psychology*, 23 (2), 151-168.

- Hwa, A. M. C., Supinch, R., Japang, M. and Nasah, C. R. J. (2010). Service with smile: A human resources perspective of emotional labour. *Labuan e-Journal of Muamalat and society*, 4(1), 26-33.
- James, N. (1993). Divisions of emotional labour: disclosure and cancer. In: Fineman, S. (Ed) *Emotion in Organisations*. London: Sage.
- Kaur, S., Sharma, R., Talwar, R., Verma, A. and Singh, S. (2004). A study of job satisfaction and work environment perception among doctors in a tertiary hospital in Delhi. *Indian Journal of Medical Science*, 63(4), 139-144.
- Kinman, G., Wray, S. and Calista, S. (2011). Emotional labour, burnout and job satisfaction in UK teachers: the role of workplace social support. *Educational Psychology: An International Journal of Experimental Educational Psychology*, 31(7), 843-856.
- Kocabiyik, Z. O. and Cakici, E. (2008). Job burn-out and job satisfaction in the hospital staff. *Anatolian Journal of Psychiatry*, 3(9), 132-138.
- Kumar, S., Shankar, B., and Singh, A.P. (2010). Emotional Labor and Health Outcomes: An Overview of Literature and Preliminary Empirical Evidences. *Indian Journal of Social Science Researches*. 7 (1), 83-89.
- Larson, H. A. (2008). Emotional labour, The Pink Collar duties of Teaching. *Currents in teachings and learning*. 1(1), 45-56.
- Madaan, N. (2008). Job Satisfaction among Doctors in a Tertiary Care Teaching Hospital. *J K Science*. 10(2), 81-83.
- Morris, J. A. and Feldman, D. C. (1996). Managing emotions in the workplace. *Journal of Managerial Issue*. 9(3), 257-274.
- Psilopanagioti, M. Anagnostopoulos, F., Mourtou, E. and Niakas, D. (2012). Emotional intelligence, emotional labor, and job satisfaction among physicians in Greece Aristeia, *BMC Health Services Research*, 12(19), 463-475.
- Pugliesi, K. (1999). The consequences of emotional labour: Effects on work stress, job satisfaction, and well-being. *Motivation and Emotion*, 23(2), 125 –154.
- Sadien, A. (2010). The effect of stress, burnout, emotional labour on intention to leave amongst call centre employees, mini thesis in the department of industrial psychology at university of western cape. Retrieved on 22 April 2013 from <http://etd.uwc.ac.za>.
- Satyanarayana, S. V. and Shanker, S. (2011). Emotional Labour: Antecedents and Outcomes in the Indian Hotel Industry paper published at 65th AICC conference, 2-23.
- Seery, B. L. and Corrigan, E. A. (2009). Emotional labor: Links to work attitudes and emotional exhaustion. *Journal of Managerial Psychology*, 24(8), 797-813.
- Sijuwade, P. O. and White, B. C. (2011). Determinants of Job satisfaction among the social workers. *International Business Management*, 5 (6), 436-440.
- Sinha, A. K. (1974). Industrial relations, trade unions and labor legislations- Pearson Publishers.
- Sowmya, K. R., and Panchanatham, N. (2011). Factors influencing job satisfaction of banking sector employees in Chennai, India. *Journal of Law and Conflict Resolution*, 3(5), 76-79.
- Tolich, M. B. (1993). Alienating and liberating emotions at work: supermarket clerks's performance of customer service. *Journal of Contemporary Ethnography*, 22 (3), 361-381.
- Toker, B. (2011). Job satisfaction of academic staff: an empirical study on Turkey. *Quality Assurance in Education*, 19 (2), 156-169.
- Wharton, A. S. (1993). The affective consequences of service work: Managing emotions on the job. *Work and Occupations*, 20(2), 205 – 233.

WORK ENGAGEMENT OF MENTAL HEALTH NURSES IN KERALA

Muhammad Abdul Rasheed KP¹ and Dr. B. Johnson²

Research Scholar¹ and Associate Professor², University of Calicut, Kerala

ABSTRACT

Nursing or care giving in mental health sector is a very critical and sensitive work role which needs more care and attention from the part of all stakeholders. Work engagement is the opposite pole of burnout. It is a psychological state that refers to a state of mind that is characterised by vigor, dedication and absorption. Recently research studies and organisations have focused highly on the emerging work engagement aspects and practices to enhance and utilise the available human resource skills at an optimum level. This study is an attempt to examine the work engagement level of mental healthcare nurses in Kerala along with the effects of demographic factors on it. The data for the study was collected from a sample of one hundred nurses from public and private institutions and the tool used to assess the work engagement was Utrecht Work Engagement Scale (UWES). Results of the study indicated that mental health nurses in Kerala are highly engaged in their work. Nurses in private sector are more engaged than their counterparts in public sector and female nurses are highly engaged compared with their male counterparts. A significant difference was found in the level of work engagement based on the work experience and it couldn't establish any significant difference based on gender and marital status.

Key Words: Absorption, Dedication, Mental health Nurses, Vigor, Work Engagement.

INTRODUCTION

Nursing or care giving in mental health sector is a very critical and sensitive work role which needs more care and attention from the part of all stakeholders. Mental health nursing profession largely confronts with work related stress, job dissatisfaction and burnout and needs to adjust to the changes in the nursing system and the realigned practices. The recruitment and retention of mental health nurses, has become a high-priority policy issue that is essentially related to the sustainability and quality of mental healthcare system. The job performance of nurses in psychiatric hospitals is more dependent upon their relationships with psychiatrists and other healthcare workers and their superiors, how they are involved in the decisions about their work and whether or not they are provided with the right resources and adequate support.

Work engagement is the opposite pole of burnout. It is a psychological state that refers to a state of mind that is characterised by vigor, dedication and absorption. Recently research studies and organisations have focused highly on the emerging work engagement aspects and practices to enhance and utilise the available human resource skills at an optimum level. There is a significant body of research that positively correlates work engagement with organizational outcomes.

Mental healthcare settings can have an important bearing on organizational outcomes such as burnout and work engagement. Nurses form the largest part of workforce in mental healthcare and they tend to work in very stressful situations that are encountered with serious emotional issues. The active participation and highly engagement of nurse folk is very essential for successful patient-centred service delivery of mental healthcare sector and to respond timely to complex needs of patients. Further the value of work engagement in nursing practice is not only an issue of organizational interest, but of ethical interest. This study is an attempt to examine the work engagement level of mental healthcare nurses in Kerala along with the effects of demographic factors on it.

WORK ENGAGEMENT

Work engagement is defined as a positive, fulfilling, work-related state of mind that is characterized by vigor, dedication, and absorption (Schaufeli et al., 2002). Vigor is characterized by high levels of energy and mental resilience while working. Dedication refers to being strongly involved in one's work and experiencing a sense of significance, enthusiasm, and challenge. Absorption is characterized by being fully concentrated and happily engrossed in one's work, whereby time passes quickly and one has difficulties with detaching oneself from work (Schaufeli and Bakker, 2004). The vigor and dedication components of work engagement are considered as the direct opposites of exhaustion and cynicism respectively, the core two symptoms of burnout (Maslach et al., 2001). The continuum spanned by vigor and exhaustion has been labeled "energy" whereas the continuum spanned by dedication and cynicism has been labeled "identification" (Schaufeli & Bakker, 2001). This interest in work engagement is linked with the emergence of so-called positive psychology at the beginning of the millennium (Seligman, 2002; Seligman & Csikszentmihalyi, 2000). Engaged employees have high levels of energy and are enthusiastic about their work. Moreover, they are often fully immersed in their work so that time

flies (May et al., 2004). Work engagement is believed to support nurse workforce stability and increase the quality of care as the engaged nursing teams can report better quality of patient care in psychiatric hospitals. Generally the engaged nurses tend to be more satisfied with their jobs and are more willing to stay in their positions. They have a lot of energy, enthusiasm about jobs and absorption by the work.

MENTAL HEALTH SECTOR IN KERALA

In Kerala the mental healthcare activities are governed by the Mental Health Act, 1987 enacted by Government of India and the State Mental Health Rules, 1990. The State Mental Health Authority established in 1993 under Section 4 of the Act is responsible for regulation, development and coordination of all activities in the State connected with mental health. Considering the higher prevalence of the mental health problems such as suicide and alcoholism the government has launched the District Mental Health Programme and NRHM supported community mental health programmes that were extended later to all districts in the state. It aims for the integration of the mental healthcare activities with the primary health care at the PHC, CHCs utilizing the service of health care providers like doctors and field workers.

Despite appreciable increase in scientific advancements and material success, statistics show that the rate of mental health disturbances in Kerala is increasing day by day at an alarming rate. The more the material comfort of life people enjoy the greater the mental health of people deteriorating progressively. The major mental health problems prevalent in Kerala are mental retardation, suicide, aggression on others, alcoholism, divorce, domestic violence, use of drugs, attack on women and children, marital breakdown, severe psychological trauma, trend of school college dropouts and the like. National mental health program documents mentions that 20 to 30 million Indians are in need of some formal mental healthcare. Kerala State Mental Health Authority (KSMHA) reveals that 10% of Keralites suffer from any kind of mental illness where 2% of them are with severe mental problems. According to the report of CAG as much as 5.86% of Kerala population suffers from mental illness against a national average of 2%. Kerala State Crime Records Bureau states that the mental illness is the reason behind 19% of suicides in the state which is the largest suicide rate in India.

Psychiatrists, psychologists, social workers and psychiatric nurses are the major workforce in mental healthcare sector. The successful performance and better service delivery of the sector is highly dependent on the good working conditions and cordial work relationships among these caregivers. The recently emerged HR practices and outcomes like work engagement, organisational commitment and other positive psychological constructs have a great bearing on the smooth running of the functions of this vulnerable sector.

LITERATURE REVIEW

Within the last two decades, the concept of Positive Psychology has emerged and extended into occupational psychology with a focus on building positive qualities and emotions instead of a preoccupation with repairing the negatives aspects of one's life (Seligman & Csikszentmihalyi 2000). It has been argued that it is time to extend this research to the positive aspects of work to understand the full meaning and effect of work engagement (Turner et al. 2002). Work engagement is a personal and professional commitment to both the job and the organisation (Schaufeli et al. 2002). It is a measure of one's feelings such as happiness or excitement related to one's chosen profession. There are three related components to engagement: vigor, dedication and absorption (Schaufeli et al. 2002). Vigor refers to high levels of mental resilience and energy along with the willingness to invest effort and persistence while working (Bakker et al. 2008). Dedication is a strong involvement in one's work while experiencing feelings of enthusiasm, significance, inspiration, pride and challenge (Bakker et al. 2008). Absorption refers to the undivided concentration, immersion and happy engrossment in one's work where time goes by quickly (Bakker et al. 2008). Engaged employees are physically energised, emotionally connected, mentally focused and spiritually alighted with a purpose beyond their own self-interest (Loehr & Schwartz 2003). A work environment where nurses have structural empowerment as well as the tools to do their work leads to a higher feeling of engagement (Laschinger et al. 2009). Nurse leaders who create organisational structures that empower nurses to deliver optimal care promote a great sense of fit between nurses' expectations of work life and the organisational goals therefore creating greater work engagement and lower burnout (Spence Laschinger et al. 2006). The results of a Norwegian study by Bjarnadottir (2011) showed that work engagement among nurses increased proportionally with their experience in work environments where there is mutually positive support between nursing colleagues and nursing leadership. Jenaro et al. (2011) in a study in Spain concluded from their research that initiatives to improve social and communication skills are required for nurses to experience vigor and dedication which are attributes of work engagement. Michael P. Leiter, P. H. (1998) propounded that patients will be more satisfied with their stay in hospital if the nurses there find their work meaningful. If the nurses feel more exhausted or express their intention to quit, it will lead to the dissatisfaction of the patients with the components care. Evangelia

Demerouti (2000) undertook a study to test a model of burnout and overall satisfaction among nurses and the model proposed that job demands are most strongly correlated with feelings of exhaustion and job resources are most strongly correlated with disengagement. The effect of job resources and job demands on life satisfaction was found to be mediated by burnout. In a study, Pascale M. Le Blanc (2001) confirmed that susceptibility to emotional contagion of oncology care providers should moderate the relationship between 'confrontation with death and dying' and 'burnout' and the emotional job demands will significantly contribute to the prediction of burnout after controlling for quantitative job demands and job control. In a descriptive and correlational study Cristina Jenaro (2010) concluded that nursing staff experience a variety of psychological distress symptoms regardless the length of service or the professional category. Nursing managers scored significantly higher in several job stressors compared with other groups. Of nurses experiencing work engagement, absorption is the most prevalent factor.

According to Nilay Gemlik, F. A. (2010) a relationship exists between burnout and the organizational commitment among health sector staff in Turkey which means that burnout leads to reduced organizational commitment. Ilka Beukes (2013) concluded that the organisational commitment and work engagement are positively correlated meaning that the more committed nurses are to the organisation, the more engaged they will be in their work or, similarly, the more engaged they are, the more committed they will be. Jazreel Hui Min Thian, P. K. (2013) identified role stress, job demands and interpersonal conflicts at work as common job stressors among nurses.

PROBLEM STATEMENT

Healthcare in general and mental healthcare in special is very sensitive work environment where employees tend to encounter with multiple emotional and behavioural issues. Nurses form the largest part of workforce in any mental healthcare setting and work in a very stressful situation. The active participation and highly engagement of nurse folk is very essential for successful patient-centred service delivery of mental healthcare sector and to respond timely to complex needs of patients. The application of employee centred organisational practices and procedures to enhance the work engagement and commitment of nurse folk in mental healthcare sector is the need of hour. The value of work engagement in nursing practice is not only an issue of organizational interest, but of ethical interest. The present paper is an attempt to assess the work engagement level of mental healthcare nurses in Kerala along with the effects of demographic factors on it.

RESEARCH QUESTIONS

The following research questions are examined in this study:

1. What is the engagement level of nurses working in public mental health sector of Kerala?
2. What is the engagement level of nurses working in private mental health sector of Kerala?
3. What is the effect of demographic factors on work engagement level of mental health nurses in Kerala?

OBJECTIVES

This study was conducted to examine the work engagement level of mental healthcare nurses in Kerala along with the effects of demographic factors on it. The major objectives of the study include:

1. To assess the work engagement level of mental healthcare nurses in Kerala from both public and private sectors.
2. To evaluate the effects of demographic factors on work engagement level of mental healthcare nurses in public sector.
3. To evaluate the effects of demographic factors on work engagement level of mental healthcare nurses in private sector.

HYPOTHESES

The major hypotheses of this study are as follows:

Ho: There is no significance difference in the work engagement levels of male and female mental health nurses

Ho: There is no significant difference in the work engagement levels of single and married mental health nurses

Ho: There is no significance difference in the work engagement levels of mental health nurses in public and private sectors

Ho: There is no significance difference in work engagement level based on work experience level of mental health nurses

METHODOLOGY

Nurses from Kerala working in public and private mental health sector form the population of this study. The data for the study was collected from a sample of one hundred nurses from public and private institutions using a structured questionnaire. In private sector fifty nurses were selected from licensed institutions under Kerala State Mental Health Authority (KSMHA) and in public sector fifty of them were selected from three mental health centres and medical colleges. Utrecht Work Engagement Scale (UWES) was the tool used to measure the work engagement of nurses in this study. UWES is a scientifically verified and validated self-report questionnaire with 17 items developed by Schaufeli and his colleagues that include the three constituting dimensions of work engagement: vigor, dedication, and absorption. The questionnaire was handed over to the respondents that were filled and returned in full number. The collected data was clearly coded, edited and entered to the statistical package "IBM SPSS Statistics 20" for statistical analysis. The tools used for analysis were descriptive statistics, T-test, Levene's Test for Equality of Variances, Oneway ANOVA and Post Hoc Tests. The work engagement level was classified to three categories as high, medium and low based on the mean scores of the scale. The major hypotheses set for this study were:

FINDINGS OF THE STUDY

The analysis of mean scores showed that the work engagement level of mental health nurses in Kerala is high. The overall score of work engagement and individual scores for each component namely vigor, dedication and absorption showed high levels as depicted in descriptive statistics (table 1).

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Work Engagement	100	3.96	6.00	5.2852	.50350
Dedication	100	3.80	6.40	5.3240	.60220
Absorption	100	3.83	6.50	5.3267	.67832
Vigor	100	3.17	6.67	5.2050	.73621

Source: survey data

Mental healthcare nurses in private sector were found to be highly engaged with good scores in all three components compared with public sector nurses. Nurses with low and medium experiences were highly engaged than their counterparts with high experience. The female nurses showed high level of work engagement and scored high in vigor and dedication components while male nurses scored high only in dedication component. The first three hypotheses were tested using Independent samples T-test and Levene's Test for Equality of Variances. Null hypotheses were rejected in the first two cases to conclude that there is no significant difference in the work engagement levels of males and females ($p = .897$) and single and married ($p = .170$). The third null hypothesis was accepted ($p = .001$) to conclude that the work engagement level of nurses in public and private sector is different (Table 2).

Table 2. Independent Samples Test (Organisation)

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
WE	Equal variances assumed	9.676	.002	-3.967	98	.000	-.37267	.09395	-.55911	-.18622
	Equal variances not assumed			-3.967	87.896	.000	-.37267	.09395	-.55938	-.18596

Source: survey data

The fourth hypothesis was tested using oneway ANOVA and the null hypothesis was rejected ($p = .002$) indicating that there exists difference in the work engagement level of nurses based on their experience as shown in table 3.

Table 3. ANOVA
Work Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.069	2	1.535	6.757	.002
Within Groups	22.028	97	.227		
Total	25.098	99			

Source: survey data

The low experienced nurses were found to be highly engaged in work followed by medium experienced and highly experienced. The Post Hoc Tests revealed that the difference existed mainly due to the low experienced nurses as shown in table 4.

Table 4. Post Hoc Tests
Dependent Variable: Work Engagement Tukey HSD

(I) Work Experience	(J) Work Experience	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Low Experienced	Medium Experienced	.23573	.11207	.094	-.0310	.5025
	High Experienced	.43020*	.11869	.001	.1477	.7127
Medium Experienced	Low Experienced	-.23573	.11207	.094	-.5025	.0310
	High Experienced	.19446	.12366	.262	-.0999	.4888
High Experienced	Low Experienced	-.43020*	.11869	.001	-.7127	-.1477
	Medium Experienced	-.19446	.12366	.262	-.4888	.0999

The mean difference is significant at the 0.05 level. Source: survey data

DISCUSSIONS

The results and findings of the study have some important bearings for nursing management in public and private mental health sector of Kerala. The study results concluded that nursing folk in Kerala mental healthcare sector are highly engaged in their work. According to the results the mental healthcare nurses in private sector are more engaged than their counterparts in public sector. The T-Test results showed a difference in the work engagement levels of nurses from private and public institutions. Government has to take serious initiatives in this regard to enhance the engagement level of their workforce in order to successfully compete with private institutions. Further the study results paradoxically indicated that the nurses with low and medium experiences are highly engaged in their work than their coworkers with high experience. Traditionally it is thought that the engagement and experience has positive linear relationship making experienced employees more engaged. Mental healthcare institutions both in private and public sector have to come forward with new strategies and programme to increase the satisfaction and engagement of highly experienced nurses. The findings of the study revealed that the female nurses are more engaged compared with their male counterparts. They scored high in vigor and dedication components of work engagement while male nurses scored high only in dedication component. However the T-test statistics indicated that there is no significant difference in the level of work engagement based on the gender and marital status.

CONCLUSIONS

Nursing in mental healthcare sector is a very crucial and critical duty to be discharged very carefully. This study was a serious attempt to evaluate the work engagement level of mental health nurses working in mental healthcare institutions of Kerala along with the effect of demographic factors on it. The results of the study indicated that mental health nurses in Kerala are highly engaged in their work. Nurses in private sector are more engaged than their counterparts in public sector and female nurses are highly engaged compared with their male counterparts. A significant difference was found in the level of work engagement based on the work experience and it couldn't establish any significant difference based on gender and marital status.

REFERENCE

1. Bakker A., Schaufeli W., Leiter M. & Taris T. (2008) Work engagement: an emerging concept in occupational health psychology. *Work and Stress* 22 (3), 187–201.

2. Bjarnadottir A. (2011) Work engagement among nurses in relationally demanding jobs in the hospital sector. *Vard i Noredn* 101 (31), 30–34.
3. Cristina Jenaro, N. F. (2010). Vigour and dedication in nursing professionals: towards a better understanding of work engagement. *Journal of Advanced Nursing*, 865-875.
4. Evangelia Demerouti, A. B. (2000). A model of burnout and life satisfaction among nurses. *Journal of Advanced Nursing*, 32 (2), 454-464.
5. Ilka Beukes, E. B. (2013). Organisational commitment, work engagement and meaning of work of nursing staff in hospitals. *SA Journal of Industrial Psychology*, 39 (2), 1-24.
6. Jazreel Hui Min Thian, P. K. (2013). Stress, Positive Affectivity, and Work Engagement among Nurses: An Integrative Literature Review. *Singapore Nursing Journal*, 40 (1), 24-33.
7. Jenaro C., Flores N., Orgaz M. & Cruz M. (2011) Vigor and dedication in nursing professionals: towards a better understanding of work engagement. *Journal of Advanced Nursing* 67 (4), 865875.
8. Loehr J. & Schwartz J. (2003) *The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal*. The Free Press, New York.
9. Maslach, C., Schaufeli, W.B., & Leiter, M.P. (2001). Job burnout. *Annual Review of Psychology*, 52, 397–422.
10. Maslach, C., Schaufeli, W.B., & Leiter, M.P. (2001). Job burnout. *Annual Review of Psychology*, 52, 397–422.
11. May, D. R., Gilson, R. L., & Harter, L. M. (2004). The psychological conditions of meaningfulness, safety and availability and the engagement of the human spirit at work. *Journal of Occupational and Organizational Psychology*, 77, 11-37. doi: 10.1348/096317904322915892
12. May, D. R., Gilson, R. L., & Harter, L. M. (2004). The psychological conditions of meaningfulness, safety and availability and the engagement of the human spirit at work. *Journal of Occupational and Organizational Psychology*, 77, 11-37. doi: 10.1348/096317904322915892
13. Michael P. Leiter, P. H. (1998). The Correspondence of Patient Satisfaction and Nurse Burnout. *Social Science & Medicine*, 47 (10), 1611–1617.
14. Nilay Gemlik, F. A. (2010). The Relationship between Burnout and Organizational Commitment among Health Sector Staff in Turkey. *Journal of Global Strategic Management*, 4 (2), 137-149.
15. Pascale M. Le Blanc, A. B. (2001). Emotional Job Demands and Burnout among Oncology Care Providers. *Anxiety, Stress, & Coping*, 14 (3), 243-263.
16. Schaufeli, W. B., Salanova, M., Gonzalez-Roma, V., & Bakker, A. B. (2002). The measurement of engagement and burnout: A two sample confirmatory factor analytic approach. *Journal of Happiness Studies*, 3, 71-92. doi: 10.1023/A:1015630930326
17. Schaufeli, W.B. and Bakker, A.B. (2004) 'Job demands, job resources, and their relationship with burnout and engagement: a multi-sample study', *Journal of Organisational Behavior*, Vol 25, pp293-315.
18. Seligman, M. E. P. (2002). Positive psychology, positive prevention, and positive therapy. In C. R. Snyder & S. J. Lopez (Eds.), *Handbook of positive psychology* (pp. 3–9). New York: Oxford University Press.
19. Seligman, M. E. P., & Csikszentmihalyi, M. (2000). Positive psychology: An introduction. *American Psychologist*, 55, 5-14.
20. Turner N., Barling J. & Zacharatos A. (2002) Positive psychology at work. In *The Handbook of Positive Psychology* (C. Snyder & S. Lopez eds), pp. 715–730. Oxford University Press, Oxford.
21. Spence Laschinger H., Wong C. & Greco P. (2006) The impact of nurse empowerment on person -job fit and work engagement/ burnout. *Nursing Administration Quarterly* 30 (4), 358–367.

EFFECT OF EDUCATION LEVEL ON STEREOTYPICAL PORTRAYAL OF WOMEN IN INDIAN PRINT ADVERTISEMENTS

Monika Gulati¹ and Prof. Syed Mehartaj Begum²

Assistant Professor¹, Motilal Nehru College, University of Delhi, New Delhi

Professor², Jamia Hamdard University, New Delhi

ABSTRACT

Advertising is not just an economic activity which deals with profit or loss, on the other hand it deals with ideas, attitudes, value system and it gives meaning to the words and images shown in the advertisement. It is a social practice and it has many contributors to it like people, cultural norms and it does not exist in vacuum. To get undivided attention of the prospective buyer women are portrayed stereotypically in advertisements. Education can in addition to economic progress bring social progress also in a country. Highly educated society should treat women also with dignity. There is a possibility that a gap exists between higher education levels and portrayal of women in advertisements.

Taking into consideration above mentioned concerns, the current study is based on two fold objectives (i) to understand how women are stereotypically portrayed in advertisements and (ii) to analyze how level of education affects stereotypical portrayal of women print advertisements. A primary descriptive research was conducted in Delhi NCR for the purpose. Necessary statistical measures and tools have been applied for inference. The results obtained from the paper are of immense use for advertisement industry, as they provide a clear insight of the minds of educated citizens of society.

Keywords: Stereotype, Portrayal, Education, Commodity

INTRODUCTION

Advertising is considered as lifeblood of certain business as they provide lot of employment and also educate the consumers about product and brand. It raises standard of living of people as they buy different products to satisfy different needs. "Advertising (especially consumer products advertising) tends to promote attitudes and lifestyles which praise acquisition and consumption at the expense of other values."ⁱ

Advertisements are created to influence consumers at the personal level so that they can be influenced to buy the product. Advertisements reaches so many people, at times even to those who don't need it. It produces both desirous and undesired results. Desired ones are brand awareness and sales. These affects can lead to brand preference, conviction, liking and finally purchase whereas undesired ones are going against social norms of society, selling unethical products etc. Advertisements sell not only images, but impart values to society as well. Therefore they should act responsibly.

STATUS OF INDIAN WOMEN

If anybody wants to get a true picture of any society and its civilization, the best can be gauged by its treatment of its half of the population i.e women. In the Vedic period women enjoyed lot of freedom, but in Post Vedic period their status has come down. Girl child is considered as liability, they are given limited education and were expected to stay at home and only do household work.

Things improved for women to some extent with the coming of Britishers in India. When India got its independence there were many steps taken in the positive direction and many constitutional provisions were made to safeguard and upgrade status of women. Even though women are fighting with traditional systems and patriarchal set up still cases of dowry deaths, female abuse, etc are on the rise.ⁱⁱ In advertisements also just to get undivided attention of viewer women are portrayed in unethical manner.

ADVERTISING AND WOMEN

In the era of globalization and increased commercialization and competition, advertisements are being used as a medium to get attention of the prospective consumers. But not everything can be sold by advertising specially a bad product. Advertisements are highly viewed and certainly influences the thought process of society. Women are making these days many purchase decisions in and out of house therefore more number of female models are portrayed in advertisements. Women are most of the times portrayed in traditional roles in a male dominated country like India at times advertising uses all types of bodies, fair, young looking models to sell everything and say advertising produces materialism and greed to have all.

"Advertisements are showcasing that if a woman wants to explore her talent she has to display her physical attributes. Whether she is promoting cosmetic, jewellery, soap etc she is portrayed as an object herself."ⁱⁱⁱ Even

successful and progressive women are portrayed as self-centered and egoistic who are most concerned about their beauty and looks and financial independence has made them really tough and insensitive. Issues affecting women and their vast experiences in life seldom find any mention in the mainstream media. Very less number of times articles are published which inform women about their rights. More women are shown as dependent, housewives, or simply mothers and hardly as strong decision maker of a big company taking big ticket decisions. If a woman wins a beauty pageant they are given wide coverage and publicity, there is nothing wrong about it but other issues of woman should also be brought to light. Women are more portrayed in role of maintaining cultural heritages and torch bearer for the Indian tradition managing multiple roles and yet look perfect and not tired, and is most bothered about her looks (like fair and lovely). Women are reduced to a product themselves when they are promoting a product. They are shown in less clothes and as glamour dolls.

Women have made lot of progress inside and outside the home but it is not reflected in advertisements, they are still portrayed as homemaker, career oriented women etc. With the growing importance of advertising women are used as symbols to promote all products and in turn motivate consumers to buy. Use of women in certain advertisements is justified correct in some and unjustified in others. "In India, the dominant stereotype images of women and girls are that of a) less competent human being b) key to commercial success in this age of advertising c) Instruments of exploitation by men."^{iv} It means overall effect of woman portrayal in the media is to encourage inequalities existing between men and women and reinforce prejudices and stereotypes in women. Media people on the other count argue they do not create anything new they only show and reflect what is there in society, they only support and portray what is already prevalent in society.

STEREOTYPICAL PORTRAYAL OF WOMEN

"A stereotype is a conventional way of representing someone or something, so that views of human get fixed or frozen in particular respect leading to a prejudice at times."^v In advertisements, "Women are seen performing decorative roles and have very less role to play in the marginal growth of the national development of the nation. They are considered to best fit into the homes. The plural nature of the Indian culture and the diverse role that women play is both acknowledged and communicated by the society and media. The result is stereotypical portrayal of women."^{vi}

In advertisements women are portrayed playing different roles. Women are portrayed in decorative roles where they no less like mannequins with least life like roles. They live in artificial world where they behave nothing less than a dummy with artificial expressions and are perfect both inside and outside the home. More number of females are portrayed in recreational role as sitting and enjoying life. Women are self-involved and are alone and involved with themselves, their own body, thoughts and beauty. Women are most happy in their traditional role of home and do want to move out of it.^{vii}

Through advertisements it is portrayed women have responsibility to make everybody at home happy. They are depicted as perfect housewives and mothers. It also shown in advertisements that women are mostly jealous of other female form. A woman is always shown as tall, slim, young, fair skinned with shiny hair, is this all done always to get the attention of males and then rest of the life they are ready to wash dishes, clothes and prepare good food ?. Most of the images of women are glamorous, sensual, perfect bodies, completely devoted to the family. Number of times they are shown washing clothes and doing household jobs and it is males who are shown taking big ticket decisions and provider of family

Dismembered images of woman are shown where their body parts are shown separately where who they are as an individual is completely neglected and inhuman image of woman is presented. Commodification of women is presented in manner where they are an object of pleasure to please men or other people and they are portrayed equal to a product and she herself is considered as a product of consumption. Most of the times women are shown moving their hands on an object as if object is very important and women have no constructive manner in which they can use their hands.

Advertisements for home made goods like food, kids' products etc and other associated with home are made keeping attention of women on mind. Advertisements do not realize the hard work out in by women when they do home jobs and moreover advertisements make work of home like cooking, cleaning so easy, never tiring and fun to do, which is not true.

'Products can be physically ugly, people cannot be!'^{viii} It means women are not products so they cannot be ugly. True beauty of an individual woman will come out when she faces real life. It is shown in advertisements that women are happy and enjoy doing household jobs and never get tired of them at all. Whatever happens in the house like teaching kids, buying grocery etc all has the cooperation of the women.

“When advertising uses a woman’s image to catch the attention of the prospective buyer, it results in degradation of woman and she is reduced to an object.”^{ix} Women are considered as an object somebody who does not have a feeling of her own. The products are used and thrown, it should not be the case with the living beings. In the advertisements of beauty soaps and of body most women are shown in very less clothes.

“Women are often seen in advertisements as manipulative and they use whatever they can to get whatever they want”^x If it is done repeatedly in advertisements it becomes a norm in society and it is made to believe the biggest asset women has is her body and she can use them to. If women body is not portrayed as an object she is shown in stereotypical roles of working in kitchen, kids, husband etc. Women are portrayed as they are supposed to take care of others and give them what they want.

EFFECT OF STEREOTYPICAL PORTRAYAL OF WOMEN

Due to stereotypical portrayal of women in advertisements it affects their own thinking and society thinks of women as a weak and negative person. Advertising features tall, slim, beautiful, fair females and this rises personality problem issues in young girls who reject their own body as they don’t find it perfect. Images of women are photo shop images that makes them look perfect glamorous dolls and always young. Women are deeply obsessed by the beautification of themselves. So much so that this world and females themselves forget it is more important to be beautiful from inside. How a woman appears puts so much pressure on females that they develop eating disorders, are depressed, have low self-esteem develop negative feelings towards sexuality.

Women believe they will get appreciation of others only if they are thin, have good face and are dressed well and the character comes secondary. For this young girls these days are not eating enough nutritious food and facing many health issues just to look good. The young models with almost unachievable perfect body types in advertisements lead to eating disorders in other females. They are judged by society from parameters of looking good and to be perfect and active both and outside home.

EDUCATION AND PORTRAYAL OF WOMEN IN ADVERTISEMENTS

There are many institutions in a society which are set up to perform its functions they are namely religious, political, family and education to name a few. These institutions form sub-systems within social system or larger society. Education as one of the subsystem performs many a functions for the society as a whole. Education makes society skillful and uplifts economic and social progress of a nation. How literate citizens think, in turn effects thinking of the entire society. Taking this into consideration an analytical study is done in next section to determine how level of education determines stereotypical portrayal of women in advertisements.

OBJECTIVES OF STUDY

The research paper aims to achieve following objectives:

1. To understand how women are stereotypically portrayed in advertisements
2. To analyze how level of education effects stereotypical portrayal of women print advertisements.

RESEARCH METHODOLOGY

A primary descriptive research was conducted for the purpose. Necessary statistical measures and tools have been applied needed for inference.

LIMITATIONS OF STUDY

1. The area of study was limited to Delhi and the NCR region only
2. To collect the information 447 respondents were selected to fill the questionnaire; therefore entire population could not be covered for the study.
3. Only the print medium advertisements were taken into consideration for data analysis
4. Number of respondents for both males and females are not exactly equal.
5. Number of respondents in each education category are also not equal.
6. Due to time constraint personal interview method could not be undertaken and questionnaire method was adopted

DATA ANALYSIS AND INTERPRETATION

In this section data analysis is presented for the above mentioned objectives. Data is collected from the respondents of starting from age of 20 and going above 60 and with the education levels ranging from Basic, Elementary, Graduate, Post Graduate and higher than Post Graduate.

A five point Likert scale is used for numerical measurement of questions. Following is the numerical value assignment for scale.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Details of the respondents is as follows

Factor	Number of Respondents	Percent
Educational Qualification		
Basic	14	3.13%
Elementary	26	5.82%
Graduate	169	37.81%
Post Graduate	188	42.06%
Higher than Post Graduate	50	11.19%
	447	100

A total of 447 respondents have been taken for study with almost equal proportion of males and females. The respondents were asked to give their opinion regarding portrayal of women on the questions based for the same. After making percentage analysis of the data a comparison of means of the same is conducted .To make things even more clear it is followed by a graphical representation of mean values with a trend line.

1. Advertisements Having Female Models have Higher Impact

Table 1

Education	Advertisements having female models have higher impact					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Basic	35.71%	57.14%	7.14%	0.00%	0.00%	100.00%
Elementary	26.92%	46.15%	11.54%	11.54%	3.85%	100.00%
Graduate	21.89%	44.97%	18.34%	10.65%	4.14%	100.00%
Post Graduate	15.43%	50.00%	23.40%	10.11%	1.06%	100.00%
Higher than PG	24.00%	44.00%	16.00%	16.00%	0.00%	100.00%

Source-Field Survey

From the above percentage table it is found, respondents with basic, elementary, graduate, Post Graduate and higher than post graduate level of education, more than 50 % of the respondents either strongly agree or agree with the statement, there are very less who are neutral in their opinion and almost negligible respondents who disagree with the statement that advertisements with females models have high impact.

Table 1.1 (Comparison of Means)

Advertisements having female models have higher impact				
Basic	Elementary	Graduate	Post Graduate	Higher than PG
4.29	3.81	3.70	3.69	3.76

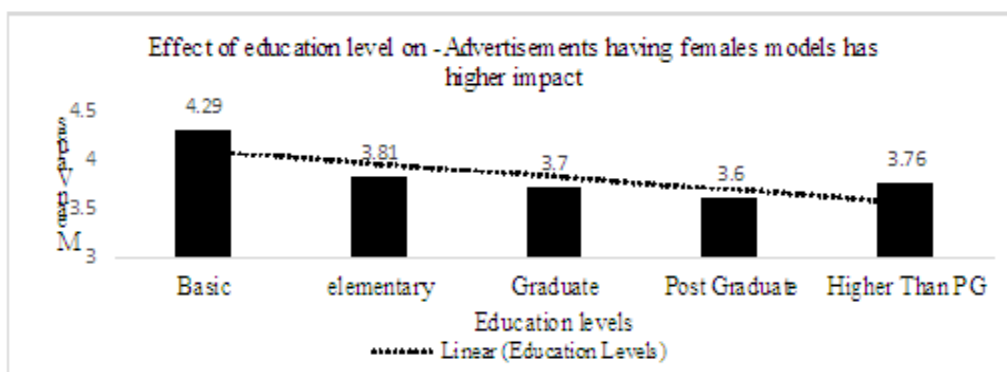
Source-Field Survey

Mean values of the above table 1.1 depict that there is high belief in society that advertisements with females have high impact. The highest mean value of 4.29 is with respondents from the basic education category, followed by 3.81 with respondents who have elementary level of education. Other figures cannot be ignored as they are also on higher side i.e 3.70 for graduates, 3.69 for Post Graduates and 3.76 for Higher than PG.

The trend line obtained from the responses shows that overall as the level of education increases from basic to higher than PG ,there is decrease in the belief that advertisements with female models have higher impact and more educated respondents buy the product on the basis of quality of product and not on the basis of female models.

2. Women are portrayed in advertisements even if it's not needed

Table-2



Education	Women are portrayed in advertisements even if it's not needed					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Basic	21.43%	50.00%	28.57%	0.00%	0.00%	100.00%
Elementary	23.08%	65.38%	11.54%	0.00%	0.00%	100.00%
Graduate	26.04%	55.03%	14.20%	4.14%	0.59%	100.00%
Post Graduate	31.38%	49.47%	15.43%	3.72%	0.00%	100.00%
Higher than PG	38.00%	52.00%	6.00%	4.00%	0.00%	100.00%

Source-Field Survey

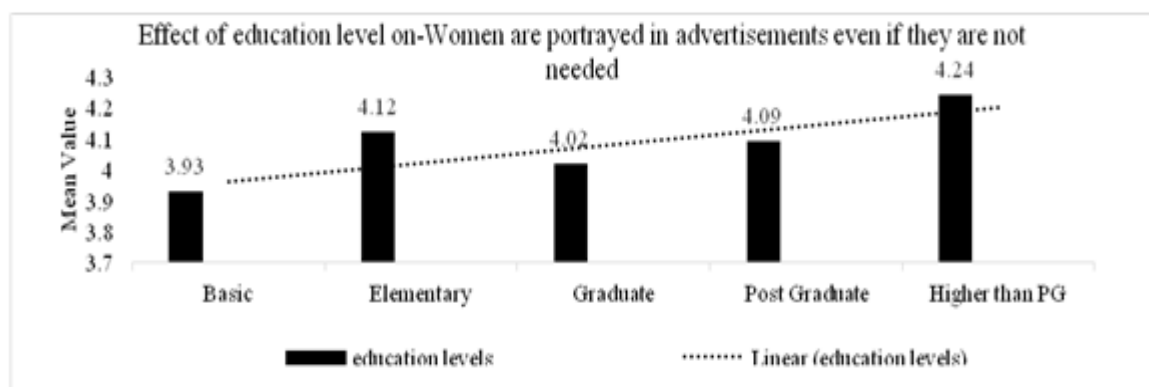
From the table 2 of the percentages it is found for all education levels be it basic, elementary, graduate, post graduate or higher than post graduate more than 70% of the respondents either strongly agree or agree with 'women are portrayed in advertisements even if it's not needed'. The panes of disagree and strongly disagree are almost nil in most of the categories. Only basic category of respondents have a significant percentage of 28.57% all other categories have neutral percentage less than 15%.

Table 2.1(Comparison of Means)

Women are portrayed in advertisements even if it's not needed				
Basic	Elementary	Graduate	Post Graduate	Higher than PG
3.93	4.12	4.02	4.09	4.24

Source-Field Survey

From the mean value table 2.1 it is found that most literate class of respondents i.e. higher than PG have the highest mean value of 4.24 which establishes that this particular education category most agrees with the statement that women are portrayed in advertisements even if it's not needed. In all other education categories the figure of mean value is significantly high as almost all figures are almost above 4. This establishes that most of literates of society in Delhi-NCR region agree with the statement.



From the above graphical representation and from upward trend line, it is clear as the level of education rises in society more number of respondents agree with the statement women are at times unnecessarily portrayed in advertisements even if they are not user of the product.

3. Advertisements often Treat Women as a Commodity

Table-3

Education	Advertisements often treat women as a commodity					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Basic	42.86%	21.43%	28.57%	7.14%	0.00%	100.00%
Elementary	46.15%	46.15%	7.69%	0.00%	0.00%	100.00%
Graduate	21.30%	53.25%	18.34%	6.51%	0.59%	100.00%
Post Graduate	26.06%	44.15%	21.28%	7.98%	0.53%	100.00%
Higher than PG	28.00%	62.00%	6.00%	4.00%	0.00%	100.00%

Source-Field Survey

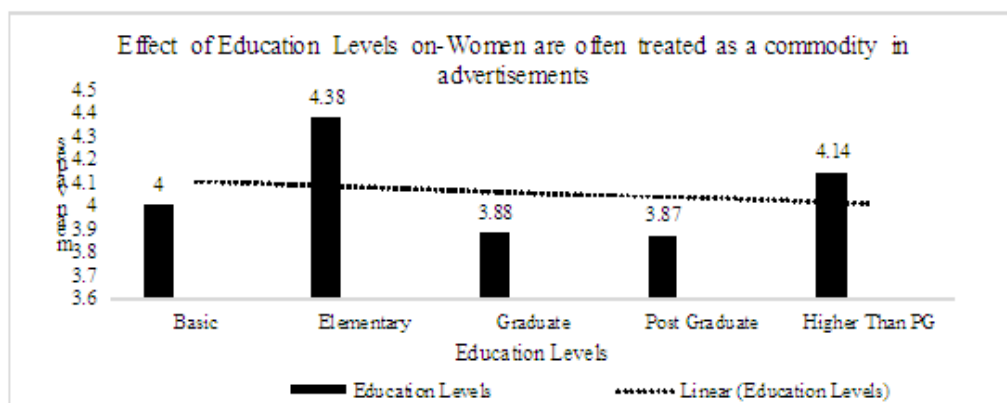
From the table 3 above it analysed that almost at all education levels respondents agree or strongly agree with the statement that women are treated as an object in most of the advertisements. Almost 90% respondents in the elementary and higher than PG level of education are a strong believer in the statement. But other categories are also above 60% in agreement with the statement.

Table-3.1 (Comparison of Means)

Women are portrayed in advertisements even if it's not needed				
Basic	Elementary	Graduate	Post Graduate	Higher than PG
4.00	4.38	3.88	3.87	4.14

Source-Field Survey

From the mean values above it is analysed that all mean values are significantly high .They are either close to 4 or above 4.Elementary education category respondents readily agree and those with qualification higher than PG are also not far behind with a mean value of 4.14 .Third in line are basic education respondents with mean value of 4 and are followed by Graduates at 3.88 and marginally behind are Post Graduates with 3.87.



The trend line in the above graph shows initially a rising trend as mean value goes from 4 to 4.38 and then declines to 3.88 but finally closes at a rising level of 4.14. Majorly educated society agrees are women are treated as a commodity in advertisements.

4. Advertisements depict women are majorly Concerned about their beauty and looks only

Table-4

Education	Advertisements depict women are majorly Concerned about their beauty and looks only					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Basic	35.71%	57.14%	7.14%	0.00%	0.00%	100.00%
Elementary	46.15%	34.62%	15.38%	3.85%	0.00%	100.00%
Graduate	28.40%	49.11%	14.20%	7.69%	0.59%	100.00%
Post Graduate	29.79%	44.68%	14.89%	10.11%	0.53%	100.00%
Higher than PG	26.00%	52.00%	8.00%	14.00%	0.00%	100.00%

Source-Field Survey

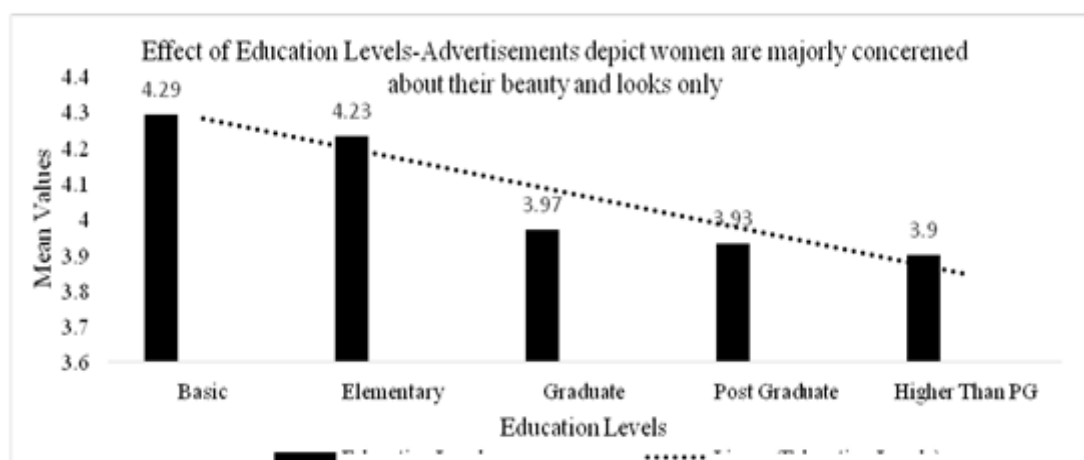
On the basis of table 4 it is analysed in almost education categories more than 75% of the respondents be it male or female or of any age group above 20 strongly or otherwise agree with the statement advertisements depict women are majorly concerned about their beauty and looks only. Disagreement pane for the same statement is almost nil for all education categories.

Table-4.1 (Comparison of Means)

Advertisements depict women are majorly Concerned about their beauty and looks only				
Basic	Elementary	Graduate	Post Graduate	Higher than PG
4.29	4.23	3.97	3.93	3.90

Source-Field Survey

From table 4.1 it is found that respondents with basic education have highest mean value of 4.29 followed by elementary education respondents at 4.23. Other categories are only marginally behind highest, with values 3.97(Graduate), 3.93 (Post Graduate) and 3.90 (higher than PG) clearly depict most of the respondents strongly agree with the statement.



The declining trend line in the above graph shows with the rise in the education levels from basic to higher than PG, there is decrease in mean values i.e number of respondents agreeing with the statement is less.

5. In advertisements women are shown as weak, and incapable

Table-5

Education	In advertisements women are shown as weak, and incapable					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Basic	21.43%	42.86%	21.43%	7.14%	7.14%	100.00%
Elementary	23.08%	34.62%	23.08%	19.23%	0.00%	100.00%
Graduate	5.92%	27.22%	28.40%	36.09%	2.37%	100.00%
Post Graduate	10.64%	23.40%	29.26%	34.57%	2.13%	100.00%
Higher than PG	4.00%	30.00%	26.00%	34.00%	6.00%	100.00%

Source-Field Survey

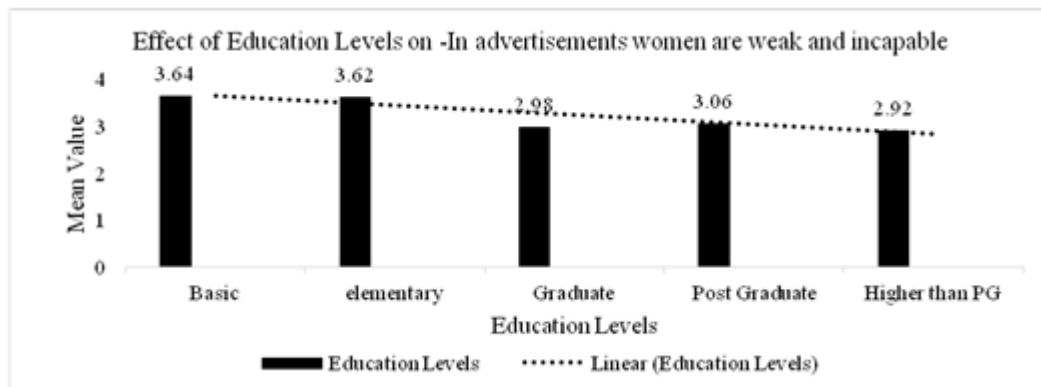
From the percentage table 5 it is found that nearly 25% of respondents in all education categories are neutral in their response, disagreement is high at 30% and above for graduate and above categories but strongly disagree is almost insignificant. Respondents who strongly agree with the statement are around 30% and above.

Table-5.1 (Comparison of Means)

In advertisements women are shown as weak, and incapable				
Basic	Elementary	Graduate	Post Graduate	Higher than PG
3.64	3.62	2.98	3.06	2.92

Source-Field Survey

From table 5.1 for comparison of means for the statement, in advertisements women are shown as weak and incapable highest mean value is 3.64 which is shown by respondents with basic education and marginally behind them is elementary level with mean value of 3.62. Least agreeing are the respondents from the education category higher than PG education as they have lowest mean value of 2.92. With rise in education levels in society agreement levels decline.



The downwards trend line in above graphical figure reflects that as the level of education of respondents increases from basic to higher than PG the level of agreement for the statement in advertisements women are portrayed as weak and incapable decreases.

6. Advertisements project women can only take care of daily household work

Table-6

Education	Advertisements project women can only take care of daily household work					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	5	4	3	2	1	
Basic	28.57%	28.57%	21.43%	14.29%	7.14%	100.00%
Elementary	19.23%	46.15%	19.23%	15.38%	0.00%	100.00%
Graduate	11.24%	26.04%	26.63%	34.32%	1.78%	100.00%
Post Graduate	9.04%	21.28%	23.40%	37.77%	8.51%	100.00%
Higher than PG	6.00%	40.00%	22.00%	24.00%	8.00%	100.00%

Source-Field Survey

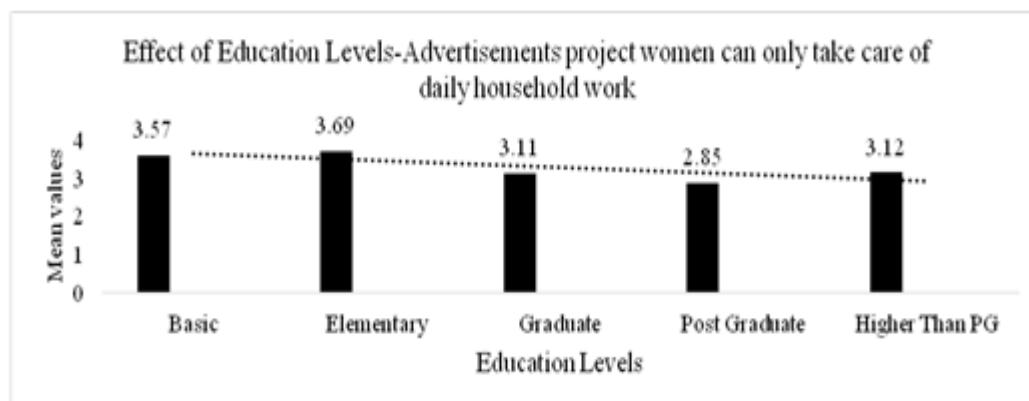
In the table 6 it is analysed around 40% of the respondents agree with the statement that advertisements project women can only take care of daily household work for all education categories and approximately 20% of the responses in all education categories are neutral about their responses. Highest disagreement of 37.7% can be seen in graduate and post graduate respondents. Overall otherwise also there is disagreement in other education categories but strongly disagree pane is not that well populated.

Table-6.1 (Comparison of Means)

Advertisements project women can only take care of daily household work				
Basic	Elementary	Graduate	Post Graduate	Higher than PG
3.57	3.69	3.11	2.85	3.12

Source-Field survey

Highest mean score of 3.69 is held by respondents of elementary education and they are followed by at 3.57 by basic education holders, graduates and higher than PG are almost at the same value of 3.12 and the least agreeing are Post Graduates at 2.85. The difference in mean values shows there is only marginal difference in the thought of different education holders.



From the decreasing trend line in above figure it is analyzed that as the education level increases from basic to higher than PG ,less number of respondents agree with the statement advertisements project women can best take care of household work.

CONCLUSION

Education is central to the moral fulfilment of individuals and the well-being of the society in which they live. From the data analysis presented in earlier section it is proved with the change in level of education there is change in stereotypical portrayal of women. Women are now more educated and socially conscious and changing with the change in society. If advertisements continue to portray women in stereotypical roles companies can expect their own image being hampered and they may incur losses as well. If the nation has to progress the women need to be empowered and treated at par with men .The media and nation have to learn to realize that they need to give equal importance and dignity to almost half of its workforce i.e women. Advertisements are a very integral part of the society and its value system and culture therefore advertisers should avoid unethical representation of women. Media can play a very decisive and strong role in getting women their much deserved status. Media can select certain issues like economic, political and certain social issues of women and work in that direction to improve their real status of women and make society aware of what is happening around. Women these days are financially independent and they work hard both inside and outside the house, therefore they should be shown in good spirit. If things are brought out in right manner citizens will be able to make correct decisions as well. Change has to be brought not only in the status of the women but also in the thought process of the society.

REFERENCE

-
- ⁱ Chunawalla , Kumar, Sethia et.al., “*Advertising Theory and Practice*” 5th ed, New Delhi :Himalaya Publishing, 2002, pp.76.
- ⁱⁱ National Commission for Women, [http:// www.legalserviceindia.com](http://www.legalserviceindia.com) by Bhanu Pratap Singh
- ⁱⁱⁱ Snigdha Kumar and S.Venkatesh, “Images of Woman in Advertising and its Impact on the Society”, *Asian Journal of Development Matters*, Vol.5, (2), June, 2011, pp29.
- ^{iv} Sanjay Kaptan and V.P.Subramanian, “*Women in Advertising*”, India, Jaipur: Book Enclave first ed, 2001, pp-34.
- ^v Uma Singh *New Woman and Mass Media*, Rajasthan, India: Surbhi Publications, 2001, pp..11
- ^{vi} Sanjay Kaptan and Akhilesh Acharaya, “*Advertising in Print Media*”, Jaipur: Book Enclave, India, 2000, pp.150.
- ^{vii} B.Divya Priya and M.Revathibala , “A Study of Female Adolescents Attitude towards Depiction of Women in Advertisements”, *SUMEDHA Journal Of Management*, Vol.2, No.3, July-September 2013, pp104.
- ^{viii} <https://www.scribd.com/document/106738769/07MALixrb8>, (Beauty and Body dissatisfaction experienced by young Indian women exposed to foreign print advertisements found in International fashion Magazines targeted at women by Radhika Batra MA Marketing 2006-2007, pp.83).
- ^{ix} Sharda .J.Schaffter, “*Privileging the Privileged: Gender in Indian Advertising*”, New Delhi: Promilla & Co.Publishers, 2006, pp-121.
- ^x Bermosk Kendra, “Representation of Women in Advertisements”, Bluffton University n.d.Web 03 Nov 2013

ABOUT THE JOURNAL

International Journal of Research in Management & Social Science is a quarterly double blind reviewed research journal of Empyreal Institute of Higher Education, Guwahati, India. It seeks to provide a platform to research scholars, practicing managers, and academicians in business management, commerce and allied fields, to present their research findings and share their views and experiences. Its aim is to promote research education worldwide and to establish acquaintances between management and Information Technology. The journal focuses on issues related to the development and implementation of new methodologies and technologies, which improve the operational objectives of an organization. These include, Project management, logistics, production management, e-commerce, quality management, financial planning, risk management, General Management, Banking, Insurance, International Business, Health Care Administration, Human Resource Management , Non-Profit Organizations, Operations Research/Statistics, Operations Management, Organizational Behavior and Theory, Organizational Development, Organizational Management, Production/Operations, Public Administration, Purchasing/Materials Management, Entrepreneurship, Strategic Management Policy, Technology/Innovation, Tourism and Hospitality, Supply Chain Management, Rural Management, Public Management, Knowledge Management, Business Ethics, Corporate Social Responsibility , Negotiations and Competitive Decision Making, Data Analysis, Hotel Management and emerging trends in allied subjects. The journal provides a forum for researchers and practitioners for the publication of innovative scholarly research, which contributes to the adoption of a new holistic managerial approach that ensures a technologically, economically, socially and ecologically acceptable deployment of new technologies in today's business practices.

Guidelines for Contributors

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1” margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16” and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14” and single-spaced, beginning from the second line below the title.

First Author Name₁, Second Author Name₂, Third Author Name₃

1 Author Designation, Department, Organization, City, email id

2 Author Designation, Department, Organization, City, email id

3 Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.

Examples of References

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

- Abrams, F. W., (1951), ‘Managements Responsibilities in a Complex World’, Harvard Business Review, 29(3): 29 – 34.
- Bateson, C. D.,(2006), ‘Doing Business after the Fall: The Virtue of Moral Hypocrisy’, Journal of Business Ethics, 66: 321 – 335
- French, P. A. (1984), “Collective and Corporate Responsibility”, Colombia University Press, New York.
- Morris, C. (1999) *Quantitative Approaches to Business Studies* (5th edn), London, Financial Times Pitman Publishing.
- Khushalani, Lakhan and Kulkarni, Prasad (2007), “Network Security”, Presented at the National Conference on Emerging Technologies in Control and Instrumentation, October 19-20 2007, Mumbai: TSEC, 53 – 55.
- Dees, J.G. (2001), “The Meaning of Social Entrepreneurship”, Retrieved from: http://www.caseatduke.org/documents/dees_sedef.pdf (accessed 10th December 2010).

K. Mae Heussner (2008). Jeff Ooi - from digital to political clout? Accessed 15 May 2008 from <http://www.Malaysiakini.com.news/78757>.