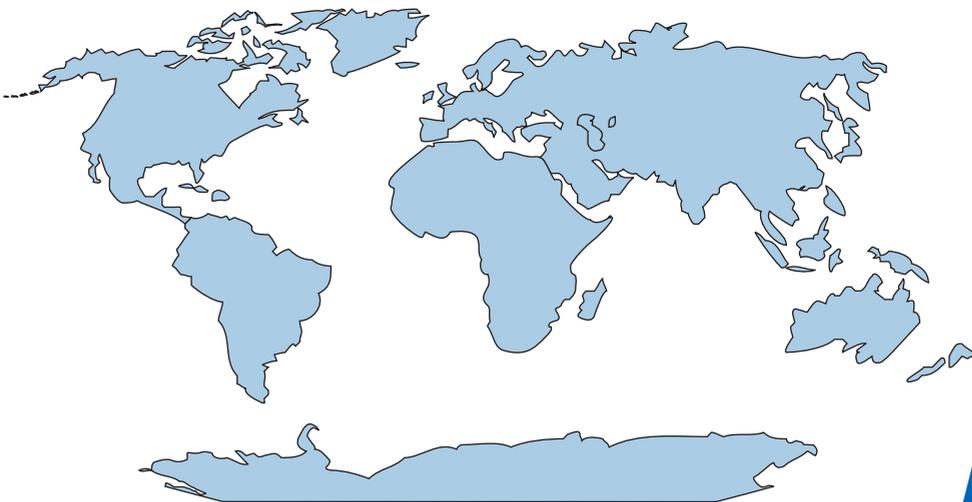


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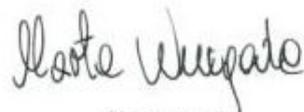
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LIFE AFTER OIL: THE ROLE OF PERSONALITY TRAITS (CONSCIENTIOUSNESS AND NEUROTICISM IN COPING WITH STRESS AMONG OIL WORKERS IN PORT HARCOURT METROPOLIS. RIVERS STATE NIGERIA**Ekechukwu Rosemary Obiagaeri and Nwineke Chimela F.**Department of Educational Psychology, Guidance and Counselling, University of Port Harcourt, Nigeria

ABSTRACT

This paper presented an overview of conscientiousness and neuroticism as personality traits and how they can be applied in coping with stress among oil workers in Port Harcourt metropolis in the absence of oil. Personality trait as a durable disposition of an individual to behave in a particular way in a variety of situations cannot be over emphasize, especially when it comes to coping with stress. Conscientiousness and neuroticism are two opposite traits which individuals bring to a stressful event. Having a positive outlook to a stressful situation will enable individuals to cope positively and or moderately, minimize and manage stressful moments such as life after oil. This paper recommended among others that an experimental study should be carried out on oil workers and their level of coping with stress in the absence of oil. More so, that oil workers should engage themselves in profitable skill acquisition programme while the job last. Finally, this paper recommended that oil workers should have a positive outlook and plan-ahead to cope with stressful situations of life.

Keywords: Oil, Personality Traits, Conscientiousness and Neuroticism, Stress and Coping.

INTRODUCTION

Oil is a major source of energy in Nigeria and the world in general. Oil being the mainstay of the Nigerian economy plays a vital role in shaping the economic and political destiny of the country. Over the years, the oil industry has made a variety of contributions to the Nigerian economy. These include creation of employment opportunities, contributions to government revenues, supply of energy to homes, industry and commerce etc.

One of the first contributions of the oil industry to the Nigeria economy was the creation of employment opportunities. Nigerians were employed in a variety of non-basic activities such as the building of roads and bridges, the clearing of drilling sites, transportation of materials and equipment and building of staff housing and recreational facilities. As time went on, they began to be employed in seismic and drilling operations, supervisory and managerial functions etc. One can't imagine the level of unemployment that will arise if the oil finishes in the next few years and how these individuals will cope with the stress of unemployment.

On the other hand, personality trait as a psychological construct is a complex hypothetical concept that has been defined in a variety of ways. Weiten (2007) defined personality trait as a durable disposition to behave in a particular way and in a variety of situations. Being neurotic, assertive, cheerful, hopeful, looking at the bright side of things are characteristics of personality traits.

Different personality theorists present their own definition of the word personality based on their theoretical positions. Allport (1961) defined personality as "a dynamic organization, inside the person, of psychophysical system that created the person's characteristic patterns of behaviour, thought and feelings," whereas the trait theorists are primarily interested in the measurement of traits, which can be described as habitual patterns of behavior, thought and emotions (Saul, 2003).

According to the above perspective, personality traits are relatively stable and overtime differ across individual. For example, some people are outgoing while others are shy. Some are neurotic whereas others are conscientious. This influences behaviour as well as how the individual interprets situations around them and the coping strategies when facing stressful situations.

Coping with stress consists of efforts, both action-oriented and intra-psychic to manage, master, tolerate or minimize environmental and internal demands and conflicts among them. People respond very differently to stress. The impact of any potentially stressful event is substantially influenced by how a person appraised it. All areas of appraisal depend on the personality trait that each individual brings to a stressful event. It is on this note that the researchers attempt to beam a search light on the role of personality traits (conscientiousness and neuroticism) in coping with stress associated with life after oil.

THE NATURE OF THE OIL INDUSTRY

Oil and gas have affected our lives in different ways. They remain major sources of energy for domestic and industrial uses. Crude oil described as a naturally occurring, flammable liquid consisting of a complex mixture

of hydrocarbons of various molecular weights and other liquid organic compounds that are found in geologic formations beneath the earth's surface.

The approximate length range is C₅H₁₂ to C₁₈H₃₈. Any shorter hydrocarbons are considered natural gas or natural gas liquids. Long-chain hydrocarbons are more viscous, while the longest chains are paraffin wax. In its naturally occurring form, it may contain other non-metallic elements such as sulfur, oxygen and nitrogen. It is usually black or dark brown (although it may be yellowish or even greenish). It varies greatly in appearance, depending on its composition.

Crude oil may also be found in semi-solid form mixed with sand as in the Athabasca oil sands in Canada, where it may be referred to as crude bitumen. Petroleum is used mostly, by volume, for production of fuel oil and gasoline.

The petroleum industry is divided into three sectors: the upstream sector, the midstream sector and the downstream sector. Oil being the mainstay of the Nigerian economy plays a vital role in shaping the economic and political destiny of the country. Many depend on it as their major source of livelihood. Although, Nigeria's oil industry was first discovered in Oloibiri in 1956, it was not until the end of the Nigeria Civil War (1967-1970) that the oil industry began to play a prominent role in the economic life of the country.

Over the years the oil industry has made a variety of contributions to the Nigeria economy. These includes the creation of employment opportunities, provision of economic power for foreign and local expenditures on goods and services; contributions to government revenues, to gross domestic product and to foreign exchange reserves and the supply of energy to homes, industry and commerce.

Considering the above contributions, it would be right to think that in the absence of this veritable tool in the hands of Nigerians, there will be loss of jobs or retrenchment, a condition capable of causing stress. However, an understanding of the personality traits of those benefiting from this oil which may one day phase out will determine how they will cope with stress in the absence of oil.

CONCEPT OF PERSONALITY TRAITS

Trait theory is an approach to the study of human personality. Trait theorists are primarily interested in the measurement of traits, which according to Saul (2003) can be defined "as habitual patterns of behaviour, thought and emotions". In view of the above definition, traits are relatively stable over time, differ across individuals (e.g some people are optimistic whereas others are pessimistic) and influence behaviour. Traits are in contrast to state which more transitory dispositions.

Thus the term 'personality trait' refers to enduring personal characteristics that are revealed in a particular pattern of behaviour in a variety of situations. Weiten (2007) also defined personality traits as a durable disposition to behave in a particular way in a variety of situations. Adjectives such as reliable, impulsive, friendly, anxious, neurotic, agreeable, dependable, honest, moody, excitable, suspicious e t c describe dispositions that represent personality traits.

There is nearly unlimited number of potential traits that could be used to describe personality. The statistical technique of factors analysis, however, has demonstrated that particular clusters of traits reliably correlate together. Hans Eysenck suggested that personality is reducible to three major traits namely; neuroticism, extraversion, and psychoticism Eysenck (1991). Many others such as Saucier and Goldberg (1998) suggested that more factors are needed to adequately described human personality including humor, wealth and beauty. While, McCrae and Costa (1992) proposed that the big five personality traits which include; openness to experience, conscientiousness, extraversion, agreeableness and neuroticism (OCEAN).Based on the above, the study shall focus on conscientiousness and neuroticism to find out how these two personality traits would cope with stress in the absence of oil.

WHAT IS STRESS?

Most of us have more firsthand experience with stress than we care to remember. For example; missing a bus on a raining day full of important appointment is a stress. Waiting on a queue to withdraw money on ATM is a stress. Psychologists have been studying stress and its impact on psychological states and on physical health for several decades. They came up with a common definition as cited in Taylor (2003). According to Taylor (2003) stress is a negative emotional experience accompanied by predictable biochemical, physiological, cognitive and behavioural changes that are directed either toward altering the stressful event or accommodating it's effect, while stressors are events which are likely to produce stress which include; life after oil (for those whose livelihood depends on oil), noise, crowding, a bad relationship, a round of job interview etc.

The study of stressors has helped to define some conditions that are likely to produce more stress than others, but a focus on stressful events cannot fully explain experiences of stress. Each stressful experience may be stressful to some people but not to others. This could be as a result of the type of personality traits (conscientious or neurotic) possessed by an individual. Whereas one person might find life after oil highly stressful; another might see it as an opportunity to try a new field, and as a challenge rather than a threat.

It is very paramount to note here that stress, then, results from the process of appraising events as harmful (neurotic), threatening (neurotic) or challenging (consciousness/optimistic), and the process of assessing potential responses, and of responding to those events.

In line with theoretical framework to the study of stress, Hans Selye's General adaptation syndrome theory of coping with stress is most applicable with regards to life after oil and coping with stress. In developing his concept of General Adaptation Syndrome, Selye (1956) argued that when an organism confronts a stressor, it mobilizes itself for action. According to him, the response itself is nonspecific with respect to the stressor; that is, regardless of the cause of the threat, the individual will respond with the same physiological pattern of reactions. Overtime, with repeated or prolonged exposure to stress, there will be wear and tear on the system. The above theory is the most recommended theory to adopt for a study on coping with stressful event of life after oil.

PERSONALITY TRAITS AND COPING WITH STRESS

People vary in their reactivity to stress. Some people show very small reactions to stressful circumstances, whereas others show large responses. The personality trait that each individual brings to a stressful event influences how he or she will cope with that event. Some personality characteristics such as neuroticism make stressful situations worse, whereas others improve them. Certain people are predisposed by their personalities to experience stressful events which may in turn; affect their psychological distress, their physical symptoms, and/or their rates of illness (Watson & Clark, 1984).

This line of research has focused on a psychological state called negative affectivity as cited in Taylor (2003). A pervasive negative mood marked by anxiety, depression and hostility are the characteristics of neuroticism. Individuals high in negative affectivity express distress, discomfort and dissatisfaction across a wide range of situations including living without oil or life after oil.

Coping is the process of managing demands (external or internal) that are appraised as taxing or exceeding the resources of the person (Lazarus & Folkman 1984 as cited in Taylor 2003). Coping consists of efforts, both action oriented and intrapsychic, to manage (i.e. master, tolerate, reduce, minimize) environmental and internal demands and conflicts among them. Coping with stress in the absence of oil is a series of transactions between a person who has a set of resources, values and commitments and a particular environment with its own resources, demands and constraints.

According to Scheier and Carver (2001), having an optimistic nature can also lead people to cope more effectively with stress and thereby reduce their risk of illness. They developed a measure of dispositional optimism aimed at identifying generalized expectations or outcomes will be positive. Optimists also appear to size up stressful situations more positively and seem especially prone to the *favourable secondary appraisals that their resources will be sufficient to overcome the threat of life after oil (Chang 2001). Optimism is synonymous to conscientiousness which is characterized with the tendency to show self-discipline, act dutifully, and aim for achievement against measure or outside expectations. It is related to the way in which people control, regulate and direct their impulses. Optimism and conscientiousness may help people deal with stressful events by getting them to use their resources more effectively.

CONSCIENTIOUSNESS AND COPING WITH STRESS

Conscientiousness as a personality trait is the tendency to be organized and dependable, show self-discipline, act dutifully, aim for achievement and prefer planned rather than spontaneous behaviour. From the above stand, it is expedient that people who are high conscientiousness are likely to cope with stress. Costa and McCrae (1992) in a Research Report on Science from Michigan State University indicated that the average level of conscientiousness rises among young adults and they decline among older adults (Retrieved 4 April, 2012).

According to Bruck and Allen (2003), the Basis of this trait is within individual differences among planning, organizing and carrying out task. More specifically, people who are conscientious are organized and have a strong sense of duty. They are dependable, disciplined, achievement focused; they are planners and usually attain academic or organizational success.

Research has also shown that conscientiousness moderates the impact of role clarity and ambiguity on individual well-being. (Miller, Griffin & Hart, 1999) That is, role ambiguity in the work environment has less of a detrimental effect on the wellbeing of more conscientious individuals. This is important in that, role ambiguity is a stressor which has been related to neuroticism. It seems likely that individuals who are conscientious will be more effective in managing their time, responsibilities, tasks and conflict that arise between work and home domains.

NEUROTICISM AND COPING WITH STRESS

Neuroticism refers to the tendency to experience negative emotions, such as anger anxiety or depression. Neuroticism can also be referred to as an individual's tendency to become upset or emotional. It is sometimes called emotional instability, or is reversed and referred to as emotional stability. According to Eysenck (1969) neuroticism is the major factor of personality pathology. In his theory of personality, neuroticism is interlinked with low tolerance for stress or aversive stimuli. Norris, Larsen and Cacioppo (2007) opined that studies have also shown that neuroticism has been linked to serotonin transporter (5-HTT) binding sites in the thalamus as well as activity in the insular cortex (Miller 2006, Takano 2007 and Deckersbach, 2006).

Those who score high in neuroticism are emotionally reactive and vulnerable to stress. They are more likely to interpret ordinary situation as threatening and minor frustrations as hopelessly difficult. Their negative emotional reactions tend to persist for unusually long periods of time, which means they are often in a bad mood.

In addition to vulnerability to stress, studies have shown that neuroticism is also connected to a pessimistic approach toward work, confidence that work impedes personal relationships and apparent anxiety linked to work. (Fiske, Gilbert & Lindzey, 2009). These problems in emotional regulation can diminish the ability of a person scoring high on neuroticism to think clearly, make decisions and cope effectively with stress; also lacking contentment in one's life achievement can correlate with high neuroticism scores and increase one's likelihood of falling into clinical depression.

RECOMMENDATIONS

- Entrepreneurial skills should be offered to oil workers which will serve as alternative means of livelihood in the absence of oil.
- The oil workers should be educated on stress management strategies.
- Those with neurotic personality traits should be helped.
- An experimental study should be carried out on the oil workers to ascertain their personality traits and their level of coping with stress.
- Professional counselors, clinical psychologists and psychometricians should also be posted to oil companies to help the workers.

CONCLUSION

It is a reliable fact that oil serves as a major source of energy, income and employment opportunities for a large number of persons especially people living in the Port Harcourt metropolis. It is also a fact that this oil which serve as our source of income and means of livelihood in a short while will diminish.

It becomes very important that people should be guided against unforeseen ugly situations in order to avoid falling victims of unpreparedness. Knowledge of personality trait will play a major role in shaping individuals to being positive, always looking at the good side of the life and engage themselves in skills acquisition training programme before the oil finally fizzles out.

It is also important to note that applying the general adaptation syndrome method of coping with stress will help oil workers see such situations (absence of oil) as a challenge and not a threat to life.

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**THE NATURE & PLACE OF COMPETENCY-BASED LANGUAGE EACHING (CBLT) IN THE
DOMAIN OF COMMUNICATIVE LANGUAGE TEACHING**

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Approaches are axiomatic in nature. These are theoretical perspectives that give birth to so many methodological paradigms. Cumulatively they can be termed as concerted drive towards making language learning accessible to every sort of learners. In fact, teaching learning process itself manifests a system approach in which syllabi, teachers, learners, learning materials function as inputs to the system, whereas, successful and competent learning behaviors are the desired outputs. Likewise Communicative Language Teaching which brought about revolution in the domain of Second Language Teaching disseminates so many learner-centered methods to equip the second language teachers with desired level of competencies so that they can feasibly promote the language acquisition process among the learners. Competency Based Language Teaching took its origin in the United States in the 1970s as an applied field of competency Based Education that was designated as survival-oriented language teaching programmes in the USA and in specific parts of Australia. Regarding CBE, the following extract by Schenck(1978:vi)is worthquoting:

“competencies.....describe the students ability to apply basic and other skills in situations that are commonly encountered in everyday life. Thus CBE is based on a set of outcomes that are derived from an analysis of tasks typically required of students in life role situations”.

One specific matter about CBLT is that while other ELT approaches and methods tend to generate first the entrance behavior and gradually crystallize the terminal behavior by dint of formulated strategy and learning process, CBLT lays exclusive critical emphasis on the learning outputs or terminal behavior of language development process. This critical perspective has enlarged its applicability from the domain of work related and competency oriented adult learning programme to numerous fields of applied linguistics and ELT. Thus Docking (1994:15) has observed the beneficial effects of CBLT “at all levels and kinds of education and training from primary school to university and from academic studies to workplace training”. In Indian backdrop the utility of CBLT has been conceived recently by the national policy makers of education and its reflection is to be perceived in the long term ambitious project launched under the banner of Sarva Siksha Mission(SSM). SSM undertakes school teachers orientation programmes that primarily aim at enhancing their competency level through organization of workshops at specific intervals. The insights seem to have been derived from Docking who propagates:

“Competency-based approaches to teaching and assessment offer teachers an opportunity to revitalize their education and training programmes. Not only will the quality of assessment improve but the quality of teaching and students learning will be enhanced by the clear specification of expected outcomes and the continuous feedback that competency based assessment can offer.”

Now let us probe into how far CBLT happens to be a paradigm of CLT. The key term ‘competency’ in CBLT is pregnant with numerous implications, namely, aptitude, knowledge, attitudes and behaviors for active performance of a life-centric task. Again the notion of competency in CLT derives its semantic load from Chomskian view of ‘linguistic competence’ as enshrined in his *Aspects of the Theory of Syntax* (1965) and also Dell Hyme’s notion of ‘communicative competence’. While Chomskian, notion of ‘linguistic competence’ relates to the innate ability to be possessed by a speaker to produce grammatically correct structures, Hyme’s view of ‘communicative competence’ refers to an acquired ability that a speaker should grasp in order to effectively communicate with varied social contexts. Again if a contrastive analysis between CLBT and CLT is attempted on the basis of approach, design and procedure if may be safely assumed that CBLT follows the beaten track of CLT to generate competencies among the learners.

APPROACH

Most of the ELT approaches are based on the theoretical perspectives on the theory of language and that of learning. Language is basically an instinctive mode of communication. Accordingly CLT speaks of developing strategies of communication which is possible only when the productive skills (speaking and writing) of a learner get crystallized. CBLT is also centered round the notion of developing communicative competence that is basically instrumental to the formation of the learner’s productive skill that enables him to interact and communicate with varied social contexts. If CLT deals with basic theoretical framework of language teaching, CBLT tends to serve as a corollary of CLT and it is obviously the applied domain of CLT. So CBLT explores

the potentialities of language learning in terms of its functional perspectives as its experts infer that the idiosyncratic features of a language can best be analyzed from its use in life centric situations.

DESIGN

Design is the most crucial phase in the theoretical spectrum of every teaching approach. It is the scientific blueprint that encompasses the learning objectives, syllabi, learning modules, role of learners and teachers etc. Once the objective of a specific course is assigned, the syllabus and course content are devised accordingly. Since attainment of competency is the desired terminal behavior of a learning process it is to be achieved by effective performance of task-based activities relating to the field of work and job performance. Hence instructional materials and course content embody functional and notional framework instead of mere structural components. Thus Docking (1994:11) infers that "A unit of competency might be a task, a role, a function or a learning module-----". An element of competency can be defined as any attribute of an individual that contributes to the successful performance of a task, job, function or activity in an academic setting and / or a work setting."

While focusing on the design of CBLT Auerbach(1986) points out some prominent features of which the following factors uphold the basic tenants of CLT:

(i) Individualized, Student Centered Instruction

Learner centeredness is the prime objective of CLT. Similarly the objective, course content or curricula in CBLT are designed in accordance with the need and competency level of individual learners.

(ii) Task-oriented and Performance-Centered Instruction

CLT tends to generate communicative competence by enhancing the communicative skills of the learners through task-based learning items and adequate exposure in terms of spoken and written materials. CBLT instead of enriching the domain of theoretical knowledge among the pupils emphasizes the terminal behavior which will be the desired outcome of learning experiences comprising activities bearing life centric tasks such as language games, role plays etc.

(iii) A Focus on Successful Functioning in Society

Since speech is a concrete phenomenon rather than reading and writing, CLT speaks of crystallizing speech behavior among the learners for purposeful communications in the multi-situational social backdrops. CBLT designs the formation of autonomous individual who will be proficient enough to cope with the ever changing social scenario by means of communicative competence that is the resultant effect of the gradual acquisition of a number of multidimensional competencies.

iv) Continuous and Comprehensive Assessment

In CLT the communicative competence of the learners are generated gradually by the formation of specific skills in a graded manner. After each learning phase is over the post-test is taken to assess how much goals they have achieved. CBLT undertakes modularized instruction in which learning programmes are focused keeping parity with the gradual attainment of the sub objectives which cumulatively form the ultimate learning behavior. Accordingly an ongoing assessment process goes on in a comprehensive way throughout the academic year by means at unit tests, terminal exams, class tests etc. If the desired competency level is yet to be achieved at any level, the learners are retested after a manageable remedial lessons are provided to them.

PROCEDURE

Finocchiaro and Brumfit in *The Functional-Notional Approach* (1983) prescribes some procedural outlines to be applied in CLT class room situations. These may be summarized as follows-

- ✓ Oral practice of a particular utterance or a dialogue should be done by groups of individuals.
- ✓ Oral practice should also include questions and answers based on a topic or situations or the students' personal experience centered on the topic.
- ✓ To enhance the reading skills pupils will be asked to go through one of the basic communicative expressions which will expose specific structural pattern exemplifying the functional level of the reading items.
- ✓ Oral and written exposures will help them discover the generalizations or rules underlying the functional expression or structure.

Again Hagan (1994:22) while projecting the operational framework of CBLT also divides the competency descriptions under four heads-

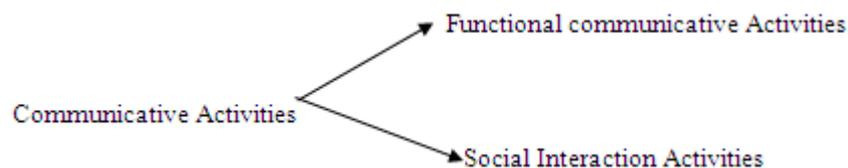
- ❖ Oral competencies

- ❖ Reading competencies
- ❖ Writing competencies
- ❖ Knowledge and learning competencies

While formulating the procedural pattern for cultivating the above mentioned competencies the teacher will specify the performance criteria that will gradually denote the attainment of each competency under each of the four domains.

Like CLT, CBLT tends to inculcate the desired competency level of the first three domains through adequate exposure in terms of oral and written materials. In both cases the predominant three competencies are developed through task or performance-centric orientations that lay emphasis on the ability to talk about multiple contexts which they may face in social backdrops.

The methodological strategies for generating proficiency in the learners through CLT and competency through CBLT can be represented in the following manner:



According to Burns and Hood (1994:76), in the 1970s CBLT procedures followed a centralized curriculum planning with its emphasis on content pattern and structural elements. CBLT gradually got decentralized in the 1980s with its focus on learner centeredness. Again if we go through Hagan (1994:22) we see that in the procedural framework he intensively speaks of group activities to reach the goal focus and competency of the learners. Thus an evolutionary nature in operational framework exists in CBLT. Again the procedural design in CLT approaches also follows divergent tracks with everyone's convergent focus on the learners' development of communicative competence. Accordingly Hilgard and Bower (1966) upheld the anti-structural view by adopting "learning by doing" or the "experience approach." In the 1970s, Applebee who advocated the organization of CLT around tasks and procedures suggests "the means for selection and weaving appropriate experiences into a coherent curriculum stretching across the years of school English study" (Applebee 1974:119). Teachers were encouraged to develop learning materials "on the basis of the particular needs manifested by the class (Applebee 1974:150). In the 1980s Savignon (1983) projects techniques and classroom management procedures relevant to a number of CLT classroom procedures (e.g. group activities, language game, role plays). In 1990s Johnson & Johnson while talking about specific application of communicative methodology high-lights two pregnant phrases, namely, 'psycholinguistic processing' & 'free practice' "Psycholinguistic processing" implies that while the learners get involved in CLT activities, they employ their cognitive domain and psycho-biological faculty for language acquisition. "Free Practice" is a CLT device which encourages the learners to use variety of sub skills to cumulative language development.

Thus the comprehensive detail categorically makes it clear that both CLT & CBLT uphold the basic tenet of learner-centeredness in their respective procedural pattern.

The Communicative Language Teaching (CLT) germinated in the British backdrop in the late 1960s when the utility of Situational Language Teaching, according to Howatt (1984:280) began to be questioned by the British Applied Linguists who fell under the influence of cognitive and psycholinguistic philosophy enshrined in Noam Chomsky' "Syntactic Structures" (1957) & "Aspects of the Theory of Syntax" (1965). So CLT is a paradigm shift from the hitherto accepted teacher-oriented ELT approaches to more humanistic and interactive processes of teaching strategies. Since its inception CLT has disseminated into a number of allied approaches, namely, Competency Based Language Teaching (CBLT), Cooperative Language Teaching (CLT), Task-Based Language Teaching (TBLT) etc.-all of which have their predominant focus on learner centeredness. CBLT, thus, may be viewed as descendant to CLT as the former seeks to incorporate tenets and principles associated with the latter. In fact, CBLT may best be termed as strategic dimension of CLT since, while the latter speaks only of crystallizing the communicative competence of the learners, the former categorically projects the devices required for the desired formation of the learners' competency level. Thus empirically CBLT has emerged as a methodological paradigm under the comprehensive domain of Communicative Language Teaching.

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TRAINING EVALUATION AT UNORGANISED SECTOR

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ABSTRACT

The last stage of training and development process is the evaluation of result. Since huge sums of money are spend on training and development. Evaluation helps the determine the result of the training and development program.

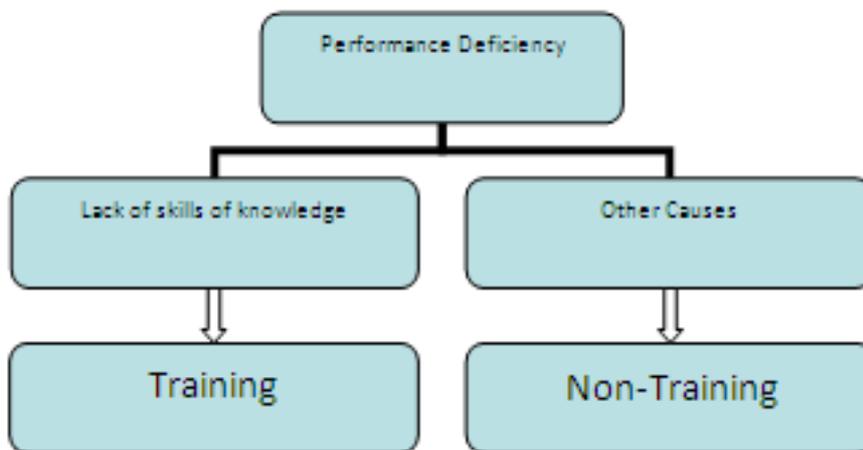
The main objective of evaluating the training program is to determine if they are accomplishing specific training objective that is, correcting performance deficiencies. A second reason for evaluation is to ensure that any changes in trainee capabilities are due to the training program and not due to any other conditions.

Training program should be evaluated to determine their cost effectiveness. Evaluation is useful to explain program failure, should it occur. Finally, credibility of training and development is greatly enhanced when it is proved that the organization has benefited tangibly from it. This formed the basis of my project and on this ground the study of impact of training program was done.

The methodology adopted was data collection of primary and secondary sources. Primary data was collected with the help of questionnaire set. In these set was given prior to training session, then immediately after the training program was over and then last was given to employee's who have attended it previously. Secondary data was collected from the training theory and other related topics from books, website etc.

The data so collected was analyzed in from of graphs. This summer project gave me excellent opportunity to learn about the functioning and working of HR department as well as other department in the organization.

Figure No: 1.1 Evaluation of training in unorganized sector



2.2 LITERATURE REVIEW

Initial "objective" needs analyses focused on identifying learners' real world communicative requirements so that courses could be designed reflecting these and preparing users for their intended use of the target language (TL). Munby's model (1978) is the most well-known of this type, and became "An unavoidable reference point" (Tudor 1996:66), though West (1994) mentions that its rigour and complexity "tended to halt rather than advance development", and Tudor notes that it deals only with target situation analysis (TSA), ignoring deficiency analysis ("present situation analysis" - PSA, cf. Allwright 1982), strategy analysis (Oxford 1990) and means analysis (West 1994; Tudor 1996). Munby's model contained nine components, relating to the learners' communicative requirements (participant, purposive domain, setting, interaction, instrumentality, dialect, target level, communicative event, and communicative key), and Tarone & Yule (1989) later covered much the same ground with a four-level framework: i) global level (situations, participants, communicative purpose, target activities); ii) rhetorical level (organisational structure of the communicative activities); iii) grammatical-rhetorical level (linguistic forms required to realise the forms in level ii); and iv) grammatical level (the frequency of grammatical and lexical constructions in the target situation). Both models imply that a needs analysis should progress from an identification of learners' target language needs, to an analysis of the communicative activities they will need to perform in order to achieve those goals, and the linguistic forms by which these activities will be realised (Tudor 1996:72).

If subjective psychological needs felt by the learner are to be taken into account as well as objective communication needs, then some kinds of mechanisms have to be built into the learning process which allow for systematic consultation and negotiation between the two parties. Information has to be exchanged about roles and expectations. (Brindley 1984a:72-73)

Such a "mechanism" implies not only ongoing learner training in identifying learning needs, setting learning goals, planning a course of study, and reflection (self-assessment and reappraisal of goals), but also a change of roles and power structure (Stevick 1976) as negotiation of course content and direction leads to modification of teacher/learner expectations, and teachers gradually transfer control of learning. This process of "learning how to learn" and of negotiating classroom learning parameters takes time (Brindley 1984a:76; Nunan 1988c; 1994b) and is not always comfortable for teachers or students, as established "truths" are challenged and perhaps found inadequate. However, problems associated with objective needs analysis (e.g. the impracticality of obtaining sufficient pre-course data, the need for the teacher to be an expert in the students' special fields, and the responsibility for producing a course to meet students needs in those fields) tend to originate from a view of the teacher as all-knowing expert and transmitter of required knowledge, which is rarely the case in specialised ESP courses such as English for nurses, international trade, accounting, or particle physics (though see Widdowson's [1978a] call for English to be used in teaching other subjects at high school level), and a joint "exploration of the learners' needs, both by the teachers, and by the learners themselves" (Tudor 1996:76), is more appropriate.

CONCEPTUAL BACKGROUND OF THE STUDY

Nature of Training and Development

In simple terms, training and development refer to the imparting of specific skills, abilities and knowledge to an employee. A formal definition of training and development is..” it is any attempt to improve current or future employee performance by increasing an employee’s ability to perform through learning, usually by changing the employee’s attitude or increasing his or her skills and knowledge. The need for training and development is determined by the employee’s performance deficiency, computed as follows:

Training and Development = Standard Performance – Actual Performance”.

Basic Terms in Training and Development

At its most basic form, a piece of information about something is a ‘unit of awareness’ about that thing. Some people think that this awareness occurs only in the brain and therefore, usually comes from some from thought. Other people also accept information as a form of realization from other forms of inquiry, i.e. intuition.

Knowledge

Knowledge is gleaned by organizing information. Typically, information evolves knowledge by the learner’s gaining context, perspective and scope about the information.

Skills

Skills are applying knowledge in an effective and efficient manner to get something done. One notice skills in an employee by their behaviors.

Task

A task is typically designed as a unit of work, that is a set of activities needed to produce some result, eg. Vacuuming carpet, writing a memo, sorting the mail etc. Complex position in the organization may include a large number of task, which are sometimes referred as function.

Job

A job is a collection of task and responsibilities that an employee is responsible to conduct. Job have titles.

Role

A role is the set of responsibilities or expected results associated with a job. A job includes several roles.

RESEARCH METHODOLOGY

- A look at one of new strategy for the organization in line with the vision statement “lakshya 2011”
- To research 2011, Redesign, implement and review training programs for ‘Mindset change’, ‘leadership’, ‘Technical skill’ by covering all employees.
- The program thus conducted are accordance with this strategy. Outdoor training programs often provides the platform to have mindset change, and develop technical skills. Our project is to study the impact and effectiveness of various training program with major focus on outdoor program.

STATEMENT OF THE PROBLEM

In this project an attempt is made to study and measure the effectiveness of training program at Mahila Sakhari Shetkri Sutgirni. The project particularly focuses on outdoor programe where in mill is interested to know the tangible and intangible benefits gained from such program.

To measure the impact of training program right type questions should be asked. The questions asked should be combination open and close ended so that maximum information can be obtained. This program is useful in analyzing and measuring effective of training programs.

OBJECTIVES

The summer training of Mahila Shkari Shetkri Sutgirni was undertaken with the view to study the effectiveness and impact of training programe conducted in this organization. The project undertaken is an integral part of two years MBA course and its successful completion is a pre-requisite for the continuation of the MBA program.

- To study the training procedure followed in Mahila Shekari Shetkri Sutgirni, Sangola, Maharashtra, INDIA
- To study the effectiveness of various training programs.
- To study the impact of Indoor training program.
- To get the feedback suggestion from participants, analyze their give data and provide useful suggestions in improving the training programs further.

SCOPE

The project covers the study regarding the training system existing in the mill. The project covers question of 'response to' type i.e. participants reaction to the training program.

DATA COLLECTION

Primary data

The data for the study is gathered from Managerial and Supervisory Staff by distributing questionnaire and getting the feedback.

The purpose behind collecting the information from participants by questionnaire is to get an insight about the training program.

Secondary data

This data is consisted of mill's evaluation from used for analysis of past data. I collected participant's data from the mill. Other information regarding framing of questionnaire was done through referring of previous project report. Also the project report given by my guide was used as reference.

An individual conducted the study is own capacity, with available resources.

Time being a major constraint all the aspects were not taken into consideration.

SAMPLE DESIGN

About 80% of the samples could be collected. Selected sampling was the technique used for studying major findings.

ABOUT QUESTIONNAIRE

Questionnaire was designed taking into consideration few parameters like, purpose, type, level and objective of the evaluation. Questionnaire was distributed at check in points and sufficient time was given to fill up the questionnaire. At all times we made sure that the information obtained is kept confidential

DATA ANALYSIS & INTERPRETATION

1) To what extent are you aware of this program concept?

Table No: 4.1

Fully aware	0.00%
Heard about it	25%
Totally new for me	75%

The awareness about the program was equally spilt between heard about it and totally new for me. Nobody was fully aware about the program concept.

2) Do you feel that location, infrastructure & group matter in such kind of program?

Table No: 4.2

Yes	85.70%
No	0.00%
May be	14.30%

Many people feel the location, infrastructure and group matters in such kind of programs.

3. On the scale of 10, to what extent will you directly implement the knowledge or scale gained through this program?

1, 2,3,4,5,6,7,8,9,10

Table No: 4.3

Age	Average score
21-30	6.86
31-40	6.68
41-50	6.49
51-60	6.49

Agewise distribution on average rating given by the participants on implementation of knowledge,skills through this program.

Conclusion : From the above graph we can conclude that there are no major fluctuations in the rating given by the participants no matter to which age group they belong.

4. Do you think that meditation will help you in improving your mental fitness?

Table No: 4.4

Views of Participants	No of Participants
Yes I do regularly	64
No I have stopped meditating	30
Decreased	42

Conclusion: Majority of the participants have been practicing meditation regularly.

5. Do you think your work efficiency would increase after this program?

a) Yes b) No c) May be

Table No: 4.5

Views of participants	No of participants
Yes	105
No	25
Can't say	20

Views of participants on overall increase in work efficiency

Conclusion : majority of the participants have agreed that their overall work efficiency have increased after this training program.

6. Did this program meet your expectation?

Below expectation	55
Up to the mark	75
Above to the mark	84

7. From this program which of the following activities do you think you have improved or implemented successfully :(check them the option)

a) Shared vision b) Time management c) Proactive behaviour d) Mental potential e) Emotional potential
 f) Self esteem

Implemented / Improved activities	No of Participants
Shared vision (Group)	70
Time management	75
Proactive behaviour	72
Mental potential	76
Emotional potential	72
Self esteem	82

Implemented / Improved activities	No of Participants
Shared vision (Group)	48%
Time management	52%
Proactive behaviour	50%
Mental potential	52%
Emotional potential	50%
Self esteem	57%

The various implemented / improved activities are shown graph in the form percentage :

Conclusion: All the skills and knowledge imparted in the program was implemented by the participants about 50% or more

9. How training need of employees is carried out?

a) Through Performance Appraisal b) Competency Mapping c) Both 1&2 d) Annual Report

Views of Participants	No of Participants
Through Performance Appraisal	42%
Competency Mapping	28%
Both 1&2	70%
Annual Report	60%

Conclusion : majority of the participants have agreed that their overall work efficiency.

SUGGESTIONS

For evaluation to have a substantive and pervasive impact on the development of training programs, internal resources and personnel such as training designers, trainers, training managers, and chief personnel will need to become increasingly involved as program evaluators. While using external evaluation specialists has validity advantage, time and budget constraints make this option highly impractical in most cases. Thus, the mentality the evaluation is strictly the province of experts often results in there being no evaluation at all. These considerations to make a case for the convenience and cost effectiveness of internal evaluation. However, the obvious concern is whether the internal team possesses the expertise required to conduct the evaluation, and if they do, how the basis of internal evaluators can be minimized. Therefore, just as automated expert system are being developed to guide the design of instructional programs, so might such system created for instructional evaluations. Lack of expertise of training designers in evaluation, pressures for increased productivity, and the need of standardize evaluation process to ensure effectiveness of training products are some of the elements that many provide motivations for supporting organization's evaluation with technology. Such system might also help minimize the potential bias of internal evaluators. To achieve the company results, the system department should develop the Training Quality Index(TQI) software. The TQI will be a computer based application that collects data online about training department performance, productivity budget, and courses and allows for detailed analysis of data. TQI should be flexible system wherein the format of questions can be changed according to the program conducted. TQI will track all department training data into five categories: effectiveness, quantity, perception, financial impact, and operational impact.

CONCLUSION

Current business environment demands superior products and services to stay ahead of the competition on a global scale. One of the most important factors in achieving organizational objectives and competitive edge is to maintain a skilled, productive, and loyal work force that can react rapidly to changes in business and products.

“A company's most sustainable competitive advantage is....the ability to learn and act on that learning.”

Since evaluation activities in training situation involve multiple goals associated with multiple levels, evaluation should perhaps be viewed as a collaborative activity between training designers, training manager trainers, floor manager, and possibly others.

The following challenges needs to be addressed to allow any size of business to benefit from new environment.

There must be quick response to changing business needs.

The product must be ubiquitous and easy to use.

It must be designed to support both existing and future standards.

The system developed must be open, flexible, expandable and technically state of the art.

The evaluation helps to determine the results of the training and development program and the impact can be crucial in determining company's competitive edge over others.

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IMPACT ANALYSIS OF WOMEN EMPOWERMENT THROUGH SHG

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INTRODUCTION

Women constitute nearly half of the total population of the world. They are the pivot around which the whole family hinges. They are central in its formation and play a very crucial role in its effective running and general well being. A thorough study of the Indian history from ancient time reveals that women in our country have played a very significant role in various periods. Women at present contribute in various capacities as they perform not only non market activities through which they produce goods having not only greater utility value but also in various market activity such as in the fields, factories, office and elsewhere outside home. Hence the dual role of women, one as a contributor to production in a country and the other as a reproducer of human race has been emphasized in our literature. The Indian Self Help Group movement initiated by NABARD is one of the largest SHG movements in the world. As per 2011¹ census there are 11.96 lakhs SHGS helping nearly 14,547.73 crore poor households to access suitable financial services from the formal banking system in the country. Some of these SHGs are highly successful and others not so successful.

Animal agriculture has played a major role in growth and development of mankind and civilization. Animals have been a source of food, fibre and transport and also an important means of territorial control and defence. Today, the live stock sector plays a major role in the global economy. India ranks first, second, third and fifth in buffalo, cattle and goat, sheep and poultry populations in the world, respectively. With the advent of globalization, agriculture and its allied activities has become more commercial and is bracing for a crucial role in economic development. In the agricultural sector, animal husbandry has occupied a prominent place in generating income and employment to the poor especially for rural women. The Indian economy registered a growth of Rs.83,53,495 crores, the share of GDP was 8 per cent during 2012-13, as against 9.0 per cent during 2007-08.

In India, poverty and unemployment which are the twin evils faced by many of the rural poor. Perpetual poverty and lack of adequate credit facility have remained the major constraints in the economic up liftment of rural households. The majority of the rural poor are small and marginal farmers, landless labourers and rural artisans engaged in live stock activity for their regular and permanent source of income. Constraints in live stock production such as lack of capital and access to institutional credit, poor technical skills and lack of access to improved extension services limit the participation of rural poor in live stock production. Hence, they are in need of adequate and timely flow of credit to overcome these problems. To overcome such crucial problems, the Government implemented various credit policies oriented towards specific economic activities.

Past experiences shows that the women are playing a subordinate role both at home and in the work place. They are facing inequalities like sexual abuses, slavery, bonded labour etc. in society which is paralyzing the empowerment of women. Financing live stock rearing is again a challenge faced by women dairy farmers. Micro financial schemes in the form of Self Help Group introduced by the Government was the instrument identified by them to solve their problems. Mobilisation of funds through SHG was a very easy procedure and also group bondage leads to motivate more group activity. Ultimately live stock rearing had been increased by the group members to meet out their requirement. Various reports evidenced that Self Help Group programmes often in the form of savings and credit or micro credit schemes have succeeded in improving the standard of living of rural poor women and generating positive externalities such as increased self-esteem. At this juncture, the present study was undertaken to analyse whether women's participation in SHG-led Microfinance programme had really improved their life financially, socially, psychologically and technologically.

MATERIALS AND METHODS

For the present study, both primary and secondary data were collected. The primary data were collected in Dharmapuri, Thiruvannamalai and Villupuram districts. A total of 360 farmers(180 from Self Help Groups and 180 from non Self Help Groups) were selected for the study. Procedure followed for the selection of number of blocks was based on proportionate method. 0.75 proportions of the blocks were selected for this study. Number of blocks selected for this study was 6 blocks out of 8 in Dharmapuri District, 13 blocks out of 18 blocks in Thiruvannamalai District and 17 blocks out of 22 blocks in Viluppuram Districts and the selection of blocks was done by using simple random method. Totally 36 blocks were selected from 48 blocks. . For the selection

of members and non-members simple random method was followed. Members (180 Samples) and non-members (180 Samples). The required data were collected through a well prepared interview schedule. The questions for the research was framed in a clear manner such that it enables the respondents to understand and answer the question easily and the questions was designed short and simple and is arranged in a logical manner. Questionnaire consists of both Open End questions and Closed End questions such as Dichotomous Question and Multiple Choice Questions.

Study that engaged in data analysis by using simple percentage analysis, graphical analysis and statistical analysis for hypothesis testing usually explains the nature of certain relationships, or establishes the differences among groups or independence of two or more factors in a given situation. Researcher had used the Statistical Package of SPSS version 11.5 for data analysis. Conventional analysis in the form of averages and percentages were used for the study.

RESULTS AND DISCUSSION

Empowerment of women has been discussed by using economic empowerment, social empowerment, psychological empowerment, technological empowerment and financial empowerment.

ECONOMIC EMPOWERMENT

Table No.1: Economic Empowerment

Economic Empowerment	Empowered		Not Empowered	
	Members	Non-Members	Members	Non-Members
Increased Savings	177 (99.4%)	1 (0.6%)	3 (1.6%)	179 (98.4%)
Additional Income	176 (81.9%)	39 (18.1%)	4 (2.8%)	141 (97.2%)
Self Spending	175 (75.0%)	75 (25.0%)	5 (4.55%)	105 (95.45%)
Spent for Children Education	176 (83.8%)	34 (16.2%)	4 (2.7%)	146 (97.3%)
Improved House Hold	178 (96.7%)	6 (3.3%)	2 (1.1%)	174 (98.9%)

Source: Primary Data.

The values within parentheses refers to Row Per cent.

Table 1 portrays information about economic empowerment. Different dimensions of economic empowerment were captured in the forms of increased savings, obtained additional income, utilized the additional income for children's education and utilized the additional income to improve household facilities. It is observed that 99.4 per cent of the members had Increased their Savings but 0.6 per cent of the non-members had increased their savings. On the other hand, 98.4 per cent of the non-members had not increased savings only 2.8 per cent of the member had not increased their savings. In the case of Earning Additional Income, 81.9 per cent of the members could be able to earn additional income only 18.1 per cent of the non-members could be able to earn Additional Income while 97.2 per cent of the non-members had not earned any Additional Income and only 2.8 per cent of members has not earned Additional Income. 75.0 per cent of the members had Self Spending without any intervention only 25.0 per cent of the non-members had spent money on their own for their family members. In the case of members, 4.55 per cent of the members had depend the family members for spending the money 95.45 per cent of the non-members had not spent money on their own. 83.8 per cent of the members had spent their additional income for their Children's Education, 16.2 per cent of the non-members had spent money for their Children's Education. 97.3 of the non-members had not spent money for their Children's Education and only 2.7 per cent of the members had not spent money for their Children's Education. 96.7 per cent of the members had improved their House Hold Facilities and 3.3 per cent of the non-members had improved their house hold facilities. 98.9 per cent of the non-members had not improved their house hold facilities and only 1.1 per cent of the members had not developed their house hold facilities.

SOCIAL EMPOWERMENT

Table 2 : Social Empowerment

Social Empowerment	Empowered		Not Empowered	
	Members	Non-Members	Members	Non-Members
Wider Social Contact	177 (83.1%)	36 (16.9%)	3 (2.0%)	144 (98.0%)
Solve the Problem	175 (83.7%)	34 (16.3%)	5 (3.3%)	146 (96.7%)
Social Participation	163 (97.6%)	4 (2.4%)	17 (8.8%)	176 (91.2%)
Leadership Qualities	175 (96.2%)	7 (3.8%)	5 (2.8%)	173 (97.2%)
Interest in Public Issue	133 (79.6%)	34 (20.4%)	47 (24.4%)	146 (75.6%)

Source: Primary Data.

The values within parentheses refers to Row Per cent.

It could be identified that in the case of Social Empowerment, 83.1 per cent of the members had developed Wider Social Contact but only 16.9 per cent of the non-members had developed Wider Social Contact. 98.0 per cent of the non-members had no wider social contact but only 2.0 per cent of the members do not have wider social contact. 83.7 per cent of the members could be able to Solve the Problem only 16.3 per cent of the non-members could be able to solve the problem. 96.7 per cent of the non-members had not able to solve the problem but 3.3 per cent of the members are not able to solve the problem. In the case of Social Participation, 97.6 of the members had social participation while only 2.4 per cent of the non-members had social participation, 91.2 per cent of the non-members do not have any social participation but 8.8 per cent of the members do not have any social participation. 96.2 per cent of the members has Leadership Qualities while only 3.8 per cent of the non-members had Leadership Qualities on the contrary of that 97.2 per cent of the non-members do not possess any Leadership Qualities and only 2.8 per cent of the members do not have Leadership Qualities. 79.6 per cent of the members were interested in Public Issues but only 20.4 per cent of the non-members were interested in public issues. On the other hand, 75.6 per cent of the non-members are not interested in public issues and only 24.4 per cent of the members were not interested in public issues.

PSYCHOLOGICAL EMPOWERMENT

Table 3 : Psychological Empowerment

Psychological Empowerment	Empowered		Not Empowered	
	Members	Non-Members	Members	Non-Members
Developed Self Confidence	176 (98.3%)	3 (1.7%)	4 (2.2%)	177 (97.8%)
Risk Taking	156 (80.4%)	38 (19.6%)	24 (14.5%)	142 (85.5%)
Developed Motivation	176 (97.8%)	4 (2.2%)	4 (2.2%)	176 (97.8%)
More Decisive	178 (97.8%)	4 (2.2%)	2 (1.1%)	176 (98.9%)
Dynamic Approach	175 (96.2%)	7 (3.8%)	5 (2.8%)	173 (97.2%)

Source: Primary Data.

The values within parentheses refers to Row Per cent.

From the Table, it is deducted that, 98.3 per cent of the members had Developed their Self Confidence but only 1.7 per cent of the non-members had developed their self confidence, 97.8 per cent of the non-members had not gained self confidence so far and only 2.2 per cent of the members had not obtained self confidence. In the case of Risk Taking 80.4 per cent of the members were ready to take risk only 19.6 per cent of the non-members

were ready to take risk, 85.5 per cent of the non-members were not ready to take risk but 14.5 per cent of the members were not ready to take any risk. 97.8 per cent of the members had Developed Motivation but only 2.2 per cent of the non-members had developed motivation, 97.8 per cent of the non-members had not developed any motivation but the remaining 2.2 per cent of the members had developed motivation. 97.8 per cent of the members were More Decisive only 2.2 per cent of the non-members were more decisive, 98.9 per cent of the non-members were not more decisive but 1.1 per cent of the members were not more decisive. In the case of Dynamic Approach, 96.2 per cent of the members were dynamic only 3.8 per cent of the non-members were dynamic, 97.2 per cent of the non-members were not dynamic but the remaining 2.8 per cent of the members were not dynamic.

TECHNOLOGICAL EMPOWERMENT

Table 4: Technological Empowerment

Technological Empowerment	Empowered		Not Empowered	
	Members	Non-Members	Members	Non-Members
About AI	166 (52.9%)	148 (47.1%)	14 (30.4%)	32 (69.6%)
Vaccination	169 (53.1%)	149 (46.9%)	11 (26.2%)	31 (73.8%)
Diseases Outbreaks	172 (54.3%)	145 (45.7%)	8 (18.6%)	35 (81.4%)
Housing Pattern	171 (52.8%)	153 (47.2%)	9 (25.0%)	27 (75.0%)
About Breed	167 (52.8%)	149 (47.2%)	13 (29.5%)	31 (70.5%)
New Skills on Scientific Feeding	166 (50.6%)	162 (49.4%)	14 (43.8%)	18 (56.2%)

Source: Primary Data.

The values within parentheses refers to Row Per cent.

It is interpreted that in the case Artificial Insemination, 52.9 per cent of the members had sufficient knowledge but 47.1 per cent of the non-members had knowledge about artificial insemination, 69.6 per cent of the non-members and 30.4 per cent of the members do not have sufficient knowledge about artificial insemination. 53.1 per cent of the members gained knowledge about proper Vaccination and De-Worming of their animals, 46.9 per cent of the non-members were acquired knowledge about vaccination, 73.8 per cent of the non-members and 26.2 per cent of the members had not vaccinated their animals. 54.3 per cent of members 45.7 per cent of the non-members had the Knowledge about the Diseases Out Breaks. 81.4 per cent of the non-members and 18.6 per cent of the members do not have sufficient knowledge about disease outbreak. In the case of Housing Pattern, 52.8 per cent of the members and 47.2 per cent of the non-members gained sufficient knowledge of animal housing. 75.0 per cent of non-members and 25.0 per cent of members lacks knowledge of animal housing patter. 52.8 per cent of the members had Knowledge about Breeding, 47.2 per cent of non-members had the knowledge about breed, 70.5 per cent of the non-members do not possess the knowledge about breed and 29.5 per cent of the members do not possess knowledge about scientific breeding. 50.6 per cent of the members had Acquired New Skills, 49.4 per cent of the non-members had acquired new skills about feeding, 56.2 of the non-members had not acquired the skill and 43.8 per cent of the non-members had not acquired the breeding skill.

FINANCIAL EMPOWERMENT

Table No. 5 : Financial Empowerment

Financial Empowerment	Empowered		Not Empowered	
	Members	Non-Members	Members	Non-Members
Lowered Borrowing	177 (83.9%)	34 (16.1%)	3 (2.0%)	146 (98.0%)
Low financial Dependence	178 (71.2%)	72 (28.8%)	2 (1.8%)	108 (98.2%)

Meet family Emergency Requirement	177 (74.7%)	60 (25.3%)	3 (2.4%)	120 (97.6%)
Regular Family Expenditure	177 (98.9%)	2 (1.1%)	3 (1.7%)	178 (98.3%)

Source: Primary Data.

The values within parentheses refers to Row Per cent.

It is observed that 83.9 per cent of the members could be able to Lowered their Borrowing from other sources 16.1 per cent of the non-members had reduced their borrowing, 98.0 per cent of the non-members and 2.0 per cent of the members were not able to reduce borrowing from other sources. 71.2 per cent of the members had Low Financial Dependence, 28.8 per cent of the non-members also had low financial dependence, 98.8 per cent of the non-members had more financial dependence and only 1.8 per cent of the members had more financial dependence. 74.7 per cent of the members had Meet Family Emergency Requirement conveniently, 25.3 per cent of the non-members could be able to meet their family emergency requirement, 97.6 per cent of the non-members had not able to meet their family emergency requirement and only 2.4 per cent of the members were not able to meet family emergency requirement. 98.9 per cent of the members were able to meet their Regular Family Expenditure 1.1 per cent of non-members were able to meet their regular family expenditure, 98.3 per cent of the non-members were not able to meet their regular family expenditure 1.7 per cent of the members could not meet their regular family expenditure

CONCLUSION

The economic empowerment in terms of increased savings, obtained additional income, decided spending of money on their own, utilized the additional income for children's education, improved household facilities was greater among the members than the non-members as viewed by Manonmani and Prabhakaram (2011). Social empowerment of having Wider Social Contact, Solving the Problem, Social Participation, Leadership Qualities and Interest in Public Issue in the case of members was higher than the non-members as pointed out by Nripendra Kishore et al. (2011). The psychological empowerment of members in terms of Developed Self Confidence, Risk Taking, Developed Motivation, More Decisive and Dynamic Approach was greater than the non-members as discussed by Parveen and Leonhauser (2004). Technological Empowerment of members and non-members was the same as pointed out by Parveen (2008). In terms of Lowered Borrowing, Low Financial Dependence, Ability to meet family emergency requirement and sharing in Family Expenditure, members were empowered to a greater extent than the non-members as stated by Renuka Sane and Usan Thomas (2013).

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MEASURING THE CHANGES IN THE LEVEL OF GROSS NPA'S IN INDIAN BANKS

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ABSTRACT

NPA works against the policy of regain trust of the people on the banking system of a country. Many of the researchers studied the related topic only on Commercial banks or separately on Private Banks. But it is now necessary to do comparative on all the sectors to get a fair view of these related issues. While the relationship between portfolio risk and capital and its interrelationship with operating efficiency has been explored, limited evidence has been forthcoming on the interrelationships among productivity, non-performing loans and financial performance of banks. The study makes an attempt to examine the same in the Indian context using data on public sector banks (PSBs) and private sector banks. For the data analysis the banks are divided into 5 categories i.e., Public Sector Banks, Nationalised Banks, SBI Group, Private Sector Banks and All SCBs (Excluding Foreign Banks), and Gross NPAs and its magnitude has compared for all 5 category of banks in the study period.

INTRODUCTION

Modern Banking in India is originated in the last decades of the 18th century. Among the first banks were the Bank of Hindustan, which was established in 1770 and liquidated in 1829–32; and the General Bank of India, established in 1786 but failed in 1791 (Rungta, 1970; Mishra, 1991; Muthiah, 2011; RBI, 2015). The oldest still in existence and the largest bank is the State Bank of India (SBI). It originated as the Bank of Calcutta in June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks funded by a presidency government; the other two were the Bank of Bombay in 1840 and the Bank of Madras in 1843. The three banks were merged in 1921 to form the Imperial Bank of India, which upon India's independence, became the State Bank of India (SBI) in 1955. For many years the presidency banks had acted as quasi-central banks, as did their successors, until the Reserve Bank of India (The Hindu, 2017) was established in 1935, under the Reserve Bank of India Act, 1934 (SBI, 2015; GoI, 2015). In 1960, the SBI was given control of eight state-associated banks under the State Bank of India (Subsidiary Banks) Act, 1959. These are now called its associate banks (SBI, 2015). In 1969 the Indian government nationalised 14 major private banks, one of the big bank was Bank of India. In 1980, 6 more private banks were nationalised (RBI, 2015).

Bankers are the custodians and distributors of the liquid capital of the country. Therefore most important function of the banking system is to mobilize the savings of the people by accepting deposits from the public. The banker becomes the trustee of the surplus balances of the public. Deposit mobilization promotes the economic prosperity by controlling the money circulation and canalizing for development and productive purposes. In order to mobilize deposits, the commercial banks undertake deposit mobilization through various deposit schemes suited to the different sections of the people. The deposits along with other sources of funds namely capital, reserves and borrowings, form the sources of funds for the banks. The lending and investment activities of the bank are based on the sources of funds.

Table-1.3: Growth of Banking in India of Scheduled Commercial Banks

Indicators	31 March of								
	2005	2006	2007	2008	2009	2010	2011	2012	2013
Number of Commercial Banks	284	218	178	169	166	163	163	169	151
Number of Branches	70,373	72,072	74,653	78,787	82,897	88,203	94,019	1,02,377	1,09,811
Population per Banks (in thousands)	16	16	15	15	15	14	13	13	12
Aggregate Deposits	₹17,002 billion (US\$270 billion)	₹21,090 billion (US\$330 billion)	₹26,119 billion (US\$410 billion)	₹31,969 billion (US\$500 billion)	₹38,341 billion (US\$600 billion)	₹44,928 billion (US\$700 billion)	₹52,078 billion (US\$810 billion)	₹59,091 billion (US\$920 billion)	₹67,504.54 billion (US\$1.1 trillion)
Bank Credit	₹11,004 billion (US\$170 billion)	₹15,071 billion (US\$240 billion)	₹19,312 billion (US\$300 billion)	₹23,619 billion (US\$370 billion)	₹27,755 billion (US\$430 billion)	₹32,448 billion (US\$510 billion)	₹39,421 billion (US\$610 billion)	₹46,119 billion (US\$720 billion)	₹52,605 billion (US\$820 billion)
Deposit as percentage to GNP (at factor cost)	62%	64%	69%	73%	77%	78%	78%	78%	79%
Per Capita Deposit	₹16,281 (US\$250)	₹19,130 (US\$300)	₹23,382 (US\$360)	₹28,610 (US\$450)	₹33,919 (US\$530)	₹39,107 (US\$610)	₹45,505 (US\$710)	₹50,183 (US\$780)	₹56,380 (US\$880)
Per Capita Credit	₹10,752 (US\$170)	₹13,869 (US\$220)	₹17,541 (US\$270)	₹21,218 (US\$330)	₹24,617 (US\$380)	₹28,431 (US\$440)	₹34,187 (US\$530)	₹38,874 (US\$610)	₹44,028 (US\$690)
Credit Deposit Ratio	63%	70%	74%	75%	74%	74%	76%	79%	79%

an asset generates the income expected from it and does not disclose any unusual risk other than normal commercial risk, it is treated as performing asset, and when it fails to generate the expected income it becomes a “Non-Performing Asset”.

In other words, a loan asset becomes a Non Performing Asset (NPA) when it ceases to generate income, i.e. interest, fees, commission or any other dues for the bank for more than 90 days. A NPA is an advance where payment of interest or repayment of installment on principal or both remains unpaid for a period of two quarters or more and if they have become ‘past due’. An amount under any of the credit facilities is to be treated as past due when it remain unpaid for 30 days beyond due date. Non-Performing Assets are also called as Non-Performing Loans. It is made by a bank or finance company on which repayments or interest payments are not being made on time. A high level of NPAs suggests high probability of a large number of credit defaults that affect the profitability and net-worth of banks and also erodes the value of the asset. In present scenario NPAs are at the core of financial problem of the banks. In India Non-performing assets are one of the major concerns for banks. Hence the success of a bank depends upon methods of managing NPAs.

REVIEWS OF LITERATURE

Irina B., Angela R. (2016) conducted a study to identify the key macroeconomic factors with impact on the dynamics of non-performing bank loans and to empirically assess their contribution in 11 Central and Eastern European countries (namely Bulgaria, Czech Republic, Estonia, Croatia, Hungary, Lithuania, Latvia, Poland, Romania, Slovenia and Slovakia), over the period 2000–2013. Our research is conducted on data from the International Monetary Fund, the World Bank and the Eurostat databases, using panel data estimation techniques. The results of our study show that, among the considered macroeconomic variables, the GDP growth rate, the unemployment rate and the public debt have a significant impact on the ratio of non-performing bank loans in all countries included in our analysis. Our chapter thus underlines that the health of a country’s macroeconomic environment is of great importance for bank loans quality and, in general, for ensuring the soundness and stability of the banking sector in the selected Central and Eastern European countries. The added value of our study arises from the inclusion in the analysis of public finance variables, especially of public debt which has proved to have crucial relevance for the financial stability in the context of the recent economic and financial crisis.

Xidonas, P., Flamos, A., Koussouris, S. et al. (2007) explained that Asset quality refers to the likelihood that the bank’s earning assets will continue to perform and requires both a qualitative and quantitative assessment. Decision problems like the “internal appraisal of banking products”, are problems with strong multiple-criteria character and it seems that the methodological framework of Multiple Criteria Decision Making could provide a reliable solution. In this paper, the Asset Quality banking indicators are the, so called, “criteria”, the value of these indicators are the, so called, “scores” in each criterion and the P.R.O.METH.E.E. [Preference Ranking Organization METHod of Enrichment Evaluations, Brans & Vincke (1985)] Multiple Criteria method is applied, towards modelling banking products appraisal problems. A Multiple Criteria process, strictly mathematically defined, integrates the behaviour of each indicator-criterion and utilizes each score in order to rank the so called “alternatives”, i.e. categories of banking products.

Kasselaki, M.T. & Tagkalakis, A.O. (2014) studies the links between of financial soundness indicators and financial crisis episodes controlling for several macroeconomic and fiscal variables in 20 OECD countries. We focus our attention on aggregate capital adequacy, asset quality and bank profitability indicators compiled by the IMF. Our key findings suggest that in times of severe financial crisis regulatory capital to risk weighted assets is increased (by about 0.5–0.6 % points; p.p.) to abide by regulatory and supervisory demands, non performing loans (NPLs) to total loans increase dramatically (by about 0.5–0.6 p.p.), but loan loss provisions lag behind NPLs (they fall by about 12.3–18.8 p.p.) and profitability deteriorates dramatically (returns on assets (equity) fall by about 0.3–0.4 (5.0–7.0) p.p.).

Li, J. & Ng, C.K. (2013) research on deviant organizational practices has demonstrated that normative and cognitive institutional forces contribute to making deviance acceptable. Data from a survey of 3,751 Chinese firms were applied to test the idea that a clearly articulated alternative identity is necessary if a firm is to resist the normalization of deviance. Widespread acceptance of delinquency in repaying loans was shown to make it more likely that a firm adopts that practice, but this normalization process is less likely for firms with a stronger anti-deviance identity.

Vouldis, A.T. & Louzis, D.P. (2017) examined the information content of a unique set of macroeconomic, bank-specific, market and credit registry variables as regards their ability to forecast non-performing loans using a panel data set of nine Greek banks. We distinguish between business, consumer and mortgage loans and

investigate their differences with respect to their optimal predictors. The quasi-AIM approach (Carson et al. in Int J Forecast 27:923–941, 2010) is utilized in order to take into account heterogeneity across banks and minimize estimation uncertainty. In addition, we calculate a number of forecasting measures in order to take into account the policy makers' preferences. We find that market variables, specifically the supermarket sales, confidence indices for the services and construction sector and the business sentiment index represent good forecasting variables for most categories of NPLs. In addition, industrial production is the optimal predictor for consumer NPLs and imports for business NPLs. Finally, bank-specific variables represent top-performing leading indicators for business NPLs. Our results have significant implications for stress-testing credit risk in a top-down manner and for supervisory and macro-prudential policy design.

Mylonas P., Magginas N.S. (2017) in view of the severity of the Greek sovereign debt crisis, the analysis presented in the chapter focuses on the macroeconomic drivers of the deterioration in non-performing loans at an economy-wide level, as well as the two larger loan categories of Greek banks' portfolios, that is, mortgage and corporate loans. The empirical results indicate that the collapse of economic activity and the sharp increase in unemployment, as expected, were the main factors underlying the sharp deterioration in loan quality. However, the empirical evidence is supportive of the existence of other distinct factors that affected non-performing loan generation, related to the extremely procyclical fiscal policy, the protracted liquidity squeeze and the high uncertainty related, *inter alia*, to Greece's euro area membership status.

Maggi, B. & Guida, M. (2011) modeled the effect of the non-performing loans on the cost structure of the commercial banking system. With this aim, we comment on an increase in the non-performing loans by studying the consequences of such a change on the cost function and compute the probability of failure of maintaining a performing loan as such. In doing so, we are convinced that geography does matter and evaluate the risk propensity of the bank towards the non-performing loans accordingly. We finally stress that traditional efficiency indicators of cost elasticity do not fit properly with such a problem and propose a measure based on the costs for managing and monitoring the loans which, according to the related density function, will reveal effectively as non-performing.

Nagano, S. (2006) explained that when the property bubble burst in the 1990s, the corporate and banking sectors in Japan suffered from historically huge losses that resulted in a sluggish economy that lasted nearly 15 years. In 2002, the economy finally bottomed out. History shows such situations repeat themselves in different ways. In the process of globalisation, excess liquidity in the financial market is invested into too illiquid assets all over the world, especially in the emerging countries and real property market. To know what is happening is critical. But the domestic authorities who supervise financial institutions in the mother market face two difficulties to do it. Owing to the development of IT, the boundary between financial institutions and funds becomes vague and investment money will go freely over cross-border.

Aghion P., Bolton P., Fries S. (2001) believed that one of the main sources of the prolonged economic slump of the Japanese economy in the 1990 is the collapse of asset and real estate prices, which have led to a banking crisis of an unprecedented scale. It is in large part the failure promptly to resolve this banking crisis that has led to a prolonged and massive recession. With a large fraction of non-performing loans, a reduced capital base and substantially lower liquidity the banking sector has dramatically reduced new lending activity and provoked a huge credit crunch. The research reported in this paper is part of a wider research project on Private Sector Development initiated by the European Bank for Reconstruction and Development (EBRD). We are grateful to the EBRD for financial and intellectual support.

Beck, R., Jakubik, P. & PiloIU, A. (2015) used a novel panel data set we study the macroeconomic determinants of non-performing loans (NPLs) across 75 countries during the past decade. According to our dynamic panel estimates, the following variables are found to significantly affect NPL ratios: real GDP growth, share prices, the exchange rate, and the lending interest rate. In the case of exchange rates, the direction of the effect depends on the extent of foreign exchange lending to unhedged borrowers which is particularly high in countries with pegged or managed exchange rates. In the case of share prices, the impact is found to be larger in countries which have a large stock market relative to GDP. These results are robust to alternative econometric specifications.

Nikolopoulos K.I., Tsalas A.I. (2017) presented a thorough overview of the determinants of non-performing loans. A major claim in the literature is that the deregulation of the banking system over the past few decades has led to both increased bank competition and credit risk. There are two main streams in the literature that examine the determinants of bad loans: the first accepts the perspective that the macroeconomic environment influences credit risk; the second adopts the viewpoint that credit risk is affected by bank-specific factors.

Recent empirical evidence highlights the importance of both macroeconomic and bank-related factors but also the significance of other influences related to the broader legal and regulatory environment, in explaining the evolution of credit risk.

Cousin V. (2011) expressed that one major and long-standing issue in the Chinese banking industry is that of non-performing loans (NPLs). This problem is common to most banks, but was particularly acute in those banks which are older and where state shares carry greater weight. The highest NPL ratios were found in SOCBs, some CCBs and rural financial institutions (Table 12.1). While the situation has largely improved across the industry (albeit probably not system-wide¹), the outlook remains bleak where the roots of the problem have yet to be tackled.

RESEARCH METHODOLOGY

The research methodology accounts for this research work includes the following points:

Data Source: The data for the current research paper was collected by using secondary sources of RBI publication so that the authenticity of data can be esured. For this purpose the data from 5 Banking companies of public sector i.e., Oriental Bank, PNB, Bank of India, Bank of Baroda and SBI and 5 banking companies working in private sector i.e., HDFC Bank, ICICI Bank, Axis Bank, Kotak Mahindra and Yes Bank were gathered.

Type of sample: The sample includes 10 banking companies with the data from the period of 2013 to 2017 were gathered.

Universe of study: The total numbers banks operating in India including public, Private and foreign banks are included in the universe of the current study.

Sample size: For the purpose of current study a health sample of top 5 private and top 5 public sector banks having over 80% of the control over the banking system were selected on the basis of the convenient sampling method.

Data analysis Tools: The statistical tools & techniques used during the study include ANOVA analysis.

DATA ANALYSIS

For the data analysis the banks are divided into 5 categories i.e., Public Sector Banks, Nationalised Banks, SBI Group, Private Sector Banks and All SCBs (Excluding Foreign Banks).

As per the objective of the research work the following hypothesis is made:

H_{1(a)}: The Gross NPAs and its magnitude has shown a sharp decline in all 5 category of banks in the study period

To test the above hypothesis ANOVA test was being used with the different Year’s Gross NPA’s items with SPSS-19 software. The results were provided in table 2 as under:

Table-2: ANOVA FOR GROSS NPA

A. Descriptives								
Year	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Mini mum	Maximum
					Lower Bound	Upper Bound		
2013	5	1015.40	649.81	290.60	208.54	1822.25	200	1759
2014	5	1391.20	916.99	410.09	252.60	2529.79	227	2395
2015	5	1702.80	1156.48	517.19	266.83	3138.76	316	2943
2016	5	3206.00	2274.71	1017.28	381.56	6030.43	484	5504
Total	20	1828.85	1537.73	343.84	1109.16	2548.53	200	5504
B. ANOVA								
		Sum of Squares	df	Mean Square	F	Sig.		
Between Groups		13828345.750	3	4609448.583	2.371	.109		
Within Groups		31099736.800	16	1943733.550				
Total		44928082.550	19					

ANOVA of the year for Gross NPA is shown in table-4.5. As expected, the analysis revealed a insignificant main effect of fit level $F_{(19)}=2.371$, $p>0.05$), with revealed that there is insignificant differences in the Gross NAP. In addition, the value of Gross NPA has increased which rule out the possibility of decrease in the Gross NPA during the period.

As per the objective of the research work the following hypothesis is made:

H_{1(b)}: The Net NPAs and its magnitude has shown a sharp decline in the study period

To test the above hypothesis ANOVA test was being used Net Npa’s items with SPSS-19 software. The results were provided in table 3 as under:

Table-3: ANOVA ANALYSIS

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2015	10	78555.7000	87830.56730	27774.46409	15725.4971	141385.9029	877.00	275906.00
2016	10	166916.8000	183179.91369	57926.57488	35877.7837	297955.8163	2845.00	558070.00
Total	20	122736.2500	146980.16765	32865.76462	53947.4141	191525.0859	877.00	558070.00

B- ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.904	1	3.904	1.892	.186
Within Groups	3.714	18	2.063		
Total	4.105	19			

CONCLUSION

ANOVA of the year for Gross NPA revealed that there is an insignificant difference in the Gross NAP. In addition, the value of Gross NPA has increased which rule out the possibility of decrease in the Gross NPA during the period. Further the ANOVA of the year for Net NPA revealed that there are insignificant differences in the Net NAP. In addition, the value of Net NPA has increased which rule out the possibility of decrease in the Net NPA during the period.

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CREDIT APPRAISAL SYSTEM - A STUDY

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ABSTRACT

Credit Appraisal is the process by which a lender appraises the technical feasibility, economic viability and bankability including creditworthiness of the prospective borrower. Credit appraisal process of a customer lies in assessing if that customer is liable to repay the loan amount in the stipulated time, or not. Here bank has their own methodology to determine if a borrower is creditworthy or not. It is determined in terms of the norms and standards set by the banks. Being a very crucial step in the sanctioning of a loan, the borrower needs to be very careful in planning his financing modes. However, the borrower alone doesn't have to do all the hard work. The banks need to be cautious, lest they end up increasing their risk exposure. All banks employ their own unique objective, subjective, financial and non-financial techniques to evaluate the creditworthiness of their customers.

The main purpose of this paper is to study and analyze about credit appraisal system in detail that are followed in banks and other financial institutions. This paper focuses on Importance of credit appraisal process, Components of Credit Appraisal Process, 7C's Credit Appraisal Model and Merits and Demerits of Credit Appraisal System.

Data has been collected from multiple sources of evidence, in addition to books, journals, websites, and newspapers.

"There is a growing need for banks to strengthen their internal credit appraisal system that is on their credit assessment and risk management mechanisms." - R.Gandhi, Former Deputy Governor, Reserve Bank of India.

Keywords: Credit appraisal, Viability, Bankability, Collateral, Growth and Ratio.

INTRODUCTION

Credit Appraisal is a process to ascertain the risks associated with the extension of the credit facility. It is generally carried by the financial institutions, which are involved in providing financial funding to its customers. Credit risk is a risk related to non-repayment of the credit obtained by the customer of a bank. Thus it is necessary to appraise the credibility of the customer in order to mitigate the credit risk. Proper evaluation of the customer is performed this measures the financial condition and the ability of the customer to repay back the Loan in future. Generally the credits facilities are extended against the security know as collateral. But even though the Loans are backed by the collateral, banks are normally interested in the actual Loan amount to be repaid along with the interest. Thus, the customer's cash flows are ascertained to ensure the timely payment of principal and the interest.

It is the process of appraising the credit worthiness of a Loan applicant. Factors like age, income, number of dependents, nature of employment, continuity of employment, repayment capacity, previous Loans, credit cards, etc. are taken into account while appraising the credit worthiness of a person. Every bank or lending institution has its own panel of officials for this purpose.

However the 3 'C' of credit are crucial & relevant to all borrowers/ lending, which must be kept in mind, at all times. They are Character, Capacity and Collateral. If any one of these is missing in the equation then the lending officer must question the viability of credit. There is no guarantee to ensure a Loan does not run into problems; however if proper credit evaluation techniques and monitoring are implemented then naturally the Loan loss probability / problems will be minimized, which should be the objective of every lending Officer.

OBJECTIVE OF THE STUDY

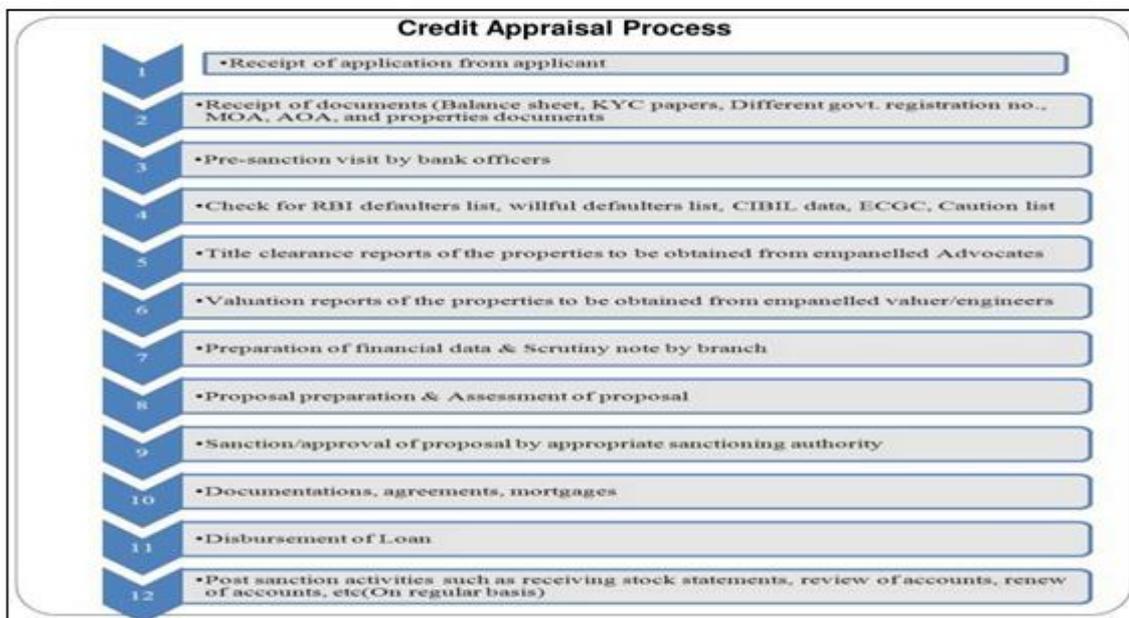
The objective of the present study is to review the following:

- 1) Importance of credit appraisal process
- 2) Components of Credit Appraisal Process
- 3) 7C's Credit Appraisal Model
- 4) Merits of Credit Appraisal System
- 5) Demerits of Credit Appraisal System

RESEARCH METHODOLOGY

The study has been done mainly on the basis of secondary data and information available from books and published works and reports. Importance of credit appraisal process

- To take correct credit decision
- To decide the eligibility and quantum of credit
- To Ascertain the ability of repay
- To find out liquidity, profitability, solvency of concern
- To judge the viability of project.
- It carry the risk



COMPONENTS OF CREDIT APPRAISAL PROCESS

While assessing a customer, the bank needs to know the following information: Incomes of applicants and co-applicants, age of applicants, educational qualifications, profession, experience, additional sources of income, past loan record, family history, employer/business, security of tenure, tax history, assets of applicants and their financing pattern, recurring liabilities, other present and future liabilities and investments (if any). Out of these, the incomes of applicants are the most important criteria to understand and calculate the credit worthiness of the applicants. As stated earlier, the actual norms decided by banks differ greatly. Each has certain norms within which the customer needs to fit in to be eligible for a loan. Based on these parameters, the maximum amount of loan that the bank can sanction and the customer is eligible for is worked out. The broad tools to determine eligibility remain the same for all banks. We can tabulate all the conditions under three parameters.

Parameter	Documents
Technical feasibility	Field Investigation, Market value of asset
Economic viability	LTV(Loan to Value), IIR
Bankability	Past month bank statements, Asset and liabilities of the applicant

Besides the above said process, profile of the customer is studied properly. Their CIBIL (Credit Information Bureau (India) Limited) score is checked.

Parameter components & How bank asses your creditworthiness through it

Technical Feasibility	What bank is looking for
Living standard	Decent living standard with some tangibles like T.V. & fridge will provide assurance to bank regarding your residential status.
Locality	Presence of some undesirable elements like local goons or controversial areas adversely affects your loan appraisal process.

Telephonic Verification	At least one response is need from person to establish the identity of the person from contact point of view.
Educational Qualification	Not an essential barrier but essential to understand the complex terms & conditions of bank loan.
Political Influence	An interesting reference point in the sense that they are one of major category of loan defaulters.
References	To establish the residential identity of person from human contact point of view & cross check of their loans.

The 3 methods used to arrive at Eligibility

- Installment to income ratio
- Fixed obligation to income ratio
- Loan to cost ratio

INSTALLMENT TO INCOME RATIO

This ratio is generally expressed as a percentage. This percentage denotes the portion of the customer's monthly installment on the home loan taken. Usually, banks use 33.33 percent to 40 percent ratio. This is because it has been observed that under normal circumstances, a person can pay an installment up to 33.33 to 40 per cent of his salary towards a loan.

FIXED OBLIGATION TO INCOME RATIO

This ratio signifies the importance of the regularity in the repayment of previous loans. In this calculation, the bank considers the installments of all other loans already availed of by the customer and still due, including the home loan applied for. In other words, this ratio includes all the fixed obligations that the borrower is supposed to pay regularly on a monthly basis to any bank. Statutory deductions from salary like provident fund, professional tax and deductions for investment like insurance premium, recurring deposit etc. are exempt from these fixed obligations.

LOAN TO COST RATIO

This ratio is used by banks to calculate the loan amount that an applicant is eligible to pay on the basis of the total cost of the property. This ratio sets the upper limit or the maximum loan amount that a person is eligible for, irrespective of the loan eligibility under any other criteria. The maximum amount of loan the borrower is eligible to pay is pegged as equal to the cost or value of the property. Even if the banks' calculations of eligibility, according to the above mentioned two criterions, turns out to be higher, the loan amount can't exceed the cost or value of the property. This ratio is set equal to between 70 to 90 per cent of the registered value of the property. Hence, while deciding on the maximum amount of loan a customer can be given, the banks use these three parameters. These parameters help in computing loan eligibility, which is crucial in calculating the creditworthiness of a customer. It also acts as a guide to determine the loan amount.

ECONOMIC VIABILITY

Installment to income ratio	IIR for salaried cases would be capped at 60% of Net income in general. Pension Income cases IIR to be restricted to 40%
Fixed obligation to income ratio	FIOR kept at 55%
Loan to cost ratio	LTV amount to 80%

BANKABILITY PARAMETERS

Parameter	Norms	Checkpoints
Bank Statements	6 months bank statements need to be furnished	To check the average amount client is maintaining in the account is sufficient to pay the installment amount or not.
Business continuity proof	Two year IT returns made compulsory	To enquire primary source of income.
Credit interview	For the big loan amount credit interview is necessary.	To check the general attitude of customer along with efforts are put in to understand their needs better.

Profile of customer	Salaried professionals get an edge over business income people.	Secured source of income give them a edge
Security	Asset of value equal to or more than loan amount taken has to be put as pledge or collateral.	To safeguard bank interest against any future default.
Ownership title	To be on the name or blood relative of applicant.	To establish the ownership claim of the loan applicant.
CIBIL Report	To check the credit history of the bank applicant.	Bank tool to check any default incidence in loaning history of applicant.

These are the parameters which help banks in deciding your creditworthiness & help them in granting the loan to the seekers.

7 C'S CREDIT APPRAISAL MODEL

There are 7 C's used in the credit appraisal model to enable banks achieve know your customer norms (KYC). This goes down in reducing the level of default risk banks are subjected to in the credit management process.

THE 7C'S ARE: CHARACTER, CAPACITY, COLLATERAL, CAPITAL, CONDITIONS, CONTROL AND COMMON SENSE

Character

Credit history report is the indicator used by lenders to judge the character of the mortgagee. The banks also use the qualitative factors such as the degree of honesty by cross-checking the facts presented by the borrower. For instance, if an applicant has hopped his job twice in a year, the reason for switching the job will be verified from his previous and present employers, to conclude if he has not concealed any information.

Capacity

The capacity of the loan borrower is decided through his annual income. The *Fixed Obligation to Income Ratio (FOIR)* is one of the tools that helps link your potential for the home loan and the amount you need to set aside for your daily expenses and contingencies. Multiple existing obligations decrease your chances to get a new loan.

Collateral

A home loan is availed of against a security or collateral. If the borrower is unable to repay his debt, the lender depends on the strength and salability of the security. In case of a home loan, the property for which the loan is sought is collateral. A vigorous study and examination of the collateral through legal and technical evaluation techniques is imperative to sanctioning a loan.

Capital

This is a critical criterion to ascertain the amount of loan the applicant is worthy of. Strong capital reflects the applicant's resilience to withstand ups and downs of the market lending rates. It builds the lender's faith in the applicant's repayment capacity. The applicant's equity must be good enough to not just meet the monthly obligations but the additional overheads as well.

Conditions

Banks offer loans taking into account the prevailing market conditions, industry status, company, interest rate movements, inflation, and price fluctuations among other things. Thus, strong and positive industry growth and economic conditions are indicators of the applicant's ability to generate revenue and repay the debt.

Control

While financial analysis of the loan applicant is important in capacity analysis, other factors also come in play. These include: the quality of management and the operating effectiveness of the information systems used by the borrowers in managing. The management experience in the field and understanding of the business are key factors considered in evaluation/appraisal of the credit. One of the reasons why banks specialize in lending to certain industries is that they have developed the necessary expertise to evaluate the quality of management in those industries. A key question in lending is "How will the borrower repay"? In commercial lending, the loan applicant's business plan is a big part of the answer to this question. The business plan covers both the use of the loan proceeds and the plans for repayment. This also provides evidence of how well management understands and is able to control the business activities. Not all borrowers have good internal financial and operating systems. This can lead to unexpected problems with

meeting cash flow requirements. The lender and the investor must be assured that the firms accounting system is effective, that the firm meets all the regulatory and other legal requirements and that its management information systems are adequate to manage effectively. Control aims at serving the dual purpose of increasing sales revenue by extending credit to customers who are deemed a good credit risk and minimizing risk of loss from bad debts by restricting or denying credit to customers who are not a good credit risk. Effectiveness of credit control lies in procedure employed by judging prospectus creditworthiness, rather than in procedures used in extracting owned money.

Common sense

Common sense is the natural ability to make good judgment and behave in a practical and sensible way. This calls for prudence and reasonableness in analysis, presentation and using data and all other data in relation to the business and processing them into useful information. Common sense can also be perceived as the reasonableness of the financial information provided to support the case for financing a project as an indication of the ability of the project to generate sufficient cash flows to pay for itself.

The above factors should be considered jointly when any loan appraisal process is being undertaken. A good report on each of these factors reduces the risk of defaults in loan repayment. The use of the 7 C's model in credit appraisal enables banks to monitor their level of exposure with respect to existing and potential customers hence reducing the number of non-performing advances.

MERITS OF CREDIT APPRAISAL SYSTEM

- Competent management
- Distinctive edge – costs, skills etc
- Brand image – strong customer base
- Industrial relations – low attrition rate
- Sufficient financial resources
- Reduces risk involved in the loans provided for a project.
- Increase confidence among the corporate bankers and improved sales decision.
- Reduces Non-Performing Assets and possibility of financial loss.
- Proper Assessment is done with different options.

DEMERITS OF CREDIT APPRAISAL SYSTEM

- Lack of management depth/talent
- Deteriorating competitive position
- Newcomer with unproven record
- Short of financial resources
- Technology obsolescence

OPPORTUNITIES - CREDIT APPRAISAL SYSTEM

- Faster market growth
- Enter new market/customer segments
- Expand product line
- Forward and backward integration

THREATS - CREDIT APPRAISAL SYSTEM

- Growing competitive pressure
- Growing bargaining power of customers/suppliers
- Changing buyers needs/tastes
- Adverse government policies
- Vulnerability to recession/business cycle

RISKS - CREDIT APPRAISAL SYSTEM**Four major risks...****Industry risk**

- Characteristics such as competition, industry outlook and regulatory risk are built into assessment
- Assessment is external to the borrower and includes parameters applicable to the specific industry

Business risk

- Assessment is internal to the borrower – relates to factors like distribution setup, after sales etc
- Also includes parameters relevant to particular industry are considered

Financial risk

- Includes appraisal of financial strength of the borrower
- Based on internal working of borrower – relates to parameters such as past and projected financials
- Rating based on financial ratios like NPM, current ratio, DSCR etc

Management/quality risk

- Management is rated on parameters including track record, competence, structure & systems, experience in industry, ability to meet projections etc

CONCLUSION

- Credit Appraisal is done to check the commercial, financial & technical viability of the project proposed its funding pattern & further checks the primary or collateral security cover available for the recovery of such funds.
- Credit is the core activity of the banks & important source of their earnings which go to pay interest to depositors, salaries to employees & dividend to shareholders.
- Credit & risk go hand in hand.
- Usually, it is seen that credit appraisal is basically done on the basis of fundamental soundness. But it can be concluded that credit appraisal system is not only looking for financial wealth. Other strong parameters also play an important role in analyzing credit worthiness of the firm/company. In all, the viability of the project from every aspect is analyzed, as well as type of business, industry, promoters, past records, experience, projected data and estimates, goals, long term plans also plays crucial role in increasing chances of getting project approved for loan.
- Credit Appraisal should be based upon financial performance, Business performance, Industry outlook, Quality of management and Conduct of account.
- The requirement of credit is ever increasing.
- Every bank has its own internal credit rating procedure to rate the clients (Borrowers).

"There is a growing need for banks to strengthen their internal credit appraisal system that is on their credit assessment and risk management mechanisms." - R.Gandhi, Former Deputy Governor, Reserve Bank of India.

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VIOLENCE AGAINST WOMEN SPECIFIC TO NORTH EAST INDIA: A TREND ANALYSIS

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ABSTRACT

Violence against women is rampant like a pandemic disease across the world and affects the millions of women in the globe. A continues brutal violence against women drew a serious attention of the whole world to a longstanding problem and gained a great visibility. In a country like India it is increasing day by day and evolves as a burning social problem. This study aims to know the stages and forms of violence happen against women in the modern society with few facts, to have knowledge about the Indian penal and special local laws for violence against women specific to North east India. In addition to that in this paper an attempt has made to show the stiff comparison made from 2005 to 2015 to understand the trend of violence incidence happened in India specific to North Eastern States under the different violence heads and special and local laws. The study also shows a wide variation in the trend of violence across the states. In this study the secondary data collected from National Crime Records Bureau (NCRB): 2005- 2015 published by Ministry of Home Affairs Government of India under violence in India is used for analysing the trend of violence against women.

Keywords: Violence, Women, Empowerment, Exploitation, Trend Analysis

INTRODUCTION

India has a rich culture but women faces many problems starting from their survival, food, proper education, employment, emotional security, access to health care, economical and political inequality, property rights etc. Violence against women spread like a pandemic disease and evolves as a burning social problem across the world. It affects the millions of women in the globe. The world population on July 11, 2016 (World Population Day) was 7,419 billion with more than 3,654 billion females and the theme of this year 2016 is “**Investing in teenage girls**” as designated by United Nations. Though women constitute half of the total population in the world; they are contributing lot for the development of family and nation; but they are not treated properly as men see the world. Women across the world experience violence, assault and mistreat because of gender discrimination. Due to this discrimination women lag behind men in all spheres of life and faces lots of sufferings, struggle to lead a life with dignity. Females ignorance about their rights vulnerability increases against them day by day physically and psychologically even in so-called “modern society”.

The preamble of the Constitution of India promises full equality to all citizens in all aspect and declared the Year 2001 as “**Women’s Empowerment Year**” to focus a vision women are equal partners like men. Though government promote many policies and plans to eliminate all forms of gender discrimination and to propagate women empowerment, the patriarchal system, retrogressive attitude of some male and female, forbearance capacity of women are act as hurdles for reaching the goal.

VIOLENCE AGAINST WOMEN

The Semantic meaning of “Violence against women” is direct or indirect physical or mental cruelty to women. Violence which is “directed specifically against women” and in which “only women are victims” is characterized as “Violence against women” (Awadhesh & Jayanta, 2012). Violence against women and girls is one of the most systematic and widespread human rights violations. It is rooted in gendered social structures rather than individual and random acts; it cuts across age, socio-economic, educational and geographic boundaries; affects all societies; and is a major obstacle to ending gender inequality and discrimination globally. (UN General Assembly, 2006). Its dimensions include physical, sexual, psychological/emotional and economic violence occurring in the family and general community or such violence perpetrated or condoned by the State. Violence against women includes domestic violence, child marriage, forced pregnancy, “honour” violence, female genital mutilation, femicide, sexual and other violence perpetrated by someone other than an intimate partner, sexual harassment, trafficking in women and violence in conflict situations (The World’s Women, 2015). Female infanticides and sex selective abortions, sexual harassment, dowry, domestic violence, trafficking, eve-teasing, rape and acid attack are different forms of violence used against women in India. According United Nations, (2006a) reported “the experience of violence can affect women in a myriad of ways that are often difficult to quantify. Injuries and health problems are common as a result of physical and sexual violence, but the psychological and emotional wounds they may also inflict are sometimes deeper and longer lasting”.

OBJECTIVES OF THE STUDY

1. To know the stages and forms of exploitation happen against women in the society.
2. To understand the women exploitation in North East India reported through media.
3. To know the Indian penal and special local laws for violence against women.
4. To analyse the trend of violence against women cases registered in National Crime Records Bureau specific to North East India.

STAGES AND DIFFERENT FORMS OF EXPLOITATION HAPPEN AGAINST WOMEN

Violence against women has been rapidly increasing in the society. The World Health Organisation categorised the exploitation of women occur in the following five stages of the life cycle 1) pre-birth, 2) infancy, 3) childhood, 4) adolescence and adulthood and 5) elderly.

PRENATAL STAGE

Sex-selective abortion; battering during pregnancy; coerced pregnancy are types of violence present at this stage. Female infanticide and feticide occurs in many states poor families to escape from unwanted burden on family they kill the baby girls at the embryo or foetus form. Sex selective abortion after 18 weeks of pregnancy is so dangerous; it not only abort the foetus it also causes death to the mother.

Infancy Stage (From birth –2 years)

In this stage, female infanticide; emotional as well as physical abuse; differential access to food and medical care related problems are faced by female kids. Most of the female kids are not properly provided care of health and nutritious food by their care taker. This type of discrimination at this stage spoils the health of the girl baby. This happens because of the tendency of most families in rural India believes boy kid is going to save their future and girl kid move to other family.

Childhood Stage (2 years – upto Puberty)

At this stage child victimise sexual abuse, marriage, rape, genital mutilation, differential access to food, medical care. According to new estimates published on the United Nations' International Day of Zero Tolerance for Female Genital Mutilation in 2016 "at least 200 million women and girls alive today have undergone female genital mutilation/cutting in 30 countries. In most of these countries, the majority of girls were cut before age 5 (UNICEF, 2016). An estimated 246 million girls and boys experience school-related violence every year and one in four girls say that they never feel comfortable using school latrines, according to a survey on youth conducted across four regions. The extent and forms of school-related violence that girls and boys experience differ, but evidence suggests that girls are at greater risk of sexual violence, harassment and exploitation. In addition to the resulting adverse psychological, sexual and reproductive health consequences, school-related gender-based violence is a major obstacle to universal schooling and the right to education for girls (EFA GMR & UNESCO-UNGEI, 2015). Child marriage has been traditionally prevalent in India and it is getting high decline nowadays.

Adolescent Stage

In these stage women faces all forms of feminised issues, forced marriage, sexual abuse, harassment, intimate partner violence, dating violence, and trafficking. In consonance with the above [Rita Banerji](#) (2012) feminist argues, in India millions of girls and women killed through various forms of femicides that extend across various age groups. In a U.N. symposium, Vienne on femicide "talked about the six most widespread forms of femicide happened in India. These included female infanticide, the killing of girls under six years through starvation and violence, the killing of women due to forced abortions, honour killings, dowry murders, and witch lynching's. Worldwide, more than 700 million women alive today were married as children (below 18 years of age). Of those women, more than 1 in 3 or some 250 million were married before 15. According to UNICEF (2014 a,b) report child brides are often unable to effectively negotiate safe sex, leaving them vulnerable to early pregnancy as well as sexually transmitted infections, including HIV. Around 120 million girls worldwide (slightly more than 1 in 10) have experienced forced intercourse or other forced sexual acts at some point in their lives. By far the most common perpetrators of sexual violence against girls are current or former husbands, partners or boyfriends. Recent Global prevalence estimated figure indicates that **35 per cent** of women worldwide have experienced either physical and/or sexual intimate partner violence or sexual violence by a non-partner at some point in their lives. However, some national studies show that up to **70 per cent** of women have experienced physical and/or sexual violence from an intimate partner in their lifetime. World Health Organization (2013) and UNODC (2014) reported that women who have been physically or sexually abused by their partners are more than twice as likely to have an abortion, almost twice as likely to

experience depression, and in some regions, 1.5 times more likely to acquire HIV, as compared to women who have not experienced partner violence as well as 38 percent of murders of women are committed by an intimate partners. Adult women account for almost half of all human trafficking victims detected globally. Women and girls together account for about 70 per cent, with girls representing two out of every three child trafficking victims

Reproductive Stage

In addition to those problems faced in adolescent stage they face dowry related problem, non-partner violence, sexual assault and sexual abuse, honour Violence, political violence, economic abuse, trafficking etc. At this stage married women faces lots of domestic violence by their intimate partner's family members sexually, physically and psychologically tortured and lead to high homicide, Physical, psychological by intimate male partners and relatives; forced pregnancies by partner; sexual abuse in the workplace; sexual harassment; rape; abuse of widows, including property grabbing and sexual cleansing practices. By NRCB 2015 the age group belonging to above 18 and below 30 are the major 16966 victims of with rape incidence. In 2012, it is estimated that of all women who were the victims of homicide globally almost half were killed by intimate partners or family members, compared to less than six per cent of men killed in the same year and it was supported by the United Nations Office on Drugs and Violence (2014) report. The European Union Agency for Fundamental Rights (2014) reported forty-three per cent of women in the 28 European Union Member States have experienced some form of psychological violence by an intimate partner in their lifetime.

Senescence Stage (Above 60 years)

In this stage because of non coping of health, lack of working ability and beauty she is ignored, Abuse of widows, including property grabbing; accusations of witchcraft; physical and psychological violence by younger family members; differential access to food and medical care, assaulted and exploited. The women at this stage have to follow a non protest traditional oppressed life framed by patriarchal system.

2. VICTIMS OF VIOLENCE IN NORTH EAST INDIA

Northeast of India constitutes about 8% of India's size. Goswami (2014) gender sensitivity journalist claimed the fact that "biggest problem in the Northeast is a subsequent lack of understanding and sensitivity within communities, when it comes to handling violence against women. The main barrier is lack of education and orientation about the issue and it can only be fought with proper sensitisation. But at times even the media is prejudiced". This made the researcher to collect women exploitation happened in last few years reported in magazines upto 2015 as one day news are listed below:

- On 2015, in Agartala: Tulsi , The mother of an eight-year-old son was reportedly forced to commit suicide by setting her on fire following domestic violence at an ADC village in Korbook Sub Division in Gomati district.
- On 2015 in Dimapur: A case was registered in Ngwalwa village in Peren district in Nagaland on Thursday over an alleged rape by man on a mentally challenged woman.
- In July 2015, then, a 19-year-old girl was allegedly gang-raped by seven men, including her "whats App boyfriend" in Nagaon district of Assam.
- On May 2015 in Agartala: The body of a tribal woman was spotted at a deep forest of a village under Udaipur Sub Division in Gomati District.
- On 2015, in Agartala: After five years, local court in Khowai District gave two gang rape survivors for 10 year jail.
- In December 2015, in a horrific incident of moral policing, a girl was attacked by a group of men and touched the girl in an inappropriate way while coming out of the popular Crystal Bar at Zoo Road Tiniali of Guwahati at around 10pm.
- On August 10, 2014, in Dibrugarh district a minor girl was allegedly gang-raped close to a highly crowded national highway in Dibrugarh town at around 10pm by four teenagers.
- On February 2014, in Guwahati, a swanky bike came to a screeching halt from nowhere in front of a girl near the Down Town Hospital traffic point as it had signalled red. Within a fraction of a second, the two youths who was on the bike drag her by grabbing her dupatta.
- On February 25, 2014 in Arunachal Pradesh. a minor girl sustained grievous injuries while fleeing the clutches of a man who was attempting to rape her on the eve of the Nyokum festival at Itanagar.

- On 27 September 2014, a tribal woman was raped and murdered in the monastic town of Tawang in Arunachal Pradesh.
- On April 2014, in Guwahati: An army jawan who allegedly raped a minor girl in Karbi Anglong district of Assam and she has allegedly committed suicide,
- On August 2014 -like Nirbhaya case, a 13-year-old girl was gang-raped inside a bus at Goreswar in Assam's Baksa district
- In early October 2014, the body of a young tribal girl Richina Sangma in William nagar was found face down in Meghalaya's East Garo Hills.
- In March 2013, another young girl from the town was lured into the jungle, and gang-raped by four men.
- On December 13, 2012, an 18-year-old girl was gang raped by 16 men in East Garo Hills
- In December 2012, a few days after the gruesome Delhi gang rape, an 18-year-old girl was raped by 16 men on the way home after attending the Simsang festival.
- On 29 August 2012, a tribal woman, who was working in a paddy field in Likabali, West Siang of Arunachal Pradesh, was raped and murdered and her body thrown into a stream.

3. KNOWLEDGE ABOUT THE INDIAN PENAL AND SPECIAL LOCAL LAWS FOR VIOLENCE AGAINST WOMEN

Violence against women is broadly under law classified into two categories namely a) The Violence's under the Indian Penal Code (IPC) b) The Violence's under the Special & Local Laws (SLL) to deal the various forms of Violence effectively. They are listed below

a) The Violence against women is included under the Indian Penal Code (IPC)

- Rape -(Sec. 376 IPC)
- Kidnapping & Abduction of women -(Sec. 363 - 373 IPC)
- Dowry, Dowry Deaths or their attempts - (Sec. 302/304-B IPC)
- Cruelty / Torture by Husband & relatives -(Sec. 498-A IPC)
- Assault on women with intent to outrage her modesty(Molestation)- (Sec. 354 IPC)
- Sexual Harassment/Eve Teasing - (Sec. 354A IPC)
- Insult to modesty of women workplace and other - (Sec. 509 IPC)
- Importation of girls (upto 21 years of age) -(Sec. 366-B IPC)

b) The Violence under the Special & Local Laws (SLL) is

- Immoral Traffic (Prevention) Act, 1956
- Dowry Prohibition Act, 1961
- Indecent Representation of Women (Prohibition) Act, 1986
- Commission of Sati (Prevention) Act, 1987
- Protection of women from Domestic violence Act, 2005

4. TREND OF VIOLENCE AGAINST WOMEN CASES REGISTERED IN NATIONAL CRIME RECORDS BUREAU SPECIFIC TO NORTH EAST INDIA

In India where almost half of the populations are women, they have always been ill-treated and deprived of their right to life and personal liberty as provided under the constitution of India. Women are always considered as a physically and emotionally weaker than the males, whereas at present women have proved themselves in almost every field of life affirming that they are no less than men due to their hard work whether at home or working places. Behind closed doors of homes all across our country, people are being tortured, beaten and killed. It is happening in rural areas, towns, cities and in metropolitans as well. It is crossing all social classes, genders, racial lines and age groups.

It is becoming a legacy being passed on from one generation to another. But offences against women which reflects the pathetic reality that women are just not safe and secure anywhere. According to 2015 India's

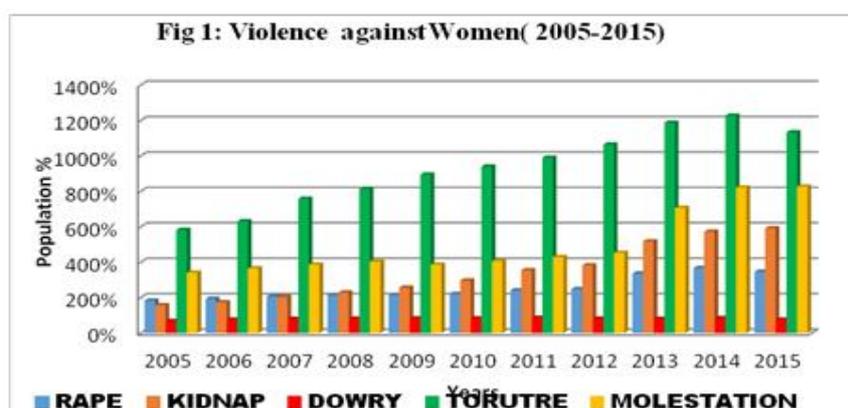
National Crime Records Bureau (NCRB), report violence has been recorded against women in every three minutes in India. Every 60 minutes, two women are raped in this country. Every six hours, a young married woman is found beaten to death, burnt or driven to suicide (Kalaiyarasi, 2015).

Data on incidence of violence against women show that it becomes common and high in India, while not highest in the world (UN women, 2011). Table 1 showing the statistical data of violence trend from 2005 to 2015 and the following figure 1 depicts the status of violence against women collected under different heads. The report revealed violence incidence registered in 2013 were 3,09,546; 3,37,922 in 2014 and 3,27,394 in 2015. It is an increase of 9% from 2013 to 2014; and a decrease of 3 per cent over 2014 to 2015. Violence against women in 2015 has increased to 124% comparing with 2005. The most reported and convicted violence based on the number of incidence occurred are listed below.

- 1) Cruelty and torture by husband and relatives - 10, 23,116 cases
- 2) Assault of women - 5, 53,356 cases
- 3) Kidnapping and abduction - 3, 74,351 cases
- 4) Rape - 2, 77,702 cases
- 5) Dowry death - 88,467 cases.

Violence Head & Year	Rape (Sec. 376 IPC)	Kidnapping & Abduction Women-(Sec. 363 - 373 IPC)	Dowry Death-(Sec. 302/304-B IPC)	Cruelty & Torture (Sec. 498-A IPC)	Assault of women Molestation (Sec. 354 ab.e.d. IPC)	Immoral Traffic (Prevention) Act, 1956	Dowry Prohibition Act, 1961	Eye teasing/Sexual Harassment(Sec. 354 A)
2005	18,359	15,750	6,787	58,319	34,175	5,908	3,204	9,984
2006	19,348	17,414	7,618	63,128	36,617	4,541	4,504	9,966
2007	20,737	20,416	8,093	75,930	38,734	3,568	5,623	10,950
2008	21,467	22,939	8,172	81,344	40,413	2,659	5,555	12,214
2009	21,397	25,741	8,383	89,546	38,711	2,474	5,650	11,009
2010	22,172	29,795	8,391	94,041	40,613	2,499	5,182	9,961
2011	24,206	35,565	8,618	99,135	42,968	2,435	6,619	8,570
2012	24,923	38,262	8,233	1,06,527	45,351	2,563	9,038	9,173
2013	33,707	51,881	8,083	1,18,866	70,739	2,579	10,709	12,589
2014	36,735	57,311	8,455	1,22,877	82,235	2,070	10,050	21,938
2015	34,651	59,277	7,634	1,13,403	82,800	2,424	9,894	24,041
Total	2,77,702	3,74,351	88,467	10,23,116	5,53,356	33,720	76,028	1,40,395

Source: National Crime Records Bureau (NCRB): 2005- 2015



CRUELTY / TORTURE BY HUSBAND & RELATIVES - (SEC. 498-A IPC)

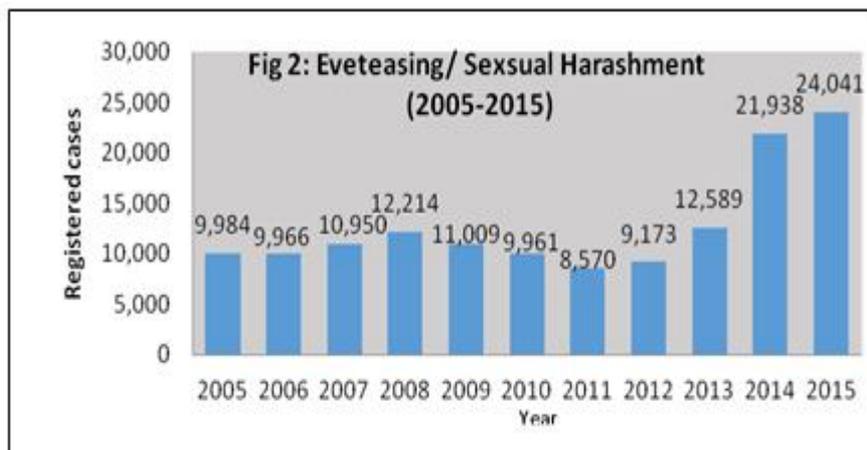
These types of cases are highly not registered and the registered cases reported a decline of 7.7% over the previous year of 1, 22,877 cases. At the same time it was found victims of these types of cruelty are increased steadily from 2005 to 2014. The Violence cases increased to 94% as compared to 2005. These types of cases are registered high in West Bengal (20,163 cases); Rajasthan (14,383 cases) and Assam with 11,225 cases occupies the third position. Very few cases were registered in Mizoram, Sikkim and Nagaland. Rathi et.al., (2014) reported domestic violence was on rise since last decade and much higher than other Violence against women in India. The NFHS-III report reveals that 37 percent married women in India are the victims of physical and sexual abuse by their husband (International Institute for Population Sciences, 2007).

ASSAULT ON WOMEN WITH INTENT TO OUTRAGE HER MODESTY (MOLESTATION)-(SEC. 354 IPC)

These types of cases are increased 0.6% over the previous year of 82,235 cases at 2014. At the same time it was found victims of these types mixed trend. The Violence cases increased to 142% as compared to 2005. These types of incidence are highest in Maharashtra (11,713 cases). Very few cases were registered in Nagaland. The highest Violence rate was reported 31.1 in Odhisha and 57.8 in Delhi UT as compared to the National average rate of 13.6. This section has separated has further classified into four sections namely Sexual Harassment, Assault or Use of Criminal Force to Women With Intent to Disrobe, Voyeurism, Stalking and others.

SEXUAL HARASSMENT / EVE TEASING - (SEC. 354A IPC)

Sexual harassment of women is a violation of the fundamental right of women to work in a safe environment" Figure 2 showing the number cases registered from 2005 to 2015. The total number of cases register in the year 2015 was 24,041 which have increased at 9.5% as compared to previous year of 21,938 cases. The steadily increasing nature of these kinds of violence threatens the women psychologically and emotionally disabled and makes to lose their self esteem and confidence level. The number of incidence occurred in 2005 was 9984 but it increased to 24,041 cases. The highest number of incidence occurs in Uttar Pradesh (5925 cases) with rate of 5.8 followed by Maharashtra (4751 cases) with violence rate 8.4 and very few incidence occurred in Manipur and Sikkim. The highest violence rate was reported as 10.4 in Mizoram and 12.4 in Delhi UT as compared to the National average Violence rate of 4.0.

**KIDNAPPING & ABDUCTION OF WOMEN - (SEC. 363 - 373 IPC)**

In India Uttar Pradesh has registered 10,135 cases which are largest number cases filed against women comparing with other states in India. Mizoram, Nagaland and Sikkim these cases were less. These types of cases were increased 276 % as compared to 2005 3.4% compared with previous year.

RAPE -(SEC. 376 IPC)

The increasing trend in rape case has been observed during 2005- 2014. The rape cases has been increased to 100% in the year 2014 compared with 2005 and decline of 5.6 occurs in the year 2015 over 2014. In Madhya Pradesh 4391 rape cases has filed, which is the highest number of cases reported in India. Sikkim and Manipur these cases were less.

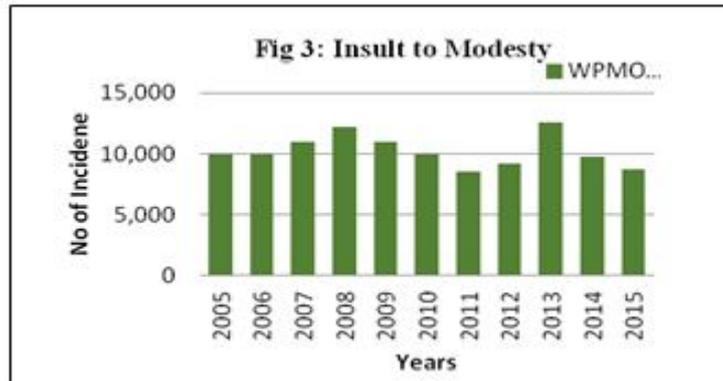
DOWRY, DOWRY DEATHS OR THEIR ATTEMPTS - (SEC. 302/304-B IPC)

Dowry related an issue becomes a common in now a day. A mixed trend in the incidence of these issues has been observed during the period of 2005-2014. These types of cases are registered high in Uttar Pradesh and Bihar and no cases were registered in Arunachal Pradesh, Manipur, Meghalaya and Nagaland. These cases have increased to 12.4% during the year 2015 compared with 2005 and decline 9% as compared with previous year.

INSULT TO MODESTY OF WOMEN WORKPLACE AND OTHER- (SEC. 509 IPC)

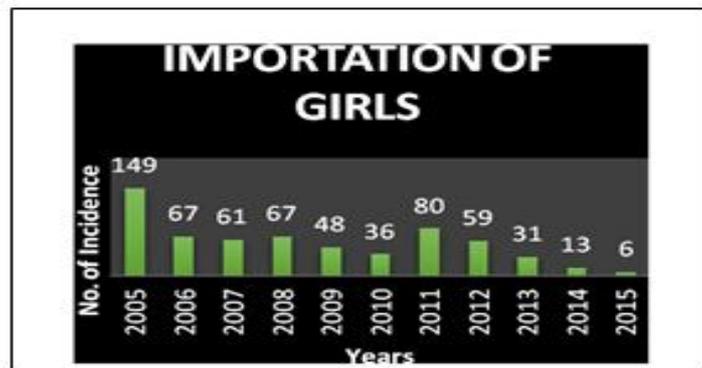
The total number of cases register in the year 2015 was 8685. Figure 3 showing the number Insult to modesty of women workplace and other cases registered from 2005 to 2015.

The highest number of incidence occurs in Andhra Pradesh (2200 cases) following by Telegana (1291 cases) and very few incidence were registered in the states like Arunachal Pradesh, Mizoram, Manipur, Sikkim and Tripura. The highest Violence rate was reported as 8.6 rate in Andhra Pradesh and 16.1 in Delhi UT as compared to the National average rate of 1.4.



IMPORTATION OF GIRLS (UPTO 21 YEARS OF AGE) (SEC. 366-B IPC)

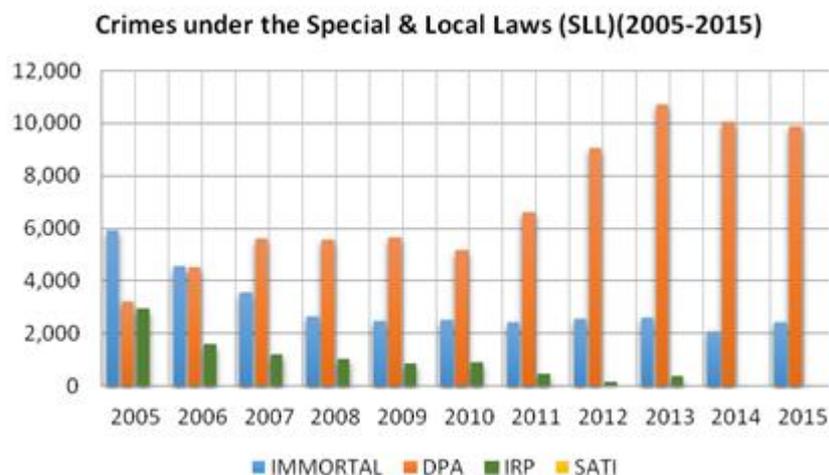
The mixed type of trend is observed in these types of Violence steadily decreasing and sudden increase in 2011 with 80 cases and decrease from 2012 were reported during 2005 to 2015. In the Violence head 95% decline happened compared to the cases of 149 in 2005. In West Bengal and Uttarakhand these types of cases are reported.



B. THE VIOLENCE UNDER THE SPECIAL & LOCAL LAWS (SLL)

Immoral Traffic (Prevention) Act, 1956

Under this act the number of cases registered in 2015 was 2,424 increased 17% comparing with previous year 2014. At the same time a 59% of decline happened compared with 2005 of 5908 cases. This act protects the women and children from forceful flesh trade in India.



Dowry Prohibition Act, 1961

This act Prohibited Women from a deep rooted evil of taking dowry and harassing them. These show a mixed trend from 2005 to 2015. Under this act 9,894 cases were registered in 2015 it shows a 1.5% decreased rate comparing with previous year 2014 and increased to 200% compared with 2005 of 5908 cases.

Indecent Representation of Women (Prohibition) Act, 1986

This act Prohibited Women from indecent representation of women through advertisements, writings, posters, publications, figures and any other forms connected with incidental thereto. These show a decline trend from 2005 to 2015. Under this act 40 cases were registered in 2015 it shows a 1.4% decreased rate comparing with previous year 2014 and decline of 98% compared with 2005 with 2917 cases.

Commission of Sati (Prevention) Act, 1987

No cases or incidence happened under this act except one cases registered in 2005, 2008 and 2011 from 2005 to 2015.

Protection of women from Domestic Violence Act, 2005

Domestic violence refers to violence against women especially in matrimonial homes. Starting from childhood to the end of her life she has to be under the control of father, husband or the son. The perpetrator of domestic violence has often been found to be the males and the victims, their sexual partners. Yet in many cases of Domestic Violence, single women both unmarried and widow becomes the victims of mental and physical exploitation in the private domain. Domestic violence of all forms against women is on rise in the state capital of Assam, Guwahati. And keeping pace with the state capital, these atrocities are highly increasing in the place of both upper and lower Assam (Gupta, 2014). In India under Prevention of Domestic Violence Act, 2005 ten thousands domestic violence cases are reported against women during 2006-07 and it increases 74% upto 2015 as compared with previous years. Domestic Violence is an act of physical, sexual or psychological abuse, or the threat of such abuse, inflicted against women by a person intimately connected to her through marriage, family relation or acquaintanceship is universal and has its root in the socio-cultural set up of the society.

CONCLUSION

Even today in the modern era women in India were victims of all the Violence forced against them by the patriarchal system. Women in India, struggling for their own identity and fighting for dignified position and safeguard their self esteem. International women's is celebrated all over the world with intention to promote women freedom and empowerment. To conclude my work I would like to quote the words given by Manikamma & Radhika (2013) Though the status of women in India, both historically and socially, has been one of the respect and reverence, but the hard truth is that even today, they are struggling for their own identity, shouting for diffusion of their voices and fighting for their own esteem. Every day, they cross among the fears and fraught for individuality. Despite the constitutional guarantee of equality of sexes, rampant discrimination and exploitation of women in India continues. The incidence of dowry deaths, woman sexual harassment, molestation and ill-treatment of women are on increase. It is high time now that women should get a respectable and dignified position in the Indian society. Awareness in the women as well as society should be created and their equal rights should be effectively implemented.

In Indian modern society it is very much essential to all women has to be educated to handle all types of situation to solve all women issues in any society and in any circumstance, in order to live with honour, Education will only give them strength and societal status. This will increase the women smooth living in modern society. Every woman has a fundamental right to be safe protesting injustice, if a woman is able to protest herself with the right and education, then that protest her life becomes miserable. It should be remembered that the socio economic empowerment must be ensured by the nation to minimize the exploitation which can help to improve the status of women. At the same time our judiciary should create the fear in the mind of the offenders by ensure that the correct judgments without taking much time.

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NATURAL RESOURCE BASE AND POTENTIAL OF SPECIAL TOURISM IN DZONGU, SIKKIM**Dr. Subrata Purkayastha**Assistance Professor, Department of Geography, North-Eastern Hill University, Shillong, Meghalaya

ABSTRACT

Dzongu valley of North Sikkim can be regarded, as a Shangri-La in the Himalayan state of Sikkim in India. It is home to a small community- the Lepchas, who still retain ancient cultural practices intricately related to their physical environment. In order to preserve the Lepcha culture, Dzongu had been declared Lepcha reserve, but at present is facing ecological and cultural crises as this valley has high hydro power potential, which is being tapped for development purpose. The local population resents this. It is in this context that the present paper seeks an alternative approach for ushering in the much-needed socio-economic development of Lepchas in Dzongu. The natural resource base with swift flowing streams, rich in vegetation and lofty snow-clad mountains as its locale; along with the unique culture of the Lepchas intricately related to nature can be showcased as tourism product in a sustainable manner. It is in this context that the present paper identifies and develops an inventory on types of tourism activities that may come up in the different tourism attraction spots within Dzongu. An attempt has also been made to measure and rank the existing tourist spots as per the levels of attraction from the perception of the tourists visiting Dzongu in the tourist season of Oct 2013 to Jan 2014.

Keywords: Lepcha culture, natural resource base, conservation, sustainable tourism

INTRODUCTION

The term 'development' is a multidimensional concept that brings about economic, social, cultural and even political changes; Developmental activities are needed for the growth of economy of a country and they are perceived as symbols of national progress. If properly executed, they have the potential to facilitate generation of employment opportunities, formation of new skills, increase in income and consumption levels and improvement of infrastructure facilities leading to positive changes in the quality of life, thereby leading to sustainable development. But present development sometimes leaves adverse impact especially at micro-level, this needs to be addressed particularly in remote picturesque landscape of the Himalayas ideal for tourism development.

Tourism is a composite concept that involves temporary movement of people for leisure, recreation or business to new destinations, it also includes the organization, and conduct of their activities as well as the services and facilities that are necessary for meeting the needs of the tourists in their new places of destination thereby generating job opportunities.

Tourism is a geographic phenomenon that not only stimulates large scale global movement of people leading to better understanding between the tourists and the people they visit. But also helps in the process of physical and social development as well as resource exploitation and conservation that leaves behind a range of social, economic, cultural and environmental implications which are issues for investigation by economists, sociologists, geographers and other social scientists (Williams 2009).

Tourism is emerging as one of the largest industries of the world, as with globalization the world gets connected and people with surplus income takes time out for leisure and travel to distant and neighboring lands, unique in culture and topography to satisfy their wonder lust. The UNWTO has estimated that international tourist arrival worldwide would be around 1.5 billion by the year 2020. Consequently the tourism sector is emerging as a driving force in boosting economic development. It is observed that tourism not only leads to socio-cultural exchanges but also ushers in the much-needed socio-economic development of remote and backward areas and helps in earning foreign exchange and flow of capital from developed to underdeveloped areas. This industry has great multiplier effect resulting to employment and income generation especially for the host communities with minimum investment. But tourism also has its negative impact like debasement and commercialization of cultures, risks of promotion of antisocial activities like gambling, drinking, human trafficking etc.

It is observed that there are mainly two types of tourism- (i) mass tourism and (ii) alternative tourism.

Mass tourism is characterized by large number of people who in most cases want tourism and cultural experiences similar to their own culture. This is the most popular and widely practiced form of tourism and needs development of infrastructure like good communication network, luxurious hotels, entertainment centers etc. Tourists who participate in this type of tourism are focused on consumption that leads to wasteful use of the precious resources; this often leads to various negative impacts on the environment, economy and culture of the tourist destination/host communities.

Contrary to mass tourism is alternative tourism which is called special or responsible tourism that focuses on a greater level of contact and understanding between host communities and the visitors as well as between tourists and the natural landscape and environment. Special or responsive tourism is subdivided into nature-based tourism that respects the nature, social and cultural values of the host community. It takes place in natural settings and is sustainable that includes eco tourism including wild life and adventure tourism. The other forms of special tourism not only focus on nature but also include cultural events sports, health and religious tourism. It is in this context that Dzongu valley of Sikkim can emerge as an important site for alternative tourism activity as here the natural resource base is ideal for development of responsible/special tourism which in turn may help in ushering the much needed socio-economic development of the state of Sikkim in general and the Lepchas of Dzongu valley in particular.

STUDY AREA

Dzongu was declared a Lepcha reserve in 1960s by the then ruling Chogyal (king) Palden Thondup Namgyal when Sikkim was a protectorate of India (Choudhury 2007). The Indian constitution still recognizes Dzongu as the Lepcha reserve, the original homeland of the Lepcha tribe, where no outsiders are allowed to own property.

The Dzongu valley has an area of 78sq km and is located in North Sikkim district that is the least developed district of the state, administratively Dzongu falls under the Mangan sub-division and is divided into upper Dzongu and lower Dzongu. It has a total population of 35728 persons living in 38 villages (Linguistic census of India 2011) Dzongu lies in the Trans Himalayan zone with altitude ranging between 800-6000m resulting to not only diverse landforms and climate, but also varied vegetation. It is fairly triangular in shape bounded by the mighty Khanchendzonga range, declared as a national park and bio-reserve, a part of the Indo-Myanmar biodiversity hotspot, in fact the floristic wealth of Dzongu and its surrounding area is rich and diverse both in composition and value. Dzongu is also an important bird habitat.

OBJECTIVES

The present paper focuses on the existing resource base of Dzongu, the present nature of development and the scope for alternative development highlighting on the tourism sector.

DATABASE AND METHODOLOGY

The paper is based mainly on empirical data where the tourists visiting Dzongu in one of the tourist season 2013-14 (Oct 2013-Jan 2014) were interviewed by the help of questionnaire, suggesting the opinion of the tourist on three aspects viz. Attraction of the landscape of the different tourist spots located within Dzongu, the connectivity to the different spots and the number of visits to each tourist spot. This has been measured by the help of Tourist Preference Index (similar to the Human Development Index developed by UNDP, 1990). Accordingly each tourist spot has been ranked as per the preferred index score (within a range of 0-1 scale, tourist sites scoring closer to 1 have a higher preference index).

THE PREFERENCE INDEX HAS BEEN COMPUTED BY THE FOLLOWING FORMULA:

$$P_i = \frac{x - \min}{\max - \min}$$

Where P_i represents Preference of the tourists of the i th indicator

x = actual number of tourist preferring the i th indicator

\min = minimum value of that i th indicator

\max = maximum value of that i th indicator

Consequently a composite index taking all the three indicators has been computed whose value ranges from 0-1, accordingly the different tourist spots within Dzongu has been ranked suggesting the degree of preference of each tourist spot,

The potential for alternative tourism development has been discussed as per their resource base highlighting on the types of tourism activities and the strategy for future development.

RESOURCE BASE OF DZONGU

Physical resource base

As already mentioned Dzongu is roughly triangular in shape bounded by river Teesta on the southwest, river Talung on the northeast and mountains south of Kanchendzonga rich in lush vegetation, this valley is the habitat for various plant and animal species. A wide variety of tree species, shrubs, lichens, epiphytes and mosses have enriched this valley. Among the tree species, Oak (quercus) and Chestnuts (Castaopsis) are the dominant species in the sub-alpine zone, Dzongu is also rich in Magnolia and Rhododendrons and other

flowering plants like Primula, Meconopsis, Potentialla, Aconitum which adds to the beauty and charm of the alpine meadows(Forest Survey of India, 2010). Many species of bamboos are found here. which the Lepchas use for house construction and other local handicrafts, many species of medicinal plants are also found here. Diverse endangered species of birds like the Rufous –necked hornbill, Acrosnipalensis, chestnut breasted partridge, etc as well as numerous species of butterflies are found here, in fact the botanical garden of Dzongu situated at Namprikdang, located on the confluence of river Teesta and river Kanaka is home to Sikkim’s many rare orchids, tropical and temperate plants (Chowdhury 2007)

Rich green valleys to narrow gorges and snow capped mountains extremely picturesque, striking swift flowing mountainous stream ideal for generation of hydro-electricity mark the topography here. Cardamom plantations along with numerous fresh water springs, lakes, natural caves etc. add to the charm of the area.

The climate here, varies from tropical in the valleys, to sub-tropical and alpine in the higher altitudinal zones thereby offering a great respite from the summer heat of the plains of India.

Cultural Resource Base

The Lepchas inhabiting this valley are of mongoloid stock who still retain an ancient culture and practice a religion, which is a synthesis of Buddhism and Animism (nature worshippers). They live in close proximity to nature, where the religious and cultural practices as well as livelihoods are closely linked to their natural surrounding. Born naturalists, they are able to recognize and use most of the forest’s plentiful resources and have a cultural heritage closely associated with Mother Nature. The Lepchas call themselves “MutanchiRong Kun-rum-kup” which means beloved sons of Mother of creation and almighty god (Foning-1983). They have a written script for their language-Ronging which was developed by the Lepchascholar Thakung Men Salong during the 17thcentury(Denjongpa 2004)

The Lepchas are friendly people who have numerous festivals intricately related to nature, in fact their cultural identity is closely related to the natural surroundings of Dzongu, There are also Buddhist religious sites-LachungGompa present in Dzongu which attracts pilgrims.

PRESENT DEVELOPMENT

Hydropower development

The present development of Dzongu is closely associated with tapping the hydropower potential of the area. The state administration favors tappingof the swift flowing streams in this rugged terrain both by the Public and Private sectors for hydro power generation, as the administration feels that development of hydro-power here, will usher in the much-needed socio-economic development, for hydro-power development leads to infrastructural development. At present out of the 27-hydropower projects sanctioned in the state, 8 projects are located in Dzongu. These 8projects have an installed capacity of 7.30MW and the total capacity of energy generation is 10.46 MKWT as per 31st March 2007 (Statistical profile Sikkim 2006-2007). But the local population resents the present hydropower development as they feel that such developmental activities not only leads to environmental degradation of their fragile landscape but ultimately is leading to cultural their erosion, for their MayellYang- their hidden paradise- Dzongu, is under threat of disappearing. The river Teesta has been tunneled which has taken away their holy site where they perform rituals. Moreover, tunneling of river Teesta poses a great environmental threat, as this zone is seismically active. Consequently, the elitist section of the Lepcha community under the leadership of Mr. Dawa Lepcha along with the support of the civil society have started peaceful resistance to such projects from the year 2002. At first their protests were ignored, consequently more drastic means to gain the attention of Central Government in particular and the International society in general were taken up and from 2005 onwards, the movement has acquired a popular following in North Sikkim and has taken an organizational form with the constitution of the ACT(Affected Citizens of Teesta). The Act along with other NGOs are actively opposing land acquisition and constructional activities in relation to the hydropower projects as a result of this, 4 projects (table 1.1) have been closed.

Table 1.1: Hydro-power Projects in Sikkim (updated 2010)

Sl. No.	PROJECT NAME	CAPACITY (in MW)	DEVELOPER	PROBABLE DATE OF COMMISSIONING	PRESENT STATUS
1.	Teesta Stage - I	280	Himalayan Green Energy (P) Ltd	2012-13	Under Investigation
2.	Teesta Stage - II	330	Him Urja Infra (P) Ltd	2011-12	Under Investigation
3.	Teesta Stage - III	1200	Teesta Urja Ltd.	2011-12	DPR Ready
4.	Teesta Stage - IV	495	NHPC	2011-12	Under

					Investigation
5.	Teesta Stage - V	510	NHPC	2008-09	Commissioned
6.	Teesta Stage - VI	495	Lanco Energy (P) Ltd	2011-12	Under Investigation
7.	Lachen	210	NHPC	2011-12	Under Investigation
8.	Panam	280	Hingiri Hydro Energy (P) Ltd	2011-12	DPR Ready
9.	Rangyong	Approx. 300	NHPC	2011-12	Stopped
10.	Rukel			2005	Stopped
11.	Ringpi			2005	Stopped
12.	Lingzya			2005	Stopped
13.	Rongnichu	96	Madhya Bharat Power Corp.	2011-12	Under Investigation
14.	Chuzachen	71	Gati Infrastructure	2011-12	Under Construction
15.	Sada-Mangder	99	Gati Infrastructure	2009-10	DPR Ready
16.	Bhasmey	51	Gati Infrastructure	2011-12	DPR Ready
17.	Rolep	36	Amalgamated Transpower India Ltd.	2009-10	DPR Ready
18.	Chakung Chu	50	Amalgamated Transpower India Ltd	2011-12	Under Investigation
19.	Ralong	40	Amalgamated Transpower India Ltd	2011-12	Under Investigation
20.	Rangit – II	60	Sikkim Ventures (P) Ltd	2011-12	DPR in final stage
21.	Rangit – III	60	NHPC	1997-98	Commissioned
22.	Rangit – IV	120	Jal Power Corporation Ltd	2011-12	DPR Ready
23.	Dikchu H	96	Sneha Kinetic (P) Ltd	2011-12	Under Construction
24.	Jorethang Loop	96	DANS Energy (P) Ltd	2011-12	Under Investigation
25.	Thangchi	499	Lachung Power (P) Ltd	2011-12	Under Investigation
26.	Bimkyong	99	Teesta Power (P) Ltd	2011-12	Under Investigation
27.	Bop	99	Chungthang power (P) Ltd	2011-12	Under Investigation
	Total	5494			

Source: Sikkim Power Corporation Ltd

*The highlighted projects in the table are located in Dzongu, Out of 8 hydropower projects located here only 4 projects are functioning due to local resentment.

TOURISM DEVELOPMENT

Tourism is one of the fastest growing sectors of the Indian economy, which apart from providing direct employment gives multipliers effects for employment generation. It is also a low impact industry. The 10th Five Year Plan of Government of India has already identified tourism as one of the major sources for generating employment and promoting sustainable livelihood (Planning Commission Report 2011). 'When trade develops, material products travel, development occurs in the established market sector only, but when the consumers travel to the production centers, development reaches to the remotest places'. With this philosophy in mind, Ministry of Tourism, Government of India, adopted the new tourism policy, that positions tourism as the engine of economic growth and here the development of Dzongu and the small community of Lepchas perfectly fit in.

Global tourism scenario has undergone a major transformation over the past thirty years. In 1980s the focus shifted from "beach tourism" to "cultural tourism which involves visits to historical sites and cultural spots. Then the focus shifted to ecotourism that is but an outcome of the modern concept of sustainable development that originated with the report of World Commission on environment and development also known as the Brundtland Commission report- 1987(Williams 2009), that emphasizes on sustainable development.

Sustainable development is that development that meets the need of the present without compromising the ability of the future generations to meet their need. The key approach to such development are (i) maintaining ecological integrity and diversity, (ii) meeting the basic human needs, (iii) Keeping options open for future generations, (iv) reducing injustice (v) increasing self determination and supporting the empowerment of the people who are to be involved in decisions that influences the quality of their lives and enables cultures to be maintained(Wall & Mathieson 2006) It is in this context that eco tourism activities are to be encouraged in Dzongu as it is economically viable, environmentally sensitive and culturally appropriate. It is in this context that that Sikkim in general and Dzongu in particular emerges as an important eco-tourism destination. But table 1.2 suggests that tourism development in Sikkim in general and Dzongu in particular in context of the North-Eastern region of India is still at its infancy.

Table 1.2: Total tourist arrival in the States of North-East India (2011)

States	Total tourist arrival (in 2011)		Total Tourists	Percentage	Rank
	Domestic	International			
Arunachal Pradesh	233227	4753	237980	0.0273	V
Assam	4339485	16400	4355885	0.5005	I
Manipur	134505	578	135083	0.0155	VI
Meghalaya	667504	4803	672307	0.0772	II
Mizoram	62174	658	62832	0.0072	VII
Nagaland	25391	2080	27471	0.0032	VIII
Sikkim	552453	23602	576055	0.0662	III
Tripura	359515	6046	365561	0.0420	IV
NE India	6374254	58920	6433174	0.7391	
INDIA	850856640	19494879	870351519	100	

Source: Government of India, Ministry of Tourism, Tourist Statistics (2011)

Table 1.2 indicates that the tourist flow to Northeast India is very low in comparison to rest of the country, less than 1 percent of the total tourists (both domestic and foreign tourists) visits North east India. Among the North-Eastern States of India, Assam which has the highest share, is as low as 0.50 percent of the total tourists flow to the country.

Thus, it can be concluded that much remains to be done if North eastern states including Sikkim are to attract tourists where besides attractive marketing strategies there is need for proper infrastructure, encouragement of tourist friendly attitude of the local population which may give the necessary boost for the development of the tourism sector in the states of North-east India in general and Sikkim in particular, This calls for a policy revamp especially in the tourism sector.

At present only 0.00025 percent of the total tourists visiting Sikkim visits Dzongu (Department of Tourism, Sikkim Govt. 2013) At present the department of Tourism, government of Sikkim together with two NGOs- Dzongu ecotourism society and Mutanchi Lom Aal Schezum (MLAS) are working towards promoting eco-tourism in Dzongu, The Department of Tourism has identified 18 sites of tourism importance(Fig 1.) Dzongu has been added to the tourism profile of Sikkim with emphasis on promoting eco-tourism, but the nature and level of tourism development leaves much to be desired.

It is in this context that a survey was conducted of the tourists visiting Dzongu in the tourist season Oct 2013 to Jan 2014 in order to seek their opinion on the three aspects viz. (i) attractiveness, (ii) accessibility and (iii) number of visits to the different tourist spots located within Dzongu. (Table 3)

PREFERENCE

From this information a composite index has been created (as mentioned in the methodology section) in order to rate the attractions of the different tourist sites as perceived by the tourists. Further a plan has been outlined for the identification of the important tourist sites that highlights on the type of tourism activities that can be developed on the basis of the natural resource base of each tourist site. This is discussed as follows (Table 1.3)

The score of Tourist Preference Index of the different tourist spots within Dzongu ranges between 0-1. Each spot has been duly ranked as per their score, their existing resource base has been categorized, on the basis of the resource base the ideal tourism potentiality of each site has been identified, further a strategy for future development of tourism activities in each site have been discussed (Table 1.3)

Table 1.3: Preference Index score , natural resource base, eco-tourism potential and strategy for development of the different tourist spots in Dzongu

Tourist Spot	Score as Per Preference Index	Rank	Specialized Features	Tourism Potentiality	Development Strategy
Lingthem	1	1	i. Nature walks and trekking ii. Celebration of Naamsoong, LhoRunFaat, Sakyo Rum Faat iii. Individuals and households specialized in herbal treatments	a. Adventure tourism b. Cultural Tourism c. Health Tourism	1. Training of Local youths as guides 2. Dates of festivals needs to be identifies and advertised 3. Development and research activities, individuals to be trained for herbal treatments, soft loans and further skill development to be met from external agencies
HeeGyathang	1	1	i. Nature walks and trekking ii. Ideal for growing organic oranges, cardamom and varieties of flowers	a. Adventure tourism b. Horticulture and floriculture Tourism	1. Training of Local youths as guides 2. Marketing of the organic products, Skill development and soft loans for homestays.
Tingvong	2	0.94	Exotic view of Mt Kachendzonga Offers experience of traditional farming practices of village life	Village tourism	Soft bank loans for development of home stays and skill development for the community focusing on hospitality and tourism aspects.
Bey	2	0.94	Hot springs having various medicinal properties	Health Tourism	Research and Development, soft loans for homestays and training of local youth as guides
Passingdong	3	0.53	i. Water sports and angling in river Teesta ii. cultivation of organic vegetables and oranges	a. Adventure tourism b. Horticulture Tourism	Training of local youths as guides Soft loans and skill development for Homestays, marketing of organic products
Tholung	4	0.41	i. Tholung Monastery associated with Buddhism ii. Trekking route from Passingdong to Tholung	Religious Tourism b. adventure tourism	Detailed history of the monastery can be inscribed in the stones or walls, 2. Training of local youth as guides

Lingza	5	0.06	Lingza waterfall and its related legend	Legend tourism	Better infrastructure and training to the youth as good interpreters of the associated legend
Namprikdang	5	0.06	A replica of traditional Lepcha house with the Lepcha artifacts in display	Heritage Tourism	Skill development of local youth to act as guides explaining Lepcha history and heritage
			ii A hub for butterflies where more than 500 species are found	Butterfly hotspot	Steps for conservation of the butterflies, research and development activities, training local youth to identify the various species of butterflies and provision for creation of home stays
Lingdong	5	0.06	i. scenic village tracks and numerous bamboo bridges	Adventure tourism	1.Training of Local youth as guides and other tourism related activities
			ii.Orange orchards	b. Horticulture Tourism	2. Development of Home stays and marketing the products
Kusong	6	0.00	i Village tracking	Adventure tourism	Home stays to develop, infrastructure development and training of local youth.

Source: Primary data survey (Oct 2013-2014)

A cursory look into table 1.3 suggests that both Lingthem and Heegythang which are already in the tourist map of Dzongu as prepared by the Tourism Department ranks first as their score is as high as one, these spots have ample natural and human resources for development of adventure, cultural and health tourism.

It is interesting to note that three spots of tourist interest which are not enlisted by the Tourism Department of Government of Sikkim are frequented by the tourists surveyed during the tourist season Oct 2013 and January 2014. These sites are Passindong, ranking third in the Tourist preference index Namprikdang ranking fifth in the tourist preference index and Kusong holding the last rank in the tourist preference index, suggesting that these are emerging sites which needs to be promoted and much needs to be developed here.

CONCLUSION

The Himalayan state of Sikkim in general and Dzongu valley in particular can be sustainably developed through an alternative development approach that addresses both the exploitation and conservation of natural resources. It is through special tourism that both the biotic and abiotic resources of Dzongu along with the unique culture of the Lepchas can be conserved. The fragility of Dzongu does not support mass tourism. The consequence of mass –tourism has been faced by the Himalayan ecology, such as Uttarakhand, consequently promoting tourism at alarge scale in the region will only lead to the destruction of the environment and loss of the unique culture of Lepchas Consequently Eco-cultural tourism can be promoted in similar lines of the Bhutan’s policy for Eco-tourism that highlights “high value, low impact’ policy that imposes high entry fee at every stage and fines for deterioration of the environment .

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AN EMPIRICAL STUDY ON MARKET INTEGRATION OF RICE MARKETS IN WEST BENGAL

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ABSTRACT

In this paper, we have investigated the integration of agricultural commodity markets of West Bengal where we have taken monthly price series of rice from the period 2003-2015 across the six wholesale markets of West Bengal. The basic idea behind the measurement of market integration is to understand the interaction among prices in spatially separated markets. Starting point for the market integration study is the test of stationarity of the time series. Co integration study is straight forward if the available time series is stationary and stationarity of the time series is tested by using unit root test. The price series are found to be cointegrated indicating that a long run relationship exists between market pairs and prices in the various rice markets affect each other. It is concluded that rice markets in the study area are integrated but the integration level is low. However, there is still space for improvement. Development of more efficient marketing system is required in order to make a perfect flow of market information which in turn makes it possible for prices in one market to be perfectly transmitted to other markets thus making markets more integrated.

INTRODUCTION

Rice is the most important staple food crop for more than half of the world's population. In the year 2010, the world produced about 603 million tones of paddy rice. Most of that, about 583 million tones was grown in Asia. India is among the leading rice producers in the world and stand at 2nd position in the world, accounting for 20% of all world rice production. Rice production in India is an important part of the national economy. India has the largest area under rice cultivation, as it is one of the principal food crops. In the world it has been reported that there are 10000 varieties of rice, the maximum number being in India. Apart from the leading rice producer, India is also the largest exporter of rice in the world and in the last financial year, India exported more than 8 Million Tonnes of Rice to many countries.

Rice is grown widely across India in more than 20 states and in an area of over 400 Lakh Hectares. Out of these states, top 10 rice producing states account for more than 80% of total rice production in India. Following is the table and chart which shows the top 10 Largest Rice Producing States in India.

Thus rice has significance role in India's food consumption economy. Rising population and recent growth in GDP has made India one of the greatest rice importer countries all over the world. That is why rice marketing has always been a controversial issue in India's agricultural economics. Since West Bengal is the leader among all rice producing states with more than 13% contribution in India's Rice Production therefore to study rice marketing system in West Bengal in particular is very significant. Furthermore, since rice is a dominant crop of West Bengal, market integration study of rice will be worthwhile to know the efficiency of rice marketing. Also, knowledge of price transmission mechanism will help to create necessary marketing strategies to root out inflexibility in the market.

Markets are important determinants of food availability and food access. The extent to which markets make food available and keep prices stable depends on whether markets are integrated with each other. Integrated markets can be defined as markets in which prices for comparable goods do not behave independently. If markets are well integrated, it can be assumed that market forces are working properly, meaning that price changes in one location are consistently related to price changes in other locations and market agents are able to interact between different markets. If markets are integrated, food will flow from surplus to deficit areas. An integrated market is based on the law of one price (LOP) which states that identical products sell for the same common currency price in different countries, assuming costless transportation and resale. Market integration analysis is thus important in explaining markets performance and their response to each other. The basic idea behind the measurement of market integration is to understand the interaction among prices in spatially separated markets. Thus an attempt has been made to study the market integration among six wholesale markets for rice in the state of West Bengal.

REVIEW OF LITERATURE

Studies on integration markets, mostly commodity markets have assumed better importance in recent years. Market integration studies have been carried out mainly by testing co-movement of prices that are indicative of competitive markets. Most of the studies have employed time series econometric techniques that test for co-movements in prices. Also, Engle and Granger's co-integration and error correction mechanism techniques have become the standard tool for analyzing spatial market relationships. To provide goods at reasonable prices to

the innumerable consumers as well as to provide remunerative prices of the produce to the farmer-sellers, efficient functioning of markets is an essential prerequisite which is indicated by high degree of integration in them. A (2014)

Sanogo (2006) had studied the integration of rice markets in the mid-west and far-west districts of Nepal and found that the rice markets of the hinterland are poorly integrated with the regional market of Nepalgunj. The study had also observed that price fluctuations are transmitted, both in the short and medium run, across the Indian-Nepali border between Nepalgunj and the Indian border districts of Rupedia and Jogbani. The study has revealed that the large price differentials relative to transport costs indicate market inefficiencies in the mid-west and far-west districts of Nepal. Furthermore, the poor road infrastructure determines the price differentials.

However the findings suggests that Nepal would maintain its partnership with India and build an effective market supervision system that covers the Indian border markets as well, to ensure food security in the short run and substantial investment in transport infrastructure is required to improve market integration and accessibility in the long run, especially in the hilly and mountainous areas.

Feizabadi (2011) computed rice marketing margin, market efficiency and marketing cost coefficient in seaside Mazandaran province (where 70 percent of domestic rice production is obtained)Over the period 2000-2010. The results shows that firstly HYV's wholesale marketing margin is less than local varieties in 2000 while this trend is reversed in 2010. Secondly, retail marketing margin, total marketing margin, market efficiency and cost marketing coefficient for local varieties are all greater than HYV and agricultural cooperative's encouragement would lead to decrease in rice marketing margin and role of traders and raises rice farmers earnings.

NIAGIAH (2009) investigated the marketing arrangements, the marketing strategies and the marketing constraints on rice production in Tono Irrigation Project. The study revealed that farmers in practice do not have a comprehensive marketing strategies with regards to the timing of sales even though they are much aware of price movement and sales are made purely based on cash needs of farmers; the major key players within the market chain in the area are rice traders, processors, market retailers and Tono Processing Plant; the principal constraints identified by farmers in the area are low prices during glut, inadequate milling facilities, lack of credit/funds to support farmers during storage in anticipation of high prices, and lack of tarpaulins to be used for threshing.

Helfand (2001) established a ranking from less to more integrate among the locations that were found to belong to the same economic market and which is called the degree of integration. The study explores the determinants of the degree of integration. Higher degrees of market integration can have important implications for economic development. The process of increasing the degree of integration of isolated markets, or of locations that are only weakly integrated into a national market, can bring significant benefits for local residents.

Dawe (2010) concluded in his study that there was nothing fundamentally wrong in the rice market and the global rice price hike was not triggered by any fundamental change in the demand–supply equation. The rice prices were perhaps a result of weak diagnosis and a knee-jerk reaction. It primarily resulted from certain policy measures taken by major rice-exporting nations such as India, China and Viet Nam, which eventually led to the spiraling rice prices.

DeSilva (2011) presented an empirical investigation of the relationship between the spread, spatially and temporally, of market institutions and improvements in the productivity and efficiency of farmers.

Ifejirika (2013) analyzed the degree and determinants of market integration in rural and urban rice markets in Nigeria using evidence from Enugu State. The study investigated the level of rice market integration via price movements, structural factors that affect the integration of rice markets and, the problems affecting rice traders in the state.

Rajput (2012) has examined the price discovery relationship for ten agricultural commodities. However the market does not found to be competitive. The findings have implications for policy makers, hedgers and investors and will help in deeply understanding the role of futures market in information dissemination.

Sarkar (1981), in his study, presented an analysis of village survey data on the relationship between different classes of producers and different categories of traders who act as marketing channels for paddy and -rice in West Bengal and Bihar. It shows that the market is not only far from competitive. It is also relatively even less competitive from the point of view of the poor producers then from the point of view of the richer

Jayasuriya (1994) demonstrated the use of Johansen's multiple co integration technique as a test for spatial market integration. The paper also argued that this technique overcomes many of the limitations of previous

method for testing market integration. An application of this approach to the Philippines rice markets indicates that these markets are generally well integrated in the long-run with Manila as the dominant market. However, there are other inter-regional relationships which are important in the short term.

Co integration Results show that all Rice markets are highly integrated in the long run. The high degree of market integration observed in this case is consistent with the view that Punjab's Rice markets are quite competitive and provide little justification for extensive and costly government intervention designed to improve competitiveness to enhance market efficiency.

Vijaya (2016) conducted a study to examine the market integration and price transmission dynamics between imported and local rice market in Ghana.

Trung (2007) in his study aims to answer three interrelated questions: (a) whether there is spatial integration between paddy markets in the North and South of Vietnam; (b) whether there is spatial integration in paddy markets within the North and within the South; and, (c) if within-region integration is stronger and faster than between-region integration. The study found weak evidence of market integration between paddy markets in the North and South of Vietnam with an absence of threshold effects. However, there is evidence of both threshold effects and stronger forms of spatial market integration for paddy markets.

There has been very little research on food market integration in West Bengal and thus this study aims to help fill this gap by focusing on the spatial integration of paddy markets in W.B.

Objective of the study

This study aims at better understanding of the different aspects of regional integration of markets for rice thus the objective of this paper is to study the structure and trend of price of rice among different markets in West Bengal.

DATABASE AND METHODOLOGY

Study Area: The study area is West Bengal from where we have taken six wholesale rice markets namely Bankura, Bolpur, Burdwan, Coochbehar, Kalimpong and Purulia.

Sampling Procedure: The study covered a period of 13 years (156 months). West Bengal State is purposively chosen for the study because it is one of the major rice producing and consuming states in India.

Data Collection: Data for the study were collected from secondary sources.

For the secondary data, monthly price series of rice for the wholesale markets from 2003 to 2015 were retrieved from Agriculture Marketing website of India (<http://agmarknet.gov.in/>).

Data Analysis: In order to determine market integration, data collected were analyzed using co-integration analysis in which the time series data is tested by using the Augmented Dickey-Fuller unit root test followed by Johansen cointegration test.

Model Specification: Time series properties of the data were examined in order to avoid spurious results originating from the non-stationarity of the price data series and to analyze the price transmission of rice market in West Bengal State. Co-integration analysis was carried out in three steps. It began with a unit root test to confirm the stationarity status of the variables that entered the model, and this was done using the Augmented Dickey Fuller (ADF) statistic.

RESULTS AND DISCUSSIONS

Table 1: Top ten largest rice producing states in India

State	Production (In Lakh Tonnes)
West Bengal	146.05
Uttar Pradesh	140.22
Andhra Pradesh	128.95
Punjab	105.42
Tamil Nadu	74.58
Bihar	71.62
Chhattisgarh	60.28
Odisha	58.07
Assam	45.16
Karnataka	39.55

Source: Directorate of Economics and Statistics, Ministry of Agriculture, 2012-13

With a production of 146.05 Lakh Tonnes, West Bengal is the highest rice producing state in India. Rice is grown in a large area in West Bengal in more than 50 Lakh Hectares of land, which is about 50% of total cultivated land of the state. Rice is grown in three different seasons in West Bengal, that includes winter, autumn and summer. Some of the major rice producing districts is Burdwan, Hooghly, Murshidabad, Howrah and Nadia.

Unit Root Test Result

The following Table shows the result of the unit root test carried out using the Augmented Dickey Fuller (ADF).

Table 2: Unit Root Test Result

Prices of Rice at markets of West Bengal	level	ADF	1 st differencing	ADF
Bankura	Non stationary	-1.11 (0.711)	Stationary	-13.88 (0.00)
Bolpur	Non stationary	-1.37 (0.56)	Stationary	-13.68 (0.00)
Burdwan	Non stationary	-0.89 (0.78)	Stationary	-15.6 (0.00)
Coochbehar	Non stationary	-1.45 (0.56)	Stationary	-12.95 (0.00)
Kalimpong	Non stationary	-2.02 (0.27)	Stationary	-15.56 (0.00)
Purulia	Non stationary	-0.91 (0.78)	Stationary	-10.13 (0.00)

The unit root test was carried out under the null hypothesis $Y = 0$ (presence of unit root) against the alternative of $Y < 0$. From the above table, it is clearly seen that at level differencing the p value of ADF test is greater than 0.005(5%) thus we are unable to reject the null hypothesis (i.e. presence of unit roots) implying that the variables represented by rice prices of six different markets are non-stationary. Hence, we convert the variables into first-differences and test for the presence of unit roots. The result shows that the variables were stationary at first differencing and are integrated of the order zero, $I(0)$. This was deduced from the fact that the ADF test statistic of each variable is greater than the critical value of ADF statistic in absolute values at 1% level, so the null hypothesis of $Y = 0$ is rejected and no unit root is present. The value of ADF test is a negative number and according to the rules, the more negative it is, the stronger the rejection of the hypothesis (Wikipedia, 2016).

We now proceed with the Johansen cointegration test with the underlying null hypothesis that there are none or zero cointegrating vectors (Johansen, 1991).

Co-integration Result:

Table 3: The result of the co-integration analysis

Trend assumption: Linear deterministic trend				
Series: D(BAK(-1)) D(BOL(-1)) D(BUR(-1)) D(COO(-1)) D(KAL(-1)) D(PUR(-1))				
Lags interval (in first differences): 1 to 4				
Unrestricted Cointegration Rank Test (Trace)				
Hypothesized		Trace	0.05	
No. of CE(s)	Eigenvalue	Statistic	Critical Value	Prob.**
None *	0.459551	318.2029	95.75366	0.0000
At most 1 *	0.361473	226.5149	69.81889	0.0000
At most 2 *	0.315405	159.6749	47.85613	0.0000
At most 3 *	0.273817	103.2147	29.79707	0.0000
At most 4 *	0.235237	55.54154	15.49471	0.0000
At most 5 *	0.099291	15.58136	3.841466	0.0001
Trace test indicates 6 cointegrating eqn(s) at the 0.05 level				
* denotes rejection of the hypothesis at the 0.05 level				
**MacKinnon-Haug-Michelis (1999) p-values				

Note: CE means co-integrating equation

Table 4: The result of the co-integration analysis

Unrestricted Cointegration Rank Test (Maximum Eigenvalue)				
Hypothesized		Max-Eigen	0.05	
No. of CE(s)	Eigenvalue	Statistic	Critical Value	Prob.**
None *	0.459551	91.68801	40.07757	0.0000
At most 1 *	0.361473	66.84002	33.87687	0.0000
At most 2 *	0.315405	56.46024	27.58434	0.0000
At most 3 *	0.273817	47.67312	21.13162	0.0000
At most 4 *	0.235237	39.96018	14.26460	0.0000
At most 5 *	0.099291	15.58136	3.841466	0.0001
Max-eigenvalue test indicates 6 cointegrating eqn(s) at the 0.05 level				
* denotes rejection of the hypothesis at the 0.05 level				
**MacKinnon-Haug-Michelis (1999) p-values				

Note: CE means co-integrating equation

The above table 3 and 4 reports the unrestricted cointegration test based on trace and eigenvalue statistics. Null hypothesis is that there is no cointegration between the six variables. 'None' implies that there is no cointegration equation. At most 1 implies that almost one cointegrating equation exists. Similarly at most 2 implies that almost there is two cointegrating equation and so on.

Now, basically we see the P-values. If the p-value is less than 5% (i.e., 0.000) then we can reject the null hypothesis and accept the alternative hypothesis.

If we see the p-values from the above tables then we can clearly say that the null hypothesis can be rejected. All the p-values is less than 0.005 and significant at 1% level which also denotes rejection of the null hypothesis at that level of significance. From the above result we can conclude that all the variables are cointegrated which means that they have long run associationship or in other words we can say that in the long run the prices of rice will move together in the six markets of West Bengal.

CONCLUSION AND POLICY RECCOMENDATIONS

In this paper, using an empirical model, we have investigated the integration of agricultural commodity markets of West Bengal where we have taken monthly price series of rice from the period 2003-2015 across the six wholesale markets of West Bengal. The basic idea behind the measurement of market integration is to understand the interaction among prices in spatially separated markets. Starting point for the market integration study is the test of stationary of the time series. Co integration study is straight forward if the available time series is stationary and stationarity of the time series is tested by using unit root test. The price series are found to be cointegrated indicating that a long run relationship exists between market pairs and prices in the various rice markets affect each other.

It is concluded that rice markets in the study area are integrated but the integration level is low. However, there is still space for improvement. Development of more efficient marketing system is required in order to make a perfect flow of market information which in turn makes it possible for prices in one market to be perfectly transmitted to other markets thus making markets more integrated.

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GENDER DIFFERENCES IN COMMUNICATING PAIN –AN ETHNOLINGUISTIC STUDY OF SHEIKHA GAL SPEAKERS**Dr. Rahila Safdar**Research Associate, Department of Linguistics, University of Kashmir, Kashmir

ABSTRACT

It is broadly acknowledged that pain is a general human phenomenon and subjective in nature. Pain is always a personal experience, and usually difficult to communicate. In order to communicate pain one has to largely depend up on the language used to convey it. The language in this way is an essential part of understanding and evaluating other's pain. A developing body of research has reported differences in pain experienced by men and women. On the other hand, few of studies have inspected gender differences, where gender is seen in both the biological and the social sense, in the language utilized when reporting pain. The explanations behind these gender differences have been widely investigated, and not long ago the biological aspects related to perception of pain, including the role played by anatomical and physiological components, hormones, and neurotransmission have chiefly been cantered upon (AM, 1996). The purpose of this study was to explore gender differences in the language used by men and women in sheikh gal speaking community when recollecting painful event. Sheikha gal is a language spoken by a minority community called Watal in state of Jammu and Kashmir India. A total number of 46 sheikha gal speakers provided description of their past pain events. The descriptions obtained were analysed and gender differences were obtained in the words used by the informants. Women were found to use more words from McGill Pain Questionnaire and more use of graphic language to communicate the sensory aspects of the pain experienced in past. Men used fewer words and descriptions as compared to women. The two main instruments used in this study were Corenell Medical Index and word based paradigm of MPQ.

Keywords: Pain, Language, Gender, sheikh gal, MPQ, Pain descriptors

INTRODUCTION

The standard definition of pain, as approved by the IASP, is “An unpleasant sensory and emotional experience associated with actual or potential tissue damage, or described in terms of such damage” (Merskey and Bogduk., 1994) .This definition, which represents the broad consensus of current pain professionals and was revalidated in 2008 by the IASP, established the tripartite nature of pain as a bio psycho social phenomenon, combining biology, psychology and the social dimension. The second part of this definition legitimizes the role of language in pain in research and practice, an area which is the designated focus of the “Pain Language”. Every individual takes in the use of the word through personal experience identified related to injury in early life, pain is that experience which we associate with actual or potential tissue damage. It is no doubt a sensation in a part or parts of the body yet it is likewise always unpleasant and hence additionally an emotional affair. Pain is private and subjective and remains internal to the one who experiences it. Pain is constrained by a Language that requires the speaker to change the inside into the outer through the utilization of modifiers, metonymies, metaphors etc. We learn the language of pain by observing the conduct and language of more capable native speakers’ conveying their state of being in pain from their behaviour and particular linguistic expressions, which are used to construct the physical and psychological state of the experiencer. As specified prior the expression pain refers to the phenomenon that is totally intrinsic for people who experience it. The object of the language of pain is confined to an individual affair which rejects any type of direct access by others. Talking about pain is accordingly a standout amongst the most troublesome types of linguistic activities, as has been over and over pointed out by Wittgenstein. The challenges included in this sort of correspondence are subordinate upon individual linguistic ability as well as plainly reflected in the state and structure of the linguistic means which are at the disposal of the speakers of a language. Linguistic means fluctuate in status in accordance with the ends which they can be utilized for.

Pain exists in many forms: physical pain, which may have an apparent cause as damage or harm -"nociceptive pain"; neuropathic pain, which does not generally have an apparent physical reason; and mental or psychological pain. This third classification covers with psychiatric states like sorrow, grief, which are likewise subjective. A result of the subjective nature of pain is that there is no experimental, objective biomechanical, biochemical, electrical or behavioural test for the presence, intensity or nature of pain. Doctors, specialists, medical attendants, advisors, therapists, etc. may diagnose the patient's pain indications by measuring heart rate, pulse, sweating, and reaction to control, physical appearance, language, and other different expressions of pain. Then again rather, they triangulate the pain manifestations that the patient shows and communicates, since

one of the key channels to get appropriate information about the intensity and nature of pain is language. While pain is always talked about as subjective and private experience, the need to convey its qualities is a need of survival. The inspirations driving the reasons individuals examine pain can differ extraordinarily alongside the linguistic devices they utilize to do as such. Before we can talk about the contrasts between such differentiating methodologies, we should first consider how these "groups" of individuals are arranged, and who they may be. For a considerable length of time, sociologists have made a fine art out of drawing scientific limits around group of individuals with a specific end goal to study their exceptional culture and characterize the mechanics of their collaborations. Much in the same way, sociolinguists expect to measure what's more, qualify the route parts of society impact how language is executed. One of the ways this has been contemplated is through the investigation of linguistic groups, or groups of people who take part in language use in a particular and commonly acknowledged way. (Fishman, 1971) obliges this definition further by depicting describing a speech community as being composed of those who share functional rules that determine the appropriacy of utterances. Like a speech community, a discourse community is defined as being comprised of a group of people who share certain language-using practices (Swales, 1990).

The occurrence of language of pain is varies on the bases of interlocutors involved in communication e.g. language of pain used between a medical professional and a patient is different from that of the language used in conversation between two medical professionals.

PAIN IN WATAL CULTURE

Culture determines many other things about pain such as beliefs about what pain treatments are most appropriate and which things have potential of making the pain worst. Many people believe that the primary treatments for pain should be spiritual rituals. The expression and meaning of pain are largely influenced by culture, yet few have studied the influence of culture on pain and vice-versa. Culture has been identified as a major barrier to pain relief in many communities and failing to recognise cultural influences in pain management can contribute to cultural conflict, misdiagnosis, miscommunication, inappropriate management and ineffective patient care. Cultural factors related to pain include: pain expressions and language, the cultural meaning and context of suffering, traditional healers, cultural remedies and social roles. In watali community the custom of finding cure of many diseases with the help of traditional healers called *peers* is much followed and it was observed that most of the people with skin problems seek healing from these *peers*.

Findings reveal that a cultural elaboration for pain involves greatly diverse categories, idioms, and experiences. For example, in Sheikha gal the general feeling of being unwell is described culturally as "*bimaar*", pains of the head as "*sira dukh*" and pains of the stomach as "*madan dard*". Some of the expressing and addressing patterns are lighter and some are heavy, which usually depends upon the type of the pain, intensity of the pain and the body part involved. In Sheikha gal language the expressions that are mostly used to describe pain are *dag*, *dard*, *dukh*, *takleef* whether it may within a particular family or within a particular group of the people of the community. The severe and unbearable pain is referred to as "*much dard*".

PAIN AND GENDER IN WATALI COMMUNITY

To evaluate the gender differences in communicating pain among *sheikh gal* speakers, subjects from community were selected as a sample with good linguistic ability that would provide rich, accurate and detailed pain descriptions. A total number of forty six informants participated in pain language study, comprising 22 males and 24 females. The age group considered for the survey was 18-45 years. Most of the questions used in the study were custom made, where subjects were asked to talk about some occasions in their life when they have experienced different types of pains- what happened, how they felt, what did they do, what did the others do. The pain here is taken in the broader sense without demarcating the vocabulary of physical pain from that of mental pain. All pain descriptions given by males and females were analysed to identify frequently used words for describing their pain

PAINFUL EVENT

In response to the study questions the male and female informants described the variety of painful experiences they have gone through. The variety of experiences are categorised in Table 1.1, 17 informants chose to describe their 'most painful' or 'worst' experience of pain. 8 informants also chose to reflect on pain in general, without any obvious and specific cause.

Cause	Males n=22 Count	%	Females n=24 Count	%
Accident / injury	12	54.54	9	37.5
Neck/back pain	7	31.81	18	75

Illness/ infection	9	40.90	21	87.5
Chest pain	1	4.54	3	12.5
Muscles/Joint pain	3	13.63	11	45.83
Head ache/migraine	2	9.09	7	29.16
Stomach cramps	0	0	5	20.83
Surgical pain	1	4.54	6	25
Dental pain	1	4.54	4	16.66
Psychological/emotional	2	9.09	7	29.16
General pain	3	13.63	5	20.83
Others (burns, cuts etc.)	2	9.09	11	45.83
Worst pain	4	18.18	13	54.16

Table 1.1: Reported cause of pain

WORD COUNT

Most of the subjects didn't describe their painful events and experiences in complete sentences or narrations, but mostly provided the key words or list of words. Overall, females used significantly more words as compared to males to describe their painful experiences. As can be seen in the illustration below, females use an average of 3-4 words and men used an average of 1-2 words to give description of the pain they felt.

Example

Question: *How does your stomach pain feels?*

Male response: *burning, scratching*

Female response: *gnawing, burning, scratching, cutting*

Question: *How does your broken arm feels?*

Male response: *Hurting, heavy*

Female response: *Hurting, tearing, drilling, cutting*

Themes in pain descriptions

The themes studied for pain description are as under

PAIN SENSATIONS

One of the most prominent areas of investigation to contrast male female responses to in pain description is the description of their pain sensations (see Table 1.2). The area includes the pain descriptors, mental imagery and intensity words.

Pain sensation	Males n=22	%	Females=24	%
MPQ descriptors	12	54.54	19	79.16
Intensity	-----		-----	
a) Ords	6	27.2	12	56
b) umbers	0	0	0	0
Mental imagery	0	0	2	8.33
Difficulty in describing pain	2	9.09	5	20.83

Table 1.2: Pain sensations

DESCRIPTORS

The most easiest and common way of expressing the sensations related to experience of pain is by bringing in to use the pain descriptors or pain adjectives . The descriptors mostly used by the informants include, sharp, burning , stabbing, etc. in addition to descriptors in MPQ other words such as prickling (*chubdi*), numbing (*sund*) etc. were also used by the informants bur at lower frequency.

MPQ WORDS

A total of 46 subjects used 39 of out of 72 MPQ pain adjectives used to elicit information. Over all a total 54.16% of MPQ's were brought in use by subjects to give description of their pain. It was found that females were more likely to use an MPQ than men, with 24 females using at least one word from MPQ in combination with non MPQ words to describe how they felt with pain. On the other hand men mostly used single words to describe their pain either from MPQ or a general word. 33 of the MPQ's were not at all used by any of the subjects.

MPQ words	Males n = 22	Females n = 24	MPQ words	Males n = 22	Females n = 24
Flickering	0	0	Tiring	3	7
Quivering	0	0	Exhausting	6	9
Pulsing	0	0	Sickening	2	0
Throbbing	2	0	Suffocating	0	7
Jumping	0	0	Fearful	0	3
Flashing	0	7	Frightful	0	0
Shooting	4	2	Terrifying	0	0
Pricking	6	5	Punishing	0	0
Drilling	0	0	Terrifying	0	0
Boring	0	0	Cruel	2	0
Stabbing	2	18	Gruelling	0	0
Lancinating	0	0	Vicious	0	0
Sharp	11	14	Killing	4	2
Cutting	6	9	Wretched	0	0
Pinching	4	4	Blinding	0	0
Pressing	0	0	Annoying	17	8
Gnawing	0	16	Troublesome	5	7
Cramping	2	9	Miserable	0	5
Crushing	3	0	Intense	0	14
Tugging	0	0	Unbearable	2	9
Pulling	0	0	Spreading	4	5
Wrenching	0	0	Radiating	6	8
Burning	17	7	Penetrating	0	0
Hot	8	0	Piercing	0	0
Tingling	4	6	Tight	0	0
Itchy	9	2	Numb	0	5
Smarting	0	0	Drawing	0	0
Stinging	2	0	Squeezing	0	0
Dull	14	0	Tearing	2	0
Sore	5	0	Cool	0	0
Hurting	11	4	Cold	0	0
Aching	9	7	Freezing	0	0
Heavy	0	0	Nauseating	4	7
Tender	0	0	Agonising	0	0
Taut	0	0	Dreadful	0	2
Splitting	3	0	Torturing	0	0

Table 1.3 : Usage of MPQ pain descriptors

As can be seen in the above table the MPQ words most frequently used by females were stabbing, sharp, gnawing, intense and burning, while those used by males were annoying, burning, sharp and dull. From the above data it would be logical to say that the main difference in the usage of MPQ adjectives between a watali male and female is that the females were more likely to use the words like “intense” (*much*) and “stabbing” (*chubda*) as compared to men who most likely used the word *svuh* as “burning” (*jalda*) and “annoying” (*tangi*) to describe the pain felt by them to others. The readings above show that females also use a greater variety of MPQ pain adjectives as compared to males. Most of the subjects also regularly used the noun underlying the MPQ descriptor e.g. “ache” (*dukh*) and “hurt” (*logdi*) but these words were exempted from the analysis to get a comprehensive MPQ description of the community.

INTENSITY OF PAIN

The words which convey the intensity of pain were not frequently used by subjects. Words communicating pain intensities were used by 6 males and 12 females. MPQ's used to convey the intensity of pain were intense, killing and severe, while as the indication of low form of pain was conveyed by using words such as mild, light etc.

MENTAL IMAGERY

The mental imagery which was employed by the subject at the time of painful events was described by the female subjects only. A visual picture of the pain experienced at the time of painful event was described as mental imagery. 2 females out of 24 did so while none of the male subjects reported to have memory of visual picture for the pain experienced in past. The mental images made by females at the time of painful event included the way the visually constructed pain.

Example

“As doctor started cleaning my wound I saw black”

DIFFICULTY DESCRIBING PAIN

Many subjects also reported that they were unable to describe how they felt when experienced the pain in the past painful event. It was found that both males and females at some point were finding it very difficult to put their painful experience in words. It can be seen in Table 1.2 that 2 among 22 male subject were unable to describe how the felt and 5 among the 24 of total female subjects that that they were not able to describe their pain in words, in other words the pain they felt were beyond words.

SOCIAL AND CULTURAL-COMMUNICATIVE ISSUES

From the above study it's pretty clear that informants made use of same language in a different way to convey many aspects of the pain they feel. Females tended to use more descriptive and extended vocabulary to convey their pain to others. Male and females thus, clearly differ in their decision of disclosing their sufferings to others which may in turn effect the evaluation and treatment of the disease by medical care professionals. These differences in communicating pain between males and females can be attributed to many factors such as; females tend to be more talkative than males. However, a recent research establishes that, the male female difference in talkativeness are associated not primarily with biological factors but with social-contextual factors such as topic, listener, context and the basic purpose of conversation (Leaper C, Ayres MM, 2007). To bring in use more words, graphic language, extended vocabulary, imagery by females may be because of the fact that they were more linguistically abled to verbalise their pain experiences. It is reported that linguistic performances in females is superior as compared to men. As every other aspect of an individual's life, pain responses are also culturally learned. Male subjects may have chosen to limit their expression of pain to keep up to their socially constructed male stereotype. Men have also been found to be more likely to discuss their pain as getting in to a feeling of embarrassment (Klonoff EA, Landrine H, Brown M., 1993) . The male subjects in present study (watali community) may therefore, have felt somewhat embarrassed by discussing about their painful experiences in detail. On the other hand, females are seen as weak and socially dependable, so we can say that the stereotype constructed for females allow them to speak about their pain and seeking help from others without the involvement of feeling of embarrassment. In watali community male is seen a strong figure and expressing pain is an indication of being weak. Men are thought to take strongly whatever comes their way. In contrast to this a female is thought to communicate about her pain in every possible way to ensure proper help and care.

CONCLUSION

There is no doubt that there is a lot more scope for study of expressions related to pain. But this study gives a fair idea and evidence to justify the conclusion that Sheikha gal speakers are able to describe their pain somewhat accurately by using different verbal expressions. Findings from this study suggest that males and females were found to differ significantly in the use of language when describing painful events. A gender based study in the area of pain offers a rich awareness to the medical professionals when trying to elicit pain descriptions for better understanding of diagnosis and treatment pathways. The study reveals that the Watali women made more use of MPQ and non-MPQ descriptors for conveying their pain effectively. This difference has somewhere its roots in the socially constructed male stereotype of being stronger than females. Therefore males seem to limit their expression of pain to avoid being called weak. Further research is needed to explore the language of pain in clinical patient situations, to get a better understanding about the language of pain and its proper description.

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HR BRANDING: A STRATEGIC HR TOOL FOR FMCG MANUFACTURING COMPANIES

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ABSTRACT

Indian FMCG sector is a fourth largest sector in the economy. The scope for the sector is very large, and it has efficiently captured urban, semi-urban and rural market for its products. Today majority of the FMCG products have become the household need. In this research paper, researcher want to put more light on Human resource branding (HR Branding) and its role in FMCG companies with special reference to manufacturing sector.

Though, one of the strongest sector of the economy, today FMCG manufacturing sector is facing tremendous HR issues and sectoral problems. To name a few, high attrition, war for talent, war on cost, other booming sector are issues which are making this sector less attractive place to work for potential employees leading more severe HR issues. These HR issues and challenges can be controlled with the equally strong concept of HR branding. In this exploratory research, researcher want to explore the concept of HR branding as a strategic HR tool and its applicability in FMCG Manufacturing sector. With this concept of HR branding HR issues can be resolved in a very positive and right way so that business practitioners can concentrate more on core business rather than focusing on HR issues prevailing in the company. For the convenience of the study, only food and beverage business from FMCG sector is taken into account.

Keywords: FMCG companies, manufacturing sector, HR issues, HR Branding

INTRODUCTION

Fast-moving consumer goods (FMCG) can be defined as packaged goods that are consumed or sold at regular and small intervals. The prices of the FMCG are low and profits earned are more dependent upon the volume sales of the products. Fast Moving Consumer Goods sector has a very wide scope. This market can be broadly categorized as Personal Care, Household care, Food & Beverages and Others.

INDIAN FMCG SECTOR

(ASSOCHAM & TechSci Research, 2016), as per this report on Indian FMCG sector, this sector account for the fourth largest sector in the economy with a total market size of USD49 billion in 2016. Growing population of the country, increasing income level and changing lifestyle of Indian consumers are some of the reasons for a rapid growth rate in this sector, as all these growth factors are definitely going to accelerate in coming future, this sector definitely has a very good prospects in coming future. The sector is projected to grow at a CAGR of 20.6% to reach USD103.7 billion by 2020.

As FMCG products are daily consumed by each and every strata of the society irrespective of social class, income group, age group, the sector is extremely wide in scope taking the market size into consideration. On the other side FMCG sector is more lucrative because of low penetration levels, well established distribution network, low operating cost, lower per capita consumption, large consumer base and simple manufacturing processes for most of products resulting in fairly low capital investments. (Patil, 2016)

Though every product line of this sector is a separate business in itself, Food & beverages sector accounts for the largest share in India's FMCG market. The changing preferences of the upward middle class families from the urban areas gave importance to food & beverages sector and thus, fuelled the growth in the last few years. The food processing industry is one of the largest industries in India and is ranked fifth in terms of production, consumption, export, and expected growth.

Today, Fast Moving consumers goods have become an integral part of human life. This sector is recession proof and has created huge employment opportunity in India, thus becoming one of the key pillar of the Indian economy. The sector is not only important due to its market size and huge product line but at the same time it provides employment to around 3 million people which accounts for approximately 5% of the total factory employment in the country.

INDIAN MANUFACTURING SECTOR

In this research paper, the researcher is more concerned about FMCG Manufacturing sector and its HR issues. Let's see the road map of it. According to Indian Brand Equity foundation, Manufacturing has emerged as one of the high growth sectors in India. This sector has the potential to reach US\$ 1 trillion by 2025 and India is

expected to rank amongst the top three growth economies and manufacturing destination of the world by the year 2020. Technological advancement, availability of labour, positive correlation between demand and supply is making Indian manufacturing sector as an attractive hub for foreign investments. Several mobile phone, luxury and automobile brands have already set up or are looking to establish their manufacturing bases in the country. To add more to the credit, government policies are also creating favorable environment for manufacturing sector. With the help of Make in India drive of the present government, Indian manufacturing has received a great fillip and India strives to become a manufacturing hub on the world map India is expected to become the fifth largest manufacturing country in the world by the end of year 2020.

(Indian Brand Equity Foundation, 2017), report further added that with impetus on developing industrial corridors and smart cities, the government aims to ensure holistic development of the nation. It will further assist in integrating, monitoring and developing a conducive environment for the industrial development and will promote advance practices in manufacturing. Thus the future of Indian manufacturing sector is very glorious and promising. But on the other side of the coin, the sector is facing tremendous HR issues. If these issues are not addressed and resolved with right solution, the sector can not grow to its fullest potential.

Thus in this paper the researcher want to put a serious light on various HR issues and challenges of FMCG manufacturing sector, and want to suggest a solution for it. Thus this research paper is an attempt to introduce a concept of HR branding which surely will help this sector to grow in a desired way.

LITERATURE REVIEW

HR Branding: conceptual understanding

The American Marketing Association's (AMA) definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors". Within this view, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand, (Keller, 2003). Thus the major role of product branding is an identifier which differentiate one product from another in the market. The brand is one of the many reasons for the success of the product in the market, slowly other branding concepts like corporate brand, employee brand, employer brand, HR Brand has come into picture. The present study is about Human Resource Department Brand(HR Brand) and its application in FMCG sector.

The concept of HR Branding is now a world known phenomena. Lot of research has been conducted to explore the concept making it more applicable to different industry level. The concept of HR branding more or less changes depending on the existing HR department, its current image and extent of HR issues prevailing in the industry.

HR Branding is your company's reputation as an employer. The term first appeared in the global management community in the early '90s as a method of increasing employee retention, engagement, and recruitment. Just like customers may choose to avoid certain consumer brands because of a company's reputation, employees may also choose to avoid working for a company if it has a reputation for poor pay, working hours, or troublesome management. This common tendency is a thought process behind building a HR Brand for the organization. Stronger HR Brand creates stronger employee attraction, retention in the organization.

(Derick kim, 2012), the research was conducted to understand how branding can improve the attraction, selection and retention of human resources in the organization. According to the author, "Organizations can treat potential and current employees as internal customers, and employment opportunities as the product that they offer. Processes for HR branding can be based on the lessons learned from product and service branding .As the report is based on hospitality industry Mr. Derick Kim added that for the hospitality industry, where employees' actions make up the core service product, HR branding can strengthen the company's overall business efficiency. Coordinating HR functions with marketing tactics, HR branding gives the opportunity for companies to influence or alter the firm's identity and reputation.

Thus this article look at HR department as product and internal and external employees as its customers.

(Prevue HR, 2014), as per the online article on prevue HR titled "The Importance of HR Branding " HR branding is all about how both your current and potential employees view your company as an employer. It is about your company's overall image as an employees and what your company's values are. A strong HR branding strategy can help your company attract the best candidates and provide a larger pool of potential employees to select from. On the other hand, lack of HR branding can result in attrition of the top candidates from the organization.

(Salvador, 2014), the article is talking about HR Branding and its role in manufacturing sector. The author says that with the National Manufacturing Institute, surveyed 1,123 respondents and found that 67 percent reported a severe to moderate shortage of qualified workers in manufacturing sector. 5 percent of manufacturing jobs are going unfilled due to a lack of qualified candidates and as manufacturing ranks dead last in career choices among the 18-24 year old set, that is not likely to improve. With this data author want to emphasis the urgent need of HR Branding in manufacturing sector.

(Deshpande, 2012), according to the research paper, today most of the organizations feel that branding of HR department is must as it allows employees to know what their organization has store for them. HR Branding helps the organization to inform and involve employees thus indirectly helping employee and organizations to connect with each other. Thus HR branding create positive image of HR department and generate the feeling among employees that there is always someone to help them in the form of HR Department. Creating such image of HR Department is HR Branding.

(Sharma, 2013), As per Dr. Ekta Sharma, HR branding is gaining importance as a strategic approach to attracting and retaining employees by not only highlighting benefits given by the organization but posing the organization as an employer of choice among the current and potential employees. The author further added that HR branding has its root in marketing discipline. As employer branding concept is based on value proposition, HR branding considers current and potential employees as its target audience.

(Longman, 2017), in the article titled “HR and Branding – The Perfect Partnership” that said Many large organizations like Deloitte and GE recognize the roles HR and branding together play in the wider business, but many smaller companies have yet to take advantage of the links between HR and branding. The article further added that company’s brand is the sum of the distinctive experiences your company delivers to your customers, prospects, media, investors, employees and other key audiences.

Thus the article explains the right combination of HR functions and branding to deliver right benefits to its stakeholders i.e. employees.

RESEARCH OBJECTIVES

The topic selected for the present study is very wide in scope, but to make the study practically possible following objectives are set by the researcher.

1. To explore the Indian FMCG sector,
2. To discuss various challenges and HR issues of FMCG manufacturing sector
3. To apply the concept of HR Branding as a strategic solution to these challenges in FMCG sector.

RESEARCH METHODOLOGY

The study is exploratory in nature. Secondary data is used for the purpose of the study. To develop this study in depth literature review has been used which is majorly collected from web sites. Different books, previous research findings are also referred by the researcher.

GROWTH OPPORTUNITIES FOR FMCG MANUFACTURING COMPANIES

As per the **IBEF report 2017**, Though FMCG sector is facing lot of HR issues still it has tremendous growth opportunities. These are listed below.

1. **Rural Market** : Leading players of consumer products have a strong distribution network in rural India; they also stand to gain from the contribution of technological advances like internet & ecommerce to better logistics. Rural FMCG market size is expected to touch USD100 billion by 2025. Thus huge opportunities remain with rural market
2. **Innovative Products**: As Indian consumers are highly adaptable to new and innovative products, FMCG sector can bring various new products to fight with market saturation.
3. **Premium Products** : With the rise in disposable incomes mid- and high-income consumers in urban areas have shifted their purchase trend from essential to premium products. Premium brands are manufacturing smaller packs of premium products. For example Dove soap is available in 50g packaging. In response, firms have started enhancing their premium products portfolio.
4. **Sourcing base**: Indian and multinational FMCG players can leverage India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets
5. **Penetration** : Low penetration levels offer room for growth across consumption categories. Major players are focusing on rural markets to increase their penetration in those areas

Thus, FMCG companies should en-cash opportunities like increasing consumer income, changing consumer life style, aspiring rural consumer, consistent economic growth by utilizing its strengths . The competition from unorganized sector can be overcome by increasing brand awareness and by reducing cost through sharing resources such as distribution network. Favorable developments happening in demand side, supply side and systematic drivers shows that this sector has very bright future.

HR ISSUES AND CHALLENGES IN FMCG MANUFACTURING COMPANIES

As discussed in earlier sub topics, it is clear that FMCG manufacturing companies have huge market and growing potential. This sector is one of the largest sector in economy with its huge market size, considerable long product line and employability. The economy as well as customers have great expectations from this sector on different grounds.

Still this sector is facing various HR issues and challenges. These issues and challenges are making this sector less attractive not just for the new investor in this sector but at the same time it is considered least preferred sector to work with by the skilled and talented workforce leading to various HR issues in this sector.

Some of the important HR issues and other challenges observed by the researcher pertaining to this sector are as follows:

1. **War for Talent :** As discussed earlier, though this sector has a high potentiality, still coming under the unorganized sector, the industry don't have attractive employee benefits. Employee Value Proposition is not properly framed by the industry resulting in it being perceived as less attractive industry to work with by the young talent. Top talent and skilled workers prefer other sectors to work with when it comes as a choice between FMCG manufacturing and other sectors. It makes the issue of talent crunch even more severe.
2. **High Attrition :** The another big HR issue the industry is facing now is about the high attrition rate. The attrition rate has reached to a double digit number which major FMCG players are trying to control. Dying concept of long survival among the employees is one of the reasons pushing attrition rate even higher.
3. **Other booming sectors :** As FMCG sector has an identifiable growth potential , the same is with IT, Automobile and retail sector. More attractive pay package, organized form of industry (except retail) , flexible working culture, higher employee value proposition etc are making other employment options more attractive than FMCG manufacturing sector.
4. **Less Employee engagement:** This is again a serious issue in FMCG sector.
5. **HR Policies :** Lack of proper training programs, unclear career-path, absence of promotional activities makes this sector less attractive to work.
6. **Competition:** A very high competition exists in the market. As per the industry nature, FMCG products have short product life cycle. Though FMCG products account for very high market share, increasing competitors are making profit margin even more marginal. To survive in the competition, the industry is facing a problem of War on Cost.
7. **Long Supply chain :** The FMCG manufacturing sector goes through rigorous supply chain, at each point it multiplies the cost leading to very high cost of production.

These are some of the important HR issues and other challenges which FMCG manufacturing sector is facing. To remain in the competition, it is very important to be profitable which is only possible with the able workforce today and for tomorrow. Thus to win the race in the competition, FMCG companies should change their business model and focus more on its HR practices and policies. In the long term only company's HR department is going to save the industry from the severe talent crunch.

HOW TO BRAND HUMAN RESOURCE DEPARTMENT (HR BRANDING)

As for effective branding decision, knowing the customer is necessary, in the same way HR department should start communicating with their employees (internal customer) , with other departments in the organization so that HR department can understand who are their customer, what they feel about HR department and what are their expectations from this department. This will help HR department to know where it stand in the organization. Once present image is clear, HR department can frame right image which it want to communicate to its current and potential customers (employees).

BRANDING OF HR DEPARTMENT (HR BRANDING) IN FMCG SECTOR

Indian FMCG sector is one of the most important sector in the economy. As discussed in the study, the sector is facing lot of HR issues and other challenges which need to be addressed and resolved in a right way and with a

right sense. Though the FMCG sector is having lot of loop holes, one fact is very clear that neither the customer, nor the economy can exist without this sector and so it is very important to resolve these issues from the holistic perspective.

Though lot of efforts are putted in by professionals in the form of automation, product innovations, differentiation still the main hero of the organization i.e. HR department has not yet played serious role to resolve these issues. But now to survive in the competitive era, to sustain in war for talent and to grow at the fullest potential, HR Department should emerge in a new avatar of its own brand known as HR Brand by the following way:

1. Framing of right HR policies and communicating it with right spirit to its customer i.e employees.
2. By establish the image of the organization as a desirable place to work. HR Department should focus on right hiring policies and succession planning of the organization to avoid under or over employment in the organization. It will surely minimize the cost helping to resolve cost of talent war.
3. With thoughtful training programs for industry driven approach towards employees.
4. Proper trade union policies where the trade union leader play a role as a communicator who works with the alignment of HR department for better transparency.
5. HR department can change its image as mere a functional processes to a business partner. It tries to relate more to the organizations vision and mission. The more HR department can relate to company policies, more efficient the department will be in serving the organizations through right recruitment and selection policies.
6. HR department should communicate more to its own employees and with other departments as well to know its existing image. Once image identity is clear, it will help the right areas to be work by HR department as Branding is all about image enhancement and communication.
7. HR department should emerge as a separate brand with its attentive, customer (internal and external employees) oriented policies.
8. Right EVP (Employee Value Proposition) policies should be frame by HR for better employee image for enhancing employee engagement.

These all efforts will help HR department to emerge as a different brand with enhanced, positive, respectable and responsible image in the organization known as a HR Brand. Thus HR Branding can play a very strategic role in enhancing departmental as well as organizations image within and outside the organization. With this, HR Branding can be a right solution for FMCG issues and can make it a desirable sector to work with among the young, dynamic top talent from the job market.

LIMITATIONS OF THE STUDY

1. In the present study, researcher tried to explore the concept of HR branding and its applicability as a strategic tool for HR issues in FMCG manufacturing companies. As no other existing research in the same sector is available, not much of the literature review is available.
2. HR Branding is comparatively young concept so exploring the concept was a big problem
3. As the topic was industry oriented, conducting primary research was not possible.

CONCLUSION

HR branding can change the image of HR department from just a support system to a strategic partner of the organization which is the actual need of FMCG sector now a days. This will help the department to become richer in the sense of talent retention as well as in attracting new talent to the organization.

Implementation of quality cycles, advance wastage reduction technique, faster production method, techno savvy workforce these are the urgent requirement of FMCG sector. These necessities can be fulfilled with the more committed, empowered, talented workforce which can be attracted and retained by HR branding for this sector. The concept of HR Branding might look theoretical but other industries like IT, automobile, hospitality are implementing it as a right approach to their HR issues. Now it's a time for FMCG sector to try it for its betterment.

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AN EXAMINATION OF PRE AND POST PERIOD STOCK MARKET REACTION TO THE ANNOUNCEMENT OF ESOP ADOPTION: EVIDENCE FROM INDIAN CAPITAL MARKETS**Neha Kalra¹ and Dr. Rajesh Bagga²**Research Scholar¹, I. K. Gujral Punjab Technical University, Kapurthala
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ABSTRACT

Over the past two decades India has emerged as knowledge based economy and experienced immense globalization of businesses and workforce and witnessed new compensation trends which led to the birth of ESOPs. Despite the fact that its acceptability and most of the action has been seen in the last decade, ESOPs, today is regarded as 'a powerful motivator', 'a retention tool', 'a brand new perk', 'money spinners', and most essentially 'a key component of compensation structure' of every business sector. Employee Stock Option Plan (ESOP) is adopted by the corporations as a solution to align the interest of the managers with shareholders and therefore viewed positively by the shareholders. The study aims at giving the reader an empirical insight into the reaction of the shareholders around the announcement of adoption of employee stock option plans by Indian Corporations. We examine the pre and post period impact of 209 employees stock options adopted by Indian companies during 2001-10 by taking the BSE 500 index companies. The share price behavior surrounding the announcement and the abnormal stock performance following the announcements is evaluated through a standard event study methodology and paired t-test. The study used two measurement variables namely; average abnormal returns (AARs) and standardized average abnormal returns (SAARs) to examine the impact of ESOP announcement. The results showed that the market showed a positive reaction during the 3 days preceding and post the announcement.

Keywords: Employee Stock Option Plan (ESOP), Market Reaction, Event Study Methodology

INTRODUCTION

With the modern way of managing corporations, owners (principal) no longer manage the companies themselves; instead hire professional managers (agents) to do so on their behalf. Although, this philosophy helps the owners to overcome their lack of competency in managing the companies, there emerges a rather complex problem wherein the manager has more knowledge than the owners and it is difficult to monitor and evaluate his decisions at all times. Moreover, Jensen & Meckling (1976) emphasized that managers have the incentives to take on decisions that may not be in the best interest of the owners. An effective mechanism of converging the conflicting interests of managers and owners is by giving ownership to the managers through the adoption of Employees Stock Options Plans (ESOS). In other words, aligning the incentives of managers with that of owners is the most direct way to mitigate the agency problem (Hall and Liebman, 1998). It is noteworthy that value of ESOS is a function of the companies' current market price, therefore, managers will have incentives to invest in projects with positive net present value, minimise risk aversive behaviours and start aligning their interest with the owners' to maximise the firm's value.

ESOPS IN INDIA

One of the effects of the globalisation of Indian business has been the rise in the grant by companies to staffers of employee stock options (ESOPs). According to a survey by ESOP Direct, a company offering end-to-end solutions on ESOPs, Information technology and IT-enabled services (IT & ITeS) sectors accounted for 61 per cent of all ESOP grants in 2003. With the passage of time the idea of ESOP has spread across corporate India. Of S&P 500 companies today, IT & ITeS companies account for only 14 per cent of ESOP grants. Manufacturing accounts for 16 per cent. The banking and financial services sector stands at 14 per cent. Retail, shipping, telecom, textile and travel together make for 13 per cent. Fast moving consumer goods and automobile sectors together have a three per cent share each. There have been a number of ESOP schemes launched by various companies in India in the last few years to retain the right talent in their organization. Big business tycoons are announcing the innovative stock option plans for their human resources everyday or the other. The leading telecom player viz. Bharti Airtel came out with an ESOP Scheme in 2005, other elite companies in the list who have launched the ESOP Schemes include Wipro, Infosys, Grasim Industries, IL&FS Investment, Eicher Motors, IndiaInfoline, India Bulls, Axis Bank, Religare Enterprises, NIIT, Jindal Steel & Power Limited and Welspun India, to name a few. Moreover, the State-run National Aluminium Company Limited (Nalco) also joined the league by becoming the first public sector undertaking (PSU) in India to offer Employee Stock Option (ESOPs).

LITERATURE REVIEW

Numerous studies have been conducted in the past on various issues pertaining to Employee Stock Option Plans. A company may issue stock option to retain the existing or attract new talent or to provide an incentive to managers to increase shareholder value and to harmonize the interests of the managers with that of the shareholders (Jenson and Murphy, 1990; Huddart, 1994; and Hall and Murphy, 2000, 2002 and 2003). Jenson and Meckling (1976), pointed out that linking the compensation of managers also helps in reduction of agency costs. Brickley *et al.* (1985) investigated 175 compensation plans and did not find any significant abnormal returns around the event days. Defusco *et al.* (1990) evaluated 641 stock option plans and reported only a weak significant abnormal return of 0.38% on the announcement date. Later, Yermack (1997) examined 620 stock option awards given to CEOs of Fortune 500 companies and found favorable movement in company's stock prices shortly before the announcement. Conversely, Ikaheimo *et al.* (2004) examined a sample of 71 announcements found a positive reaction of 0.62% on the event day for first-time announcements of stock options. Kato *et al.* (2005) examined 562 stock option plans by 344 Japanese companies from 1997-2001 and observed positive cumulative abnormal returns of 2% in the 5-day period surrounding the date of board meeting date.

Langmann (2007) studied 17 German stock option plan announcements during 1996-2002 and reported significant positive stock market reaction of 1% on the day of press announcement. Gupta (2009) tested the stock market reaction around the announcement of 57 stock option plans by Indian companies from 2006-2007 using a standard event study methodology. The study did not find any significant price reaction on the announcement day, however, a significant positive reaction was found two days prior to the announcement. More recently, Liu *et al.* (2016) investigated the market reaction of option plans to the management of listed companies in China during the period of January 1, 2011 to September 21, 2012. The study too reported positive market reaction to the announcement of stock option plans.

With stock options being widely researched around the globe, studies on stock option examining the market reaction are very limited. Therefore, considering the limited research available in Indian context, the present study aims to examine the reaction of Indian markets both prior to and post the announcement of the adoption of the plan.

DATABASE AND METHODOLOGY

The study analysed 209 stock option announcements by Indian Corporations listed on the Bombay Stock Exchange of India (BSE) during the period of 2001-2010. The initial sample comprised of 534 stock option announcements generated from Prowess database. However, the final sample was restricted to only 209 announcements due to non-availability of stock price data and occurrence of overlapping events. The daily adjusted closing prices for companies and BSE Index were obtained from Prowess database and the information on announcement date was collected by individual scrutinizing the corporate news of each company available on BSE website.

ANALYTICAL TOOLS USED

The current paper employs a standard event study methodology on two measures of returns; AAR and SAAR and the statistical test used is paired t-test. Further, the data has also been checked for normality in order to make use of respective analytical tool.

EVENT STUDY METHODOLOGY

Fama *et al.* (1969) and Brown and Warner (1980 and 1985) were the pioneers in designing the event study methodology. This procedure investigates the presence or absence of abnormal returns around the announcement date. The methodology assumes that abnormal returns capture the impact of the event, therefore we hypothesize that the event has no impact on the behavior of returns. The first step is to define the event of interest and then the time period during which the returns shall be examined known as the event window. It is also necessary to define the period for estimation of the normal returns in the absence of the occurrence of the event. Moreover, the event window and the estimation period should not overlap failing which the estimates of the normal returns will produce biased returns. For the purpose of this study, the first date of public announcement of the stock options has been taken as the event date i.e. day zero. The first possible date when the news reaches the market if the announcement through the Annual General Meeting, the outcomes of which are made public on the web sites of Bombay stock exchange. The study uses an event window of 60 days around the announcement and an estimation period for our study is from -180 days to calculate the parameters of expected returns.

Cable and Holland (1999) argued that the market model compares favorably to other models. Following which we use market model to calculate the normal and abnormal returns to ascertain the impact of the event. The market model presumes existence of a linear relationship between the return of the security to the return of the market index. Here, BSE 500 Index had been taken as the market index and the stock returns have been regressed for a period of 60 trading days viz. 30 trading days pre and post the announcement date. The abnormal return for each day of the event window was calculated as the difference between the actual stock return on a specific day viz-a-viz the expected or normal return estimated from BSE 500 as per the ‘ α ’ and ‘ β ’ of the concerned stock. Following is the sequence of steps performed:

The daily abnormal returns pre and post the announcement of the stock option plan has been computed as:

$$AR_{i,t} = R_{i,t} - E(R_{i,t})$$

Where t = day measured relative to the merger announcement day (t=0)

$AR_{i,t}$ = abnormal return on security ‘i’ for day ‘t’

$R_{i,t}$ = return on security ‘i’ for day ‘t’ which was calculated as:

$$R_{i,t} = \frac{MP_{i,t} - MP_{i,(t-1)}}{MP_{i,t}}$$

Where $MP_{i,t}$ = closing price of security ‘i’ on day ‘t’

$MP_{i,(t-1)}$ = closing price of security ‘i’ on day ‘t-1’

$E(R_{i,t})$ = expected return on security ‘i’ during day ‘t’ which had been estimated through market model using BSE 500 as follows:

$$E(R_{i,t}) = \alpha_i + \beta_i R_m + \varepsilon_i$$

Where R_m = return on the BSE 500 and α_i, β_i are the parameters of the market model and ε_i is assumed to indicate the abnormal returns.

Average abnormal returns for each relative day had been calculated by:

$$AAR_i = \frac{1}{N} \sum_{i=1}^N AR_{i,t}$$

Where N = Number of securities (companies) with abnormal returns during day ‘t’.

Further, the returns have been cumulated over the event period to examine the trend:

$$CAAR_{Nn} = \sum_{t=T1} AR_{Nt}$$

where,

$CAAR_{Nn}$ = Cumulative average abnormal returns for N securities over n days period;

$T1$ = Starting day of the event window;

$T2$ = Ending day of the event window;

Another, statistics assuming cross sectional independence is calculated. Each abnormal return $AR_{i,t}$ is first divided by its estimated standard deviation to yield a standardized abnormal return, $SAR_{i,t}$:

$$SAR_{i,t} = \frac{AR_{i,t}}{S(AR)_{i,t}}$$

Where,

SAR_{it} = Standardised abnormal return for security i for day t;

AR_{it} = Average abnormal return for security i for day t;

$S(AR_{iT})$ = Estimate of standard deviation of security i for estimation period t.

where,

$$S(AR)_t = \frac{\sqrt{\sum_{i=1}^{N_t} (A_{i,t} - AR_t)^2}}{178}$$

$$AR_t = \frac{1}{179} \sum_{i=1}^{N_t} AR_{i,t}$$

Where N_t is the number of sample securities at day t .

Further, standardised abnormal return for each day is calculated as:

$$SAAR_{Nt} = \frac{\sum_{i=1}^{N_t} SAR_{i,t}}{N}$$

Where,

$SAAR_{Nt}$ = Standardised average abnormal returns for N securities for day t ;

N = Sample size;

$\sum SAR_{it}$ = Aggregate standardised abnormal returns for N securities for day t .

Following similar procedure, the standardised abnormal returns are cumulated to find the overall effect.

$$CAAR_{Nn} = \sum_{t=T1}^{T2} AR_{Nt}$$

where,

$SCAAR_{Nn}$ = Standardised cumulative average abnormal return over n days period;

$T1$ = Starting day of the event window;

$T2$ = Ending day of the event window

The results so obtained are tested using paired t-test and its non-parametric parallel, Wilcoxon Signed Rank Sum test both on abnormal returns and standardized abnormal returns.

PAIRED T-TEST

The paired t-test compares two paired samples and inferences about the difference between two population means. In the present study it has been used to determine the significance of differences in the returns before and after the announcement of ESOP adoption. The averages so computed for before and after pairs are then used to examine the announcement effect.

WILCOXON SIGNED RANK SUM TEST

The Wilcoxon test ranks all abnormal returns of the event window, and then assigns sign to each abnormal return to the respective rank. If positive abnormal returns tend to be in greater number than negative abnormal returns, and/or have relatively higher absolute values, the sum of the signed ranks will tend to be a higher positive number. If positive and negative abnormal returns tend to cancel each other, the sum of signed ranks will tend to be close to zero.

RESULTS AND DISCUSSIONS

Normality Test

An assessment of the normality of data is a prerequisite for many statistical tests because normal data is an underlying assumption in parametric testing. Even though the central limit theorem documents that mean excess returns in a cross-section of securities converge to normality as the sample size increases (Brown and Warner (1985). However, before carrying out the analysis, the data was checked for normality by two well-known tests, namely the Kolmogorov-Smirnov Test and the Shapiro-Wilk Test. The Shapiro-Wilk test, proposed in 1965, calculates a W statistic that tests whether a random sample, x_1, x_2, \dots, x_n comes from (specifically) a normal distribution. Small values of W are evidence of departure from normality. However, the Kolmogorov-Smirnov (K-S) test which was originally proposed in the 1930's by Kolmogorov (1933) and Smirnov (1936), is the principal goodness of fit test for normal and uniform data sets. In order to pick the suitable test to be applied, Kolmogorov-Smirnov Test and Shapiro-Wilk Test were carried out to measure the normality of distribution with respect to average abnormal returns (AAR) and standardized average abnormal returns (SAAR) of Indian corporations around the announcement of stock options as given in table 1.

Table 1: Tests of Normality

Normality Test of Average Abnormal Returns (AAR) and Standardized Average Abnormal Returns (SAAR) for 210 days before and 30 days after the announcement of stock options grants by sample of 209 companies

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Average Abnormal Returns (AAR)	0.094	61	0.200	0.979	61	0.37
Standardized Average Abnormal Returns (SAAR)	0.094	61	0.200	0.97	61	0.144

Source: Author's Own.

a. Test distribution is Normal.

The above table presents the results of Kolmogorov-Smirnov Test and Shapiro-Wilk Test for Average Abnormal Returns (AAR) and Standardized Average Abnormal Returns (SAAR). The results depend on the significance value calculated by the test. Here, the test statistics for AAR are greater than the level of significance 0.05, for both Kolmogorov-Smirnov (0.200) and Shapiro-Wilk (0.37), it can be inferred that the data comes from a normal distribution. Also, the test statistics for SAAR are greater than the level of significance 0.05, for both Kolmogorov-Smirnov (0.200) and Shapiro-Wilk (0.144), it can be inferred that the data comes from a normal distribution. Hence, considering the nature of the data, parametric test viz. paired t-test has been applied to carry out the analysis.

Examination Abnormal Returns of Pre and Post Announcement of ESOP Adoption

This section aims at finding empirical evidence of change in the market sentiment for the sample companies due to announcement of stock option plan. Tables 2 present the results of the paired t-test and Wilcoxon test by comparing the mean variance before and after the announcement of stock option plan.

Table 2: Pre and Post SCAR: Results of Paired t-test and Wilcoxon signed-rank test

The table reports an application of Paired t-test and its non-parametric parallel, Wilcoxon Z-test, for comparing the per event abnormal returns with those post event returns for two different windows. They test whether the null hypothesis that the abnormal returns have a mean value equal to zero holds good or not.

Event Windows		Panel A: Cumulative Average Abnormal Returns (CAAR)				Panel B: Standardised Cumulative Average Abnormal Returns (SCAAR)			
		Mean	Standard Deviation	T	Z	Mean	Standard Deviation	T	Z
Short-Period	Pre 30-Post 30	.00726	.00690	5.363*	-3.594*	.12870	.20885	3.375*	-2.910*
	Pre 25-Post 25	.00534	.00356	7.508*	-4.238*	.12360	.13321	4.639*	-3.700*
	Pre 20-Post 20	-.00466	.00330	-6.310*	-3.771*	-.17034	.13366	-5.699*	-3.733*
	Pre 15-Post 15	-.00876	.00440	-7.704*	-3.408*	-.32953	.16174	-7.891*	-3.408*
	Pre 10-Post 10	-.01253	.00456	-8.687*	-2.803*	-.45916	.16904	-8.590*	-2.803*
Very Short-Period	Pre 5-Post 5	-.00847	.00280	-6.766*	-2.023*	-.33394	.08201	-9.105*	-2.023*
	Pre 4-Post 4	-.00459	.00205	-4.469*	-1.826	-.16138	.06751	-4.781*	-1.826
	Pre 3-Post 3	-.00416	.00115	-6.247*	-1.604	-.04367	.01709	-4.426*	-1.604
	Pre 2-Post 2	.00048	.00163	.415	-.447	-.00327	.03102	-.149	-.447

Source: Author's Own.

Notes:* represents significant at 0.05 level

The table above presents the results of paired t-test and Wilcoxon test. Panel A presents the results for Cumulative Average Abnormal Returns (CAAR) while Panel B summarizes the results for Standardised Cumulative Average Abnormal Returns (SCAAR). The volatility of the abnormal returns was tested at two points in time; before and after the announcement. The short-term analysis was based on assessment of the variances over a period of {-30 to +30} {-25 to +25} {-20 to +20} {-15 to +15} and {-10 to +10} days, before and after the announcement date. For the very short horizon, the results were based on evaluation of returns over a period of {-5 to +5} {-4 to +4} {-3 to +3} and {-2 to +2} days, before and after the announcement. To examine the significant differences, the between the pre and post groups, the means of the CAAR and SCAAR have been compared using paired sample t-test. The means results clearly show a pattern in the behavior of the abnormal returns, with consistently negative returns starting from {-20 to +20} event window and continuing

up to $\{-3$ to $+3\}$. However, negative, the magnitude of these negative returns is seen to reduce as approaching the announcement day. Conversely, the mean CAARs for $\{-2$ to $+2\}$ event window are positive, representing that the news of announcement has been favored by the shareholders. Similarly, the results for SCAAR represent a similar trend with $\{-2$ to $+2\}$ event window showing reduced negative sentiment.

It can be observed that for the short period window, the results for paired t-test are statistically significant for CAAR and SCAAR for all event windows indicating difference in the abnormal returns. However, the immediate event window $\{-2$ to $+2\}$ show no change in the results. It can be inferred that the results a similar positive trend persists from two days before to 2 days after the announcement. However, the results for Wilcoxon test indicate a positive movement in abnormal returns from $\{-4$ to $+4\}$ event window.

CONCLUSION

Employee Stock Options are considered as a significant decision in financial decision making within an organization, expected to maximize the value of the firm and shareholders. However, it was imperative to examine the reaction of the shareholders to the announcement of this information. Therefore, the present examined a sample of 209 announcements by Indian Companies to find out the market reaction to employee stock option plan adoption. Results showed a negative flow of statistically significant abnormal returns for the companies both before and after the announcement. However, the magnitude of the negative returns seemed to taper down in approaching the announcement day. The markets reacted in similar fashion for 3 days before and after the news. It has been inferred that market anticipates the information and starts correcting and reacting to it. This effect persists till 3 days post the news, Inferring that shareholders view esops as an important piece of information to and therefore find a positive response. The results are found to be in tandem with the predictions of a positive reaction of Bhagat et al. (1985), DeFusco, Johnson and Zorn (1990), Kato et al. (2005), Ding and Sun (2001) and Gupta (2009).

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ROLE OF ONLINE BANKING TRANSACTIONS IN RURAL DEVELOPMENT: CHALLENGES AND OPPORTUNITIES**Dr. Ravi Kant**Assistant Professor, Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, Delhi

ABSTRACT

The rise of the digital economy is driving the fourth industrial revolution. Modern banking is blurring the lines between physical, digital and biological spheres. The possibility of existence of knowledge gap is higher in rural regions which may slow down the emergence of new ventures although its extremity depends upon the types of ventures and the conditions under which they are developed. In our country there are many new online digital programme exits and many more programme yet to introduced and many of them have big potential for developing our rural India. We do not have adequate qualified farmers in rural area. We should provide good skills and knowledge to our farmers though short term training/development programme for handling developing rural people. Most of rural people have very short time period experience about online banking system and only 5% people have more than 8 years' experience of online banking transaction. After digitalisation of banking transaction there many changes happened like introductions of new technological devices etc.

Keywords: Role, Online banking and Rural development.

INTRODUCTION

Banking system and digitalisation of banking transactions in rural India is very challenging job with many more opportunities. But before digitalisation we have to digitalise our commercial units in rural India whether they are agricultural farm house, shops and small & big industries in rural India. New start-ups are getting registered every day and that too in lots. But the question here is how many of them are for the improvement of rural India or how many of them are actually originating from the villages? The answer is quite difficult, isn't it! Being relatively unexplored to a great extent, rural India presents a wide range of opportunities to start and expand any business. But there are several challenges that are not allowing the upcoming start-ups to make the best use of it.

There should be organised milk shops in rural India where we can provide digital banking devices. In villages with agriculture activities, there is a livestock exit in rural India which is not organised. The rise of the digital economy is driving the fourth industrial revolution. Modern banking is blurring the lines between physical, digital and biological spheres. The possibility of existence of knowledge gap is higher in rural regions which may slow down the emergence of new ventures although its extremity depends upon the types of ventures and the conditions under which they are developed. Traditional banks turn to us to help them reduce costs and attract new customers with innovations like modernized web and mobile presence, mobile and desktop electronic banking, online scoring, bank as a service and the implementation of the channel approach or reaching the customers. Subsidies are also being provided by the government in rural areas but due to the high cost of finance, these subsidies are not giving fruitful results. Due to lower literacy rate of the people residing in rural areas they are not much familiar with the information technology and mostly rely on internal linkages that encourage the flow of goods, services, information and ideas. However the intensity of family and personal relationships can be helpful but they may also present obstacles for the effective business relationships as the local politics of the area 1038 Monika Sharma et al may sometimes create hurdles during making important decisions and thus create hindrance in growth of an enterprise. The rural entrepreneurial economy is an ecosystem of risk takers, capital providers, markets, technology and intermediaries that facilitate non – market transactions.

REVIEW OF LITERATURE

There are many studies have been conducted on rural financial system in which some studies reports positive response and some of them have negative response.

Chinna J. (2013) explains in his research paper Regional Rural Banks were established in 1976 under the RRB Act, 1975 and the Regional Rural Banks Act, 1976 under the provisions of an ordinance promulgated on September 26, 1975 with an objective to ensure sufficient institutional credit for agriculture and non - agricultural sectors. The RRBs mobilize financial resources from rural and semi-urban areas, and grant loans and advances, mostly to small and marginal farmers, agricultural labourers, and rural artisans. For the purpose of classification of bank branches, the Reserve Bank of India defines a rural area as a place with a population of less than 10,000 people. The RRBs are jointly owned by the Government of India, the concerned State governments, and sponsor banks. The RRBs yielded positive results in respect of key performance indicators such as number of banks and branches, capital composition, deposits, loans, the trend of investments, current deposit ratio, recovery performance, productivity, NPAs, recovery and financial inclusion. The objective of this paper is to study the performance of regional rural banks in India. Several

committees have emphasized the need to improve the performance of these banks, which play an important role in the rural credit market in India. The study is diagnostic and exploratory in nature, and makes use of secondary data. The study found that the performance of RRBs in India has significantly improved over time, as steps for their improvement were initiated by the Government of India after the amalgamation process.

Showkat S. (2013) examines in his research Performance appraisal is a concept associated with Human Resource Management and by this association one concept of the broader concept of management. Much work has examined Performance appraisal practices from a critical stance and this paper provides a brief review with reference to two banking organizations of India viz, SBI and J&K Bank. The concept of performance appraisal is still emerging and finding space in both academic and practitioner spheres. This paper is an attempt to do the empirical evaluation of performance appraisal by applying some of the strands of critical thinking to performance appraisal practices and discourses.

Shrivastava P. & Rai U. K. (2012) explains in their paper banking sector is a fast growing sector of India. With swift expansion in the number of branches and the new functions assigned to them, banks are beginning to feel a new pressure on their organizational abilities. The processes of recruitment, placement, training, promotion and appraisal, in order to ensure that the right numbers of staff with the right capacities are available at the right time and for the right places. Appraisal is one of the key factors of organizational ability which is also the focus of this study. In simple words we can say that performance appraisal is an analysis of employee's recent successes and failures, personal strengths and weaknesses, and suitability for promotion or further training.

Jenyo G. K. & Adebayo O. (2014) states in their study of selected MFB in Kwara State was undertaken in order to assess their performance over time with a view to evaluate their objectives, structure, and practicability as it affects their operations. The study also describes the profile of customers and staff of MFB in the selected areas so as to know whether or not their input had affected the performance of the MFB. In the same vein, it examines and evaluates the causes of failure of those banks in the study area and suggested solutions to ameliorate the problems identified. The method of data collected was based on the use of both descriptive survey and analytical presentation the study revealed that generally the liquidity position of MFB was weak as it was about 0.96 in 2007 and 0.88 in 2008 as against 2.00 (i.e. standard recommended for the industry). Similarly, the debt equity ratio revealed that these banks rely heavily on borrowed capital; hence, if for any reason the creditors withdraw their funds, the banks would be faced with a situation of imminent collapse. Similarly, there are strong relationships between their capital base, liquidity stability and relative income. It is thus concluded, therefore, that there is the need for greater cooperation between the central bank of Nigeria (CBN) and Nigeria Deposit Insurance Cooperation (NDIC).

Sumachdar E. & Hasbi H. (2010) investigates empirically: (1) the effect of financial performance for Islamic Rural Bank to third party funds, and (2) compare the best financial performance through CAMEL between Islamic and Conventional Rural Bank. The population was all Rural Bank (Islamic and Conventional) which registered at Bank Indonesia as a Central Bank in Indonesia, Data analysis uses descriptive methods, multiple regression analysis and t-tests as a tool for testing hypotheses. The results showed that: (1) Variable ROA, NPF, OEOI partially significant effect on increasing of third party funds, except CAR and FDR. Simultaneously CAR, ROA, NPF, OEOI, and FDR significantly influence to increase third party funds and (2) the financial performance of Islamic Rural Bank better than Conventional.

Sharma M., Chaudhary V., Rajni B. and Chauhan R. (2013) states in their research paper an emerging literature suggests that the distressed regions tend to be characterized by strong structures that may be mobilized as social capital for entrepreneurial activities. Entrepreneurship means the pursuit of opportunity without regard to resources currently controlled means that the entrepreneurship is a particular type of managerial behaviour that is available to virtually all managers in organizations of all kinds and sizes. The present paper examines the challenges observed for entrepreneurial activities in rural regions in developing countries such as that of India. Also the problems faced by the rural entrepreneurs for setting up of an enterprise in rural areas are discussed so as these problems may be carefully identified and rectified so as the resources available there are exploited which will also lower the migration of people from rural regions to urban cities in search of financial assistance by the generation of employment facilities. The steps taken up by the government for performance appraisal of rural entrepreneurship has also been listed.

Vasudevan S. & Ghaisas A. (2013) explained in their research paper Connectivity to banking services is major factor impacting sustainable and inclusive growth. Banking sector needs to function with a social conscious apart from business point of view if the economy has to come out of poverty and inequalities. Lot of initiatives has been taken on international level as well as on national front since independence, in India. Reserve Bank of India in collaboration with specialized financial institutions like NABARD has designed and implemented specialized efforts to enhance financial deepening and widening. The numerical targets set have been achieved

to a large extent by banking sector in this regards. But the effectiveness of the task done and sufficiency of the efforts taken still needs to be deliberated.

Basweti Ogachi Kevin, Masese Chuma Benard and Martin Onsiro Ronald (2013) explained in their paper The banking sector across the globe is embracing ICT technologies and using as part of business strategy for expansion, revenue increase, extension of customer network and creating competitive advantage among banking institutions. This paper is an effort to investigate the impacts and challenges of ICT adoption in the Tanzanian banks. The population is forty eight respondents, four managers were selected from twelve banks and out of the 48 questionnaires distributed, 42 were collected i.e 87.5% response, purposive sampling was used and the data collected was analyzed using SPSS, the researcher employed use of mean and standard deviation. The study found out that there is a need for bankers to educate public in the use of online banking products, invest more into ICT infrastrure and the government to reduce tax of ICT gadgets. This study recommends that individual technologies need to be investigated, impact of adopting other individual technologies, profitability and performance issues should also be investigated to open up and clear the way for policy and business decisions.

OBJECTIVES OF THE PRESENT STUDY

In the light of the domain for research identified so far, the following objectives have been set for the present study:

1. To find out the challenges faced by rural people towards online banking system.
2. To find out the opportunities for rural people towards online banking system.
3. To understand the role of online banking transaction as one of the key factors for enhancing digital payment habits.

RESEARCH METHODOLOGY

In depth literature review and primary data from different rural people of district kurukshetra has been used to develop this paper. Sixty samples were selected under convenient sampling method and study was conducted during 2016-17. The analysis of the data collected was presented in tables. The response recorded accordingly and the scores counted in percentages for consigers decouple and comparison. Interpretations were given based on the result for the tables. Descriptive research design has been used in this study.

Table 1: Educational background of the farmers in rural area

Level of education	Frequency	Parentage %
Matric	30	50
10+2	10	17
10+2 & Diploma	5	8
Graduate/PG	2	3
Illiterate	13	22

Source: Field Survey 2016-17

The above table 1 shows that we have 50% farmers those possess matric level education, 17% farmers have 10+2, 8% have 10+2 & diploma, 03 % have graduate/PG and 22% farmers in rural area are illiterate. It means we do not have adequate qualified farmers in rural area. We should provide good skills and knowledge to our farmers though short term training/development programme for handling developing rural people.

Table 2: online Banking transaction experience of the Rural People

Banking Experience	Frequency	Percentage
1-2 years	30	50
3-5	20	33
5-8	7	12
Above 8	3	5

Source: Field Survey 2016-17

The above table 2 shows that most of rural people have very short time period experience about online banking system and only 5% people have more than 8 years' experience of online banking transaction. After digitalisation of banking transaction there many changes happened like introductions of new technological devices etc.

RESULT AND ANALYSIS

In the analysis of present paper we found that the initial time of present decade there is no more online transaction happened but after demonetisation period the rate of online transaction has been increased and force fully people use online transactions because of scarcity of currency particularly Rs. 500 and Rs. 1000 note. In this research paper we can see that the transaction increased after demonetisation period and rural people are using mobile and internet devices after getting awareness about them. most of rural people have very short time period experience about online banking system and only 5% people have more than 8 years' experience of online banking transaction. we have 50% farmers those possess matric level education, 17% farmers have 10+2, 8% have 10+2 & diploma, 03 % have graduate/PG and 22% farmers in rural area are illiterate. It means we do not have adequate qualified farmers in rural area. We should provide good skills and knowledge to our farmers though short term training/development programme for handling developing rural people.

SOME START-UPS FACTS

There are many start-up exits all over world but there is a big variance found among the countries of world some of them have many start-up programme but some counties is very backward in terms of start-up programmes.

Table 3: The Start-Up World Ranking

THE COUNTRIES WITH THE HIGHEST NUMBER OF START-UPS	
USA	25505
India	3766
Indonesia	1513
UK	1254
Brazil	715
Canada	656
Australia	509

Source: www.startupranking.com. Year 2017

The above table 3 shows the countries with the highest number of start-ups. Starts –ups, they are full of dreams and full of risk, but without them, the business economy would dry up. After all, today's start-up is tomorrow's mega corporation, providing that it succeeds. According to data of top 5 countries for start-ups in 2016 compiled by Coupofy in new info graphic, the countries with the highest number of start-ups are the united states (4.8 million), India (2 million) despite its historically poor economic standing, India has been able to embrace the internet age to create its own mini silicon valley-style hub in Bengaluru. Its entrepreneur are on average younger than anywhere else in the world and more than half of the new business are based on ecommerce and online services. One of its current major success ids flip-kart, an amazon – style web stores that's valued at dollar 15 billion the country's less regulations, low cost of living and tech-savvy citizens also make it attractive to foreigners looking to launch businesses overseas, the UK (845000), Indonesia (771000), and brazil (584000).

LACK OF ADEQUATE TRAINING OF STAFF

The concept of ecosystem also takes into consideration that the opportunities are not static and that Rural banking system in Developing Countries: Challenges, changing environmental conditions can sometimes create and destroy value chains. These problems are exacerbated in rural regions due to geographic distance, isolation and in the view of above the challenges and problems faced by the rural banking system in developing countries such as that of India are discussed which have to be overcome for successful implementation of self-employment. The possibility of existence of knowledge gap is higher in rural regions which may slow down the emergence of new ventures although its extremity depends upon the types of ventures and the conditions under which they are developed. Finance is considered as lifeblood of an enterprise. Most of the rural entrepreneurs fail to get external funds due to absence of tangible security and credit in the market. Besides this, the procedure to avail the loan facility is too time-consuming that its delay often disappoints the rural entrepreneurs. The challenges of agricultural growth in developing countries mostly include the lack of access to technology and infrastructure. It has been suggested that the barriers for the development of an enterprise is lack of interest, lack of coordination, disadvantage of geographic location for market access which results in high transportation cost etc. It is difficult for an entrepreneur to search for workers who are skilled enough and agree to work in

rural regions. Also the family environment, society and support system is not conducive to encourage rural people to take entrepreneurship as a career which is mostly due to lack of awareness and knowledge of entrepreneurial opportunities. The rural entrepreneurs experience marketing problems and the major problem is standardization and competition from the large scale units. These large scale units also create difficulty for the survival of new ventures as they have limited financial resources and are bounded for spending limited finance on sales promotion. The traditionally bounded nature, cultural backwardness and cultural barriers add to the difficulty of communication where people in rural areas mostly communicate in their local dialects and English and Hindi are not understood by many people.

DEPLOY TALENT AND RESOURCES APPROPRIATELY

By using a performance appraisal system, you ensure that everyone keeps their projects on track based upon established goals that are aligned with company goals. Additionally, management has the tools to make informed business decisions based upon the completion or non-completion of these recognized goals. Why waste precious human capital pursuing goals not aligned with those of the company? This is a waste of resources that could be focused on contributions that lead to achieving true business goals.

RECOMMENDATION/ CONCLUSION

We should provide good skills and knowledge to our farmers through short term training/development programme for handling developing rural people. Most of rural people have very short time period experience about online banking system and only 5% people have more than 8 years' experience of online banking transaction. After digitalisation of banking transaction there many changes happened like introductions of new technological devices etc. The main finding of the research supports the view that performance appraisal system should be HRD oriented. Besides being a base for making administrative and developmental decisions, performance appraisal can be useful instrument for building a good relationship with employees of banking system, planning employee performance, discovering employee potential and improving organizational effectiveness.

SUGGESTIONS AND POLICY IMPLICATIONS

The survey results of both manager appraisers & appraises including rural people feel that banking & media should have an important role and accomplish a number of objectives vital to the rural development effectiveness. The research also shows that educational standard is an important tool in the management of human resources, which facilitates overall organizational effectiveness by defining performance tasks and goals, by providing avenues for the quality of informal and formal feedback, appraisal participation and grievance redresses mechanism, by setting clear performance standards and distributing rewards and other personnel and developmental decisions fairly and equitably with respect to the status of employees regarding their promotion, transfer, career planning, employee training and developmental needs, salary increases, termination or demotion. Therefore, rural development should be a key link in overall human resource management climate, strategy and its policies. The main implication of this research is that the management should involve manager appraises & appraisers and non-managerial staff in overall performance planning and review processes.

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PERFORMANCE EVALUATION OF LIC AFTER PRIVATISATION

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ABSTRACT

Life Insurance Sector is fastest growing Service Sector in India. Life insurance Corporation of India is most significant public sector Organisation. After privatisation life insurance Corporation of India facing tremendous competition in life insurance sector. Life Insurance Corporation of India has worked continuously hard to grow since 2000. The insurance industry in India is now open and the new life insurance company have already started capturing the market share of the LIC. In a period of less than half of a century the insurance sector in the country has come a full circle from being an open competitive market to complete nationalization and then back to liberalized market.

Keywords: Privatisation, Market Share, Nationalization, Liberal

1.0 INTRODUCTION

In 1956, Nationalization of insurance business was a major milestone in the development of insurance business in India by taking 245 private insurers business. The Indian insurance market was thrown open to private Life Insurance Companies in the year 1999 and the Insurance Regulatory and Development Authority (IRDAI) was established to regulate the insurance market. After its opening, the insurance sector has the entry of a number of private life insurance companies who captured a significant market shares in the life insurance market. The public sector company Life Insurance Corporation of India have to leverage upon their strengths to give a tough flight to the private companies. The Insurance industries in India now have been shape in a big way especially after privatization and introduction of Insurance Regulatory & Development Authority (IRDAI). Life Insurance Corporation of India is the most significant public sector, which sells its product in significant way. However, since last few years it is facing tremendous competition as many private life Insurance Companies have entered. Before 1999, it remained a monopoly; Government of India decided to adopt structural change in the insurance sector and took steps to allow this sector for private comings. This study is an attempt to throw light on Impact of Privatisation and IRDAI on Life Insurance Corporation of India.

2.0 OBJECTIVES OF THE STUDY

- ✓ To study Importance of Life Insurance Corporation of India.
- ✓ To Study Role of Life Insurance Corporation of India after Privatisation.
- ✓ To Evaluation of performance of LIC.

3.0 RESEARCH METHODOLOGY

The paper is completely a conceptual one whose foundation comes from various secondary sources like research articles in Journal, published and unpublished scholarly papers, and books, various international and local journals, speeches, newspapers and websites. The analysis part of the paper is on the statistical data provided by life Insurance Corporation of India and IRDAI.

4.0 SIGNIFICANCE OF THE STUDY

The study has been conduct to Importance of Life Insurance Corporation of India. Life Insurance sector has shown a phenomenal growth after its Privatisation and it has increased after the private sectors entry. Insurance sector in India is the most trusted sector and insured Indians lives to protect them from the uncertainties and sudden disasters. Insurance sector is working in all the facets of human life. Life Insurance Corporation of India is the most significant public sector, which sells its product in significant way. However, since last few years it is facing tremendous competition as many private life Insurance Companies have entered.

5.0 FORMATION OF LIFE INSURANCE CORPORATION OF INDIA

The nationalisation of life insurance was one of the most important socio-economic measure taken in the first decade of our freedom. The life Insurance Corporation of India was found in 1956 when the parliament of India passed the life insurance of India Act that nationalised the private insurance industry in India. Over 245 companies and provident societies were merge to create the state owned life insurance company.

Life insurance sector was nationalised in the year 1956 and the "Life insurance corporation of India" come in to existence on the 1 sept 1956. To remember this historic event Insurance week is celebrated from 1 to 7

September every year. The objectives of Nationalisation were define as conducting the business with utmost economy in true sense trusteeship to charge premium no higher than narrated by strict actuarial consideration and to invest the fund for obtaining maximum yield consistent with safely of capital render prompt and efficient services to the policyholders etc. The mission given to life Insurance corporation of India at that time can be summarised.

1. Providing Protection of insurance to people in every nook and corner of the county.
2. Mobilizing savings for the development of country.
3. Responding to customer sensitivity.

6.0 PRIVATISATION OF LIFE INSURANCE SECTOR

Privatisation is business, industry or service from public to private ownership and control. LIC was monopoly in Life insurance sector until 2000.the decision by IRDA to grant licence to private players in life insurance is expect to increase the insurance business in India. The insurance sector in India now have shaped in a big way after privatisation and introduction of IRDAI. At the end of March 2015, there are 53 insurance companies operating in India; of which 24 are in the life insurance business and 28 are in non-life insurance business. In Life Insurance Sector LIC Is Public Sector and Other 23 are in Private Sector.

7.0 MARKET SHARE OF LIFE INSURANCE BASED ON TOTAL PREMIUM

Table No.2 Market share based on Total premium 2008-9 To 2013-14 (In percentage)					
Name of Insurer	2009-10	2010-11	2011-2012	2012-2013	2013-2014
LIC	70.10	69.78	70.68	72.70	75.39
Private Companies	29.90	30.22	29.32	27.30	24.61
Total	100	100	100	100	100

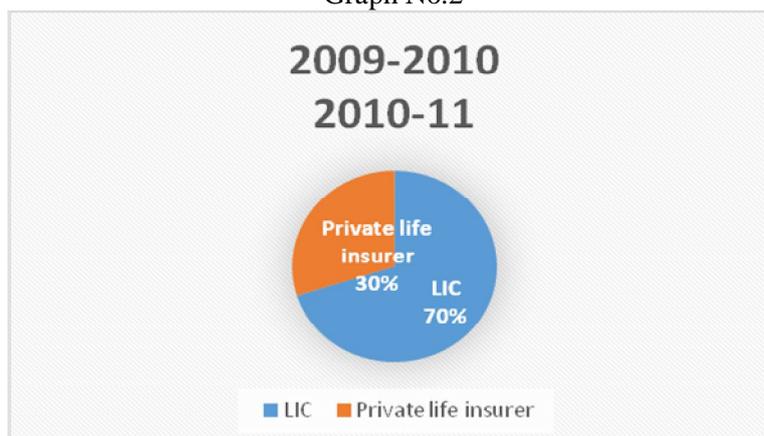
Source : IRDA Annual Report 2009-10 to 2013-14

Graph No.1



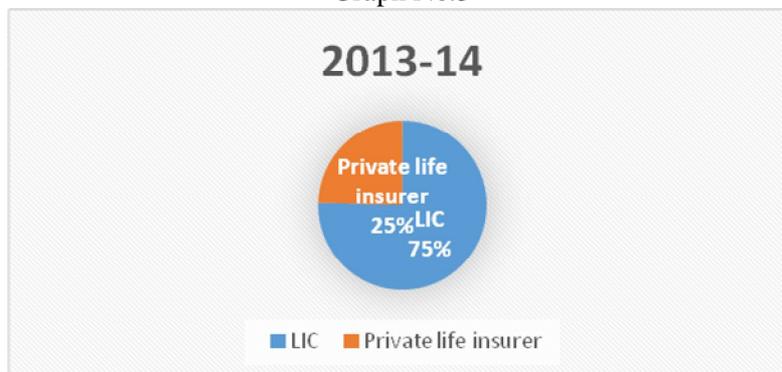
On the basis of total premium income, the market share of **LIC declined** marginally from 70.10%in2009-10 to 69.78% in 2010-11.Accordingly the market share of private insurers has gone up marginally from 29.90%in 2009-10to 30.22%in 2010-11.

Graph No.2



In 2011-12 market share increased 70.68% and in 2012-13 market share, increased 72.70% accordingly the market share of private insurers has declined marginally from 29.32% in 2011-12 to 27.30% in 2012-13.

Graph No.3



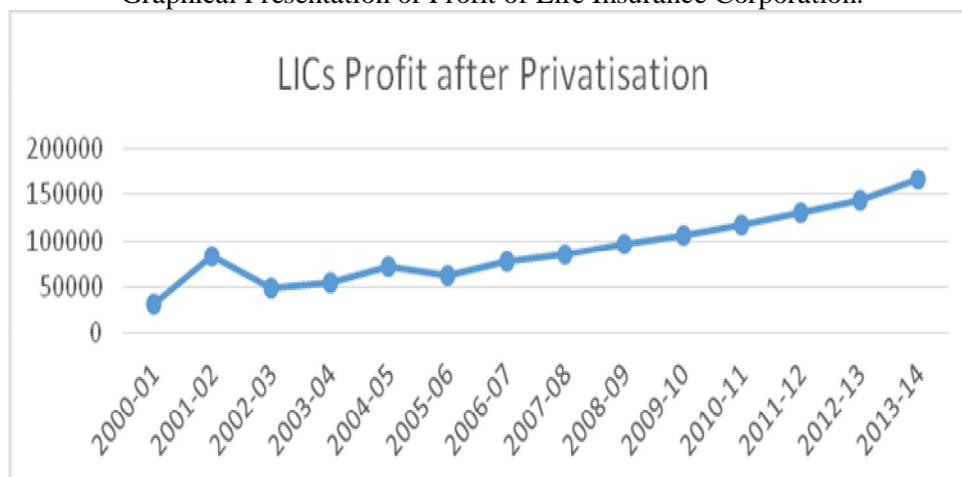
Market share of LIC increased from 72.70% in 2012-13 to 75.39 % in 2013-14. Accordingly, the market share of private insurers has declined from 27.30 % in 2012-13 to 24.61 per cent in 2013-14.

8.0 PROFIT OF LIFE INSURANCE CORPORATION OF INDIA AFTER PRIVATISATION

Sr No	Years	Profit(after tax)	%Growth over Previous Year
1	2000-01	31665	-
2	2001-02	82179	159.53
3	2002-03	49697	-39.53
4	2003-04	55181	11.03
5	2004-05	70837	28.37
6	2005-06	63158	-10.84
7	2006-07	77362	22.49
8	2007-08	84463	9.18
9	2008-09	95735	13.35
10	2009-10	106072	10.8
11	2010-11	117180	10.47
12	2011-12	131334	12.08
13	2012-13	143759	9.46
14	2013-14	165668	15.24

Source: IRDA Reports 2001-2014

Graphical Presentation of Profit of Life Insurance Corporation.



Interpretation

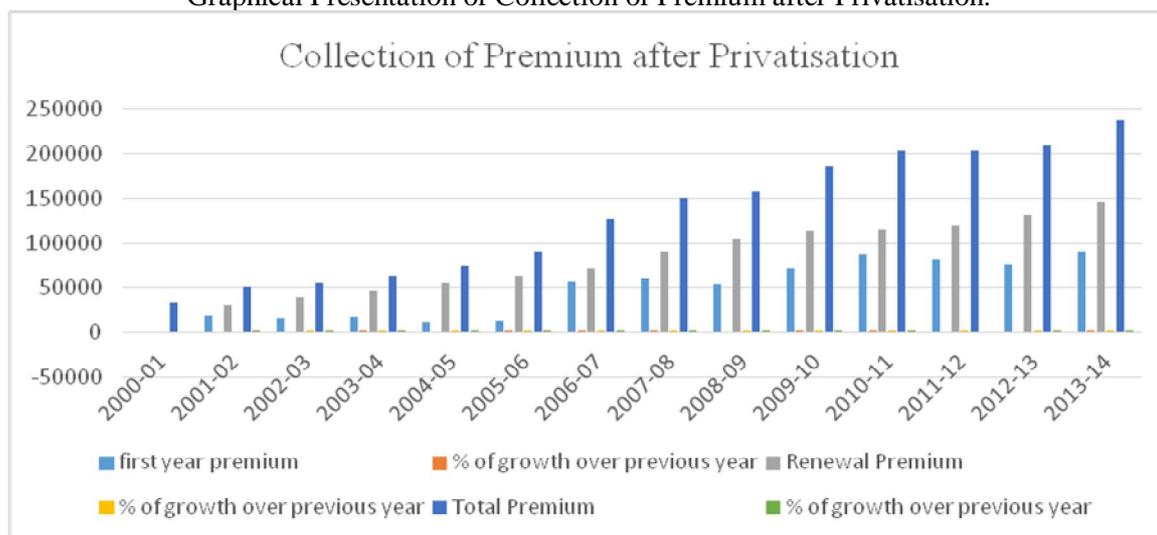
Above table, it is shown that LIC of India’s profit after privatization over previous year has increasing and decreasing trend. Decreasing in 2002-03 and 2005-06 respectively i.e. 39.53% and 10.84% over previous years.

9.0 COLLECTION OF PREMIUM AFTER PRIVATISATION

Sr. No	Years	first year premium	% of growth over previous year	Renewal Premium	% of growth over previous year	Total Premium	% of growth over previous year
1	2000-01	-	-	-	-	33893.15	-
2	2001-02	19588.77	-	30233	-	49821.91	47
3	2002-03	15976.76	-18.44	38652	27.85	54628.49	9.65
4	2003-04	16989.3	6.34	46178	19.47	63167.6	15.63
5	2004-05	11658.24	-31.38	54474	17.96	75127.29	18.93
6	2005-06	13728.03	17.75	62676	14.32	90792.22	20.85
7	2006-07	56223.56	309.56	71599	14.97	127822.84	40.79
8	2007-08	59996.57	6.71	89793	25.41	149789.99	17.19
9	2008-09	53179.08	-11.36	104109	15.94	157288.04	5.01
10	2009-10	71521.9	34.49	114555	10.03	186077.31	18.3
11	2010-11	87012.35	21.66	116461	1.66	203473.4	9.35
12	2011-12	81892.25	-5.88	121027	3.92	202889.28	-0.29
13	2012-13	76611.5	-6.45	132192	9.23	208803.58	2.92
14	2013-14	90808.79	18.53	146134	10.55	236942.3	13.92

Source: IRDA Reports 2001-2014

Graphical Presentation of Collection of Premium after Privatisation.



Interpretation

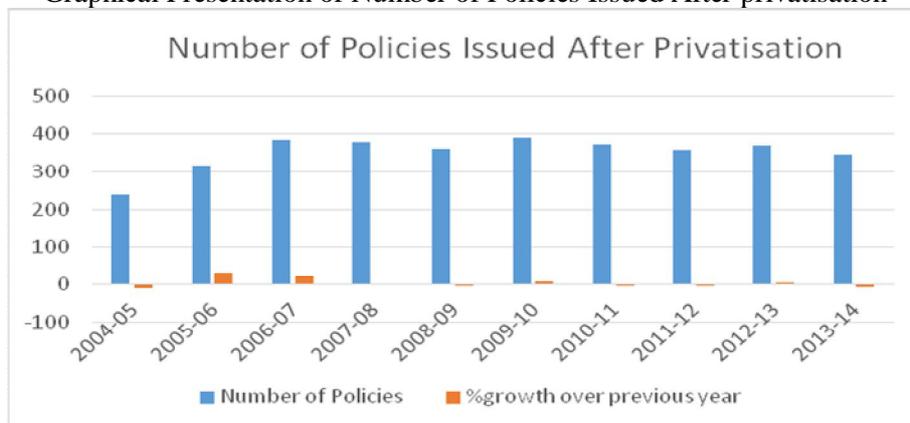
Premium is the main Income head for an LIC. It includes first year premium (including signal premium) Renewal premium and Total Premium. Premium Income shows the growth or decline of an LIC. Above table shows Increasing and decreasing trend.it is started declining for the year 2002-03,2004-05,2008-09,2011-12,2012-13 Respectively. In addition, increased in remaining years .renewal total premium had been increasing continuously.

10.0 NUMBER OF POLICIES ISSUED BY LIC OF INDIA

Sr. No	Year	Number of Policies	%growth over previous year
1	2004-05	239.78	-11.09
2	2005-06	315.91	31.75
3	2006-07	382.29	21.01
4	2007-08	376.13	-1.61
5	2008-09	359.13	-4.52
6	2009-10	388.63	8.21

7	2010-11	370.38	-4.7
8	2011-12	357.51	-3.47
9	2012-13	367.82	2.88
10	2013-14	345.12	-6.71
Source: IRDA Reports 2001-2014			

Graphical Presentation of Number of Policies Issued After privatisation



Interpretation

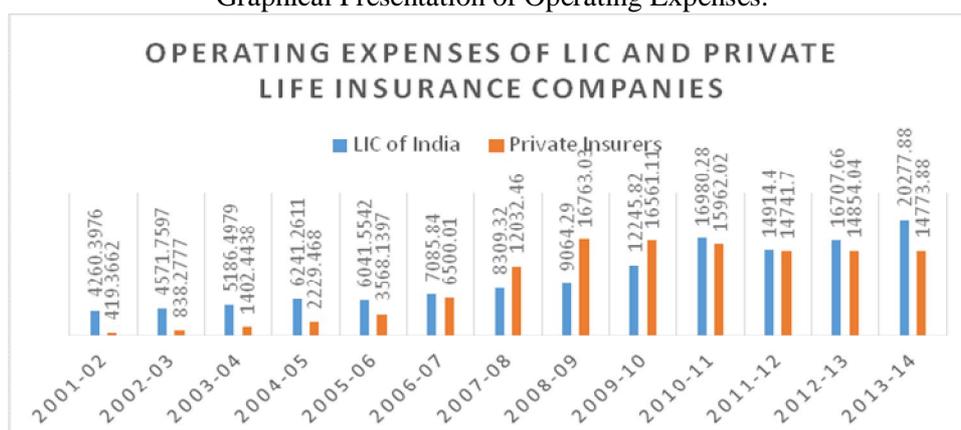
Above chart shows, the Total Number of New Policies Issued during the period 2004-5 to 2013-14 (In Lakh). above table it is shown that total number of policies has increasing and decreasing trend .it highest downfall in noticed in the year 2004-5 i.e. 11.09% and it is increased at higher rate in the year 2005-06 i.e.31.75%over previous year.

11.0 Operating expenses of LIC and Private Life Insurance Companies

Year	LIC of India	Private Insurers	Total
2001-02	4260.3976	419.3662	4679.7638
2002-03	4571.7597	838.2777	5410.0374
2003-04	5186.4979	1402.4438	6588.9417
2004-05	6241.2611	2229.4680	8470.7291
2005-06	6041.5542	3568.1397	9609.6939
2006-07	7085.84	6500.01	13585.85
2007-08	8309.32	12032.46	20341.78
2008-09	9064.29	16763.03	25827.32
2009-10	12245.82	16561.11	28806.93
2010-11	16980.28	15962.02	32942.30
2011-12	14914.40	14741.70	29656.10
2012-13	16707.66	14854.04	31561.70
2013-14	20277.88	14773.88	35051.76

Source: IRDA annual reports 2001-2014

Graphical Presentation of Operating Expenses.



Interpretation

Correlation between LIC and Private Sector is 0.87. Operating expenses is high degree correlated. It has limited degree of correlation.

12.0 CONCLUSION

The potential and performance of the insurance sector is universally assessed with reference to two parameters, of the population Insurance Penetration and Insurance Density. The Insurance Regulatory and Development Authority Act 1999 (IRDA Act) allowed the participation of private insurance companies in the insurance sector. The primary role of IRDA was to safeguard the interest of insurance policy holders, to regulate, promote and ensure orderly growth of the insurance industry. The insurance sector could invest in the capital markets and other than traditional insurance products; various market link insurance products were available to the end customer to choose from. The insurance providers offer a variety of products to businesses and individuals to provide them protection from risk, which can give financial security. They also provide support in stabilizing the markets by evening out any fluctuations. The insurance business is broadly divided into three categories, life insurance, health insurance, and non-life insurance. Individuals face many risks like premature death, depletion in income because of retirement, health risks, loss of property, risk of legal liability, etc. To cover these risks the insurance companies offer life insurance, pension and retirement income, property insurance, legal liability insurance, etc. The insurance sector in India has grown at a fast rate post-liberalization in 1999.

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A STUDY ON AN ASSESSMENT OF NUTRITIONAL KNOWLEDGE AMONG THE HOUSEWIVES OF SOURASHTRA COMMUNITY IN MADURAI DISTRICT**C. Mabel Joshaline¹, S. Kowsalya² and Mahalakshmi Bharth³**Assistant Professor¹, Department of Rural Development Science, Arul Anandar College, Karumathur, MaduraiAssistant Professor², Department of Nutrition, Government College for Women, SivagangaiAssistant Professor³, Department of Nutrition and Dietetics, Sri R. N. M. College, Sattur

ABSTRACT

The main objective of this study was to understand the dietary pattern, food habits and factors affecting such habits and to assess the nutritional knowledge, attitude, practices and impact of nutrition education of selected Sourashtra community housewives. A group of 100 females from Sourashtra community were selected. A pre-test questionnaire was used to assess the socio economic status, medical history, knowledge, attitude and practices followed by using interview methods. It was found that more than 50% of the selected respondents were from small family. Cereals and pulses were the predominant foods consumed and very little protective foods were included in their diet.

INTRODUCTION

Sourashtrians or “Sourashtra” refer to a community of people who originated from Gujarat and now settled in different parts of Tamilnadu. They are also called as Palkars or in Tamil as Pattunulkarars which refers to the silk thread workers. Sourashtrians are a glorious community who reside in and around India and speak Sourashtra as their mother tongue.

THE SOURASHTRA CUISINE

Sourashtra people migrated from north India to settle in Tamilnadu. Although they still maintain their own language much of what we eat has been largely influenced by Tamilian cuisine. They have taken Tamilian items and have added their unique touch. Sourashtra made Limbu Pongal (lemon rice), Ambut Baath (puli-yodharai), Phalar (Idli) with Thakkali Ounty (thakkali kulambu), they will start demanding for that everywhere. (<http://www.sourashtra.com/>)

SOCIO ECONOMIC STATUS OF SOURASHTRA COMMUNITY HOUSEWIVES

Indira Gupta, (2000) revealed that unhealthier nutrition pattern may exist among women belonging to lower socio economic level in India. Katz and West (2001) reported that employment affect slightly the purpose of food material. Women who were hired were more likely to continue to buy certain higher income level foods that could have a nutritional benefit. Soundarya Sen and Shore, (2003) observed that the lower income group borrowed money from friends, relatives and money lenders in order to meet their household expenses. Aruna, (2009) During the study, when socio-economic factors were added into the FRS risk assessment, however, the proportion of low-income and low-education patients at risk for death or disease during the next 10 years was nearly double that of people with higher socio-economic status.

DIETARY PATTERN AND FOOD HABITS

Professional association can make a difference to the diet of a nation if it takes a strategic approach. If professional associations did not take a leadership role in some areas of public health, the outcome for the nation would be significantly worse.(Capra, 2000). Royalska and Choloras (2001) observed that the highest amounts of folate in the diets of working women are obtained in decreasing order from cereals, milk and pulses, fruits, and fruit juices.

Jeeseons., et al, (2002) states that the review of the diets should be offered to the elderly in order to adjust the energy and micronutrients contents of food placed in menus. Rainey, et al, (2003) revealed that the data analysis revealed that food preferences based on taste and childhood familiarity beliefs about benefits and detriments of eating certain foods, health conditions, perceived barriers to purchasing, preparing and consuming food, meal pattern and nutritional needs. On the basis of all the evidence available from several contemporary studies, it will be reasonable to conclude that the foregoing changes in dietary pattern brought on by affluence are related to though they may not entirely explain the progressively worsening picture with respect to CHD and diabetes Type II in our affluent population segment. (.Gopalan, 2005).

The aim of this study was to determine the association between dietary patterns and others lifestyle factors. CDC analyzed data from the Behavioral Risk Factor Surveillance System (BRFSS 2009). This report describes the results of that analysis indicated the need for interventions at national, state, and community levels, across multiple settings (e.g., worksites, community venues, and restaurants) to improve fruit and vegetable access, availability, and affordability, as a means of increasing individual consumption. (Grimm, et, al., 2010).

NUTRIENT INTAKE

Hemalatha, et al., (2000) revealed that the haemoglobin level of the house wife’s and office goers were found to be significant at one percent level in competition with that of the stone cutter. This is nutritional status was found to be the lowest in the socio-economic people. Mujeeb, et al, (2001) Reported that the intake of all nutrients are increased with income status. The intake of iron was significantly lower in those with higher levels of education. Batuien, et al, (2002) suggested that there is need for the development of nutrition support in social service and using medical criteria for this support in low-income people.

Treivedi and Madhu Goyal, (2004) found that, the lower consumption of various nutrients and presence of signs and symptoms of IOA reveals striking difference in nutritional disorders in later years of life. Malavoti,et al., (2005) concluded that total energy intake in male subjects was less than RDA, while total energy intake in female subjects was slightly higher than RDA due to higher energy consumption from lipid in female. In the focus of the above literature the study was done with the objectives to measure the nutrition knowledge of housewives in Sourashtra community and to evaluate cooking practices of the housewives in Sourashtra community.

METHODOLOGY

The selection of area was based on the convenient sampling technique. The area selected for the study was housewives in Sourashtra community in Madurai district. A group of 100 numbers of housewives from the Sourashtra community belonging to middle and high socio economic status were purposively selected. Background information, medical history, knowledge survey and lifestyle practices were collected using a pre-tested questionnaire were developed to assess the knowledge of the subjects pertaining to general diet, dietary fat, dietary cholesterol, risk factors of cardio vascular disease, diabetes mellitus, hypertension, obesity, cancer, kidney diseases. Simple questions are formulated to assess the knowledge, attitude and dietary practices followed by the respondents. Pre-test of knowledge, attitude and practices was conducted by using interview method.

RESULT & DISCUSSION

The socio economic status of the housewives were assessed by the questionnaire developed for the study. Various data collected was discussed in the following section. The age, family size, family type, educational status and income of the Sourashtra community families were assessed.

AGE OF THE RESPONDENTS

Age is an important factor, which influences the health status of a person. It has a positive influence on health awareness

Table I: Distribution of respondents by their age

AGE	NUMBER	PERCENTAGE
25-35	37	37.0
35-45	54	54.0
above 45	9	9.0
TOTAL	100	100.0

It would be revealed from the table I, shows that in total, according to the age group of the respondent 37, 54, 9 percentage were in the age group of 25-35, 35-45, and above 45 respectively. In this study, majority of the respondents were in between 35-45 years.

SIZE OF THE FAMILY

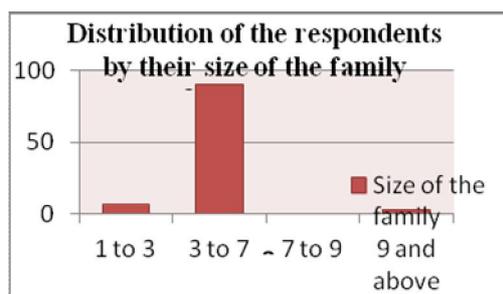


Figure : I

Figure I, shows that, about 7 percentages of them had 1-3 members and 90 percentage of the families had 3-7 members. It could be also seen from the table, that only three percentage of the families had more than 9

members. The same trend of result was found by Malavote *et al* (2005) that the average family size was ranged between 4 and 6.

TYPE OF THE FAMILY

Table- II, shows that 86 percentage of the respondents were nuclear family. 14 percentage of the respondents were in joint family system. So, they may get advice and natural medical help from their senior members.

Table- II: Distribution of respondents according to the type of the family

FAMILY TYPE	NUMBER	PERCENTAGE
Nuclear Family	86	86.0
Joint Family	14	14.0
TOTAL	100	100.0

INCOME STATUS OF THE FAMILY

Figure – II

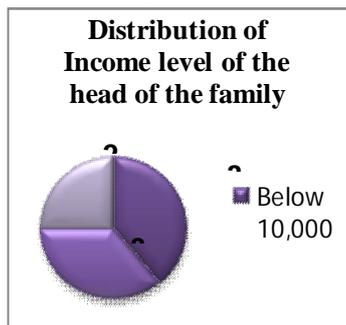


Figure II, shows that 39 percentage of the head of the family received yearly income below Rs. 10,000 , 36 percentage of them received yearly income between Rs. 10,000 – 20,000 and 25 percentage of the head of the family received yearly income above Rs. 20,000.

DIET SURVEY

Dietary pattern:

The type of diet consumed by the respondents was given in table- III.

Table- III: Distribution of Dietary pattern of the respondents

DIETARY PATTERN	NUMBERS	PERCENTAGE
Vegetarian	12	12.0
Non- vegetarian	82	82.0
Ova-vegetarian	6	6.0
TOTAL	100	100.0

From the table III, it was concluded that 12 percentage of the respondents were vegetarian, 82 percentage of the respondents were non-vegetarian and only 6 percentage of the respondents were ova-vegetarian.

Table- IV- Distribution of consumption pattern of the respondents

FOOD ITEMS	DAILY	WEEKLY	MONTHLY	OCCASIONALLY	DAILY	WEEKLY	MONTHLY	OCCASIONALLY
CEREALS								
Rice	100				100			
Wheat	-	68	32	-	20	59	21	-
Ragi	-	17	21	62	-	38	49	13
Others	-	-	-	-	-	22	-	-
PULSES								
Red gram dhal	25	48	27	-	65	25	10	-
Black gram dhal	68	32	-	-	79	21	-	-
Green gram dhal	70	30	-	-	82	18	-	-
Bengal gram dhal	5	40	55	-	29	31	41	-
Horse gram dhal	-	2	-	10	15	38	47	-

FOOD ITEMS	DAILY	WEEKLY	MONTHLY	OCCASIONALLY	DAILY	WEEKLY	MONTHLY	OCCASIONALLY
VEGETABLES								
Green leafy vegetables	-	22	46	32	25	45	30	-
Roots & tubers	36	54	10	-	10	29	61	-
Other vegetables	12	38	50	-	78	22	-	-
MILK & MILK PRODUCTS								
Curd/butter milk	32	68	-	-	58	42	-	-
Milk	58	42	-	-	98	2	-	-
Butter/ghee	47	53	-	-	21	29	50	-
Ice-creams	38	21	22	19	-	-	-	49
FLESHY FOODS								
Egg	12	30	52	6	47	26	27	-
Mutton	-	58	42	-	-	19	21	60
Chicken	-	69	31	-	-	35	17	45
Fish	-	15	39	54	-	72	28	-
Others	-	-	-	-	-	-	-	-
FATS & OILS								
Gingelly oil	25	30	-	-	15	27	-	-
Coconut oil	21	36	43	-	-	-	-	38
Groundnut oil	-	-	-	-	10	28	15	-
Refined oil	96	4	-	-	49	28	23	-
Vanaspati	-	40	-	-	-	-	-	-
Dalda	81	-	-	19	-	-	-	-
Palm oil	28	59	-	-	-	-	-	-
Sunflower oil	92	8	-	-	38	41	-	-
Butter	32	48	20	-	-	15	38	15
Ghee	57	43	-	-	-	28	42	23
FRUITS								
Apple	10	20	-	70	25	34	41	-
Orange	-	-	-	80	5	29	-	-
Pineapple	-	-	-	92	-	-	49	-
Sapota	-	-	-	89	-	-	38	-
Pomegranate	-	-	-	79	-	-	43	57
Banana	39	57	4	-	87	13	-	-
Guava	-	8	19	73	-	52	38	-
PROCESSED FOODS								
Pickles	78	12	6	4	-	20	-	48
Jams	-	-	-	79	-	-	-	28
Papads	81	19	-	-	10	28	18	41
Other ready mixes	-	54	28	18	-	-	-	27

From Table IV, shows that before nutrition education 100 percentage of the respondents consumes rice daily. 68 and 32 percentage of the respondents consumes wheat weekly and monthly. 17, 21 and 62 percentage of the respondents consumes wheat weekly, monthly and occasionally and no consumption of other variety of cereal and its products.

According to the pulse variety 25, 48 and 27 percentage of the respondents consumes red gram dhal daily, weekly and monthly. 68 and 32 percentage of the respondents consumes black gram dhal daily and weekly. 70 and 30 percentage of the respondents consumes green gram dhal daily and weekly. 5, 40 and 55 percentage of the respondents consumes bengal gram dhal daily, weekly and monthly. About only 2 percentage of the respondents consumes horse gram dhal weekly.

According to the vegetable consumptions 22, 46 and 32 percentage of the respondents consumes green leafy vegetables in weekly, monthly and occasionally. 36, 54 and 10 percentage of the respondents consumes roots and tubers daily, weekly and monthly. 12, 38 and 50 percentage of the respondents consumes other vegetables daily, weekly and monthly.

According to the milk and milk products consumptions 32 and 68 percentage of the respondents consumes curd or buttermilk daily and weekly manner, about 58 and 42 percentage of the respondents consumes milk daily and weekly manner. About 47 and 53 percentage of the respondents consume butter/ ghee daily and weekly manner. 38, 22, 21 and 19 percentage of the respondents consumes ice-cream daily, weekly, monthly and occasionally.

According to the fleshy food consumptions 12, 30, 52 and 6 percentage of the respondents consumes egg daily, weekly, monthly and occasionally. About 58 and 42 percentage of the respondents consume mutton weekly and monthly manner. 69 and 31 percentage of the respondents consume chicken weekly and monthly manner. 15, 39 and 19 percentage of the respondents consumes fish weekly, monthly and occasionally.

According to fats and oil consumptions 25 and 30 percentage of the respondents was used gingelly oil daily and weekly for cooking. 21, 36 and 43 percentage of the respondents consumes coconut oil daily, weekly and monthly. 96 and 4 percentage of the respondents was used refined oil daily and weekly for cooking. Similar trend was observed by Grimm et al (2010). About 40 percentage of the respondents was used vanaspati monthly for cooking. 81 and 19 percentage of the respondents was used dalda daily and occasionally for cooking purpose. 28 and 59 percentage of the respondents was used palm oil daily and occasionally for cooking purpose. 92 and 8 percentage of the respondents was used sunflower oil daily and occasionally for cooking purpose. 32, 48 and 20 percentage of the respondents consumes butter daily, weekly and monthly. 57 and 43 percentage of the respondents was used palm oil daily and weekly.

According to fruits consumptions 10, 20 and 70 percentage of the respondents consumes apple daily, weekly and occasionally, other fruits such as orange, pineapple, Sapota and pomegranate about 80, 92, 89 and 79 percentage of the respondents consumes only occasionally. 39, 57 and 4 percentage of the respondents consumes banana daily, weekly and monthly. 8, 19 and 73 percentage of the respondents consumes guava weekly, monthly and occasionally.

According to processed foods consumptions about 78, 12, 6 and 4 percentage of the respondents consumes pickle varieties daily, weekly, monthly and occasionally. About 79 percentage of the respondents consumes jam occasionally. About 81 and 19 percentage of the respondents consumes papad daily and weekly and about 54, 28 and 18 percentage of the respondents consumes weekly, monthly and occasionally.

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INTERNET RESOURCES

- ❖ <http://www.sourashtra.com/>

SECTORAL CONFLICT IN INDIAN TEXTILE INDUSTRY

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ABSTRACT

While handloom production as a sector does not find mention in the WTO textile negotiations and agreements, there is a suggestion to include it in NAMA negotiations primarily to use it as tool to improve market access, but also to enable better deal for the handloom sector. Lot more thinking and work needs to be done on this. In this regard, one needs to look at some of the issues related to national treatment of handloom sector. Because of the diversity of Indian textile sector, there are the usual sectoral conflicts. The conflict is mainly about increasing the market shares and maximizing the margins. However, in the post-ATC scenario, these sectoral conflicts are also changing their characteristics and colour. Not surprisingly, in the era of minimal-liberal state, the role of the state in this conflict is increasingly getting biased, depending on the politics of lobbying. This paper discusses some aspects related to these sectoral conflicts, and how they have negative impact on handloom sector, obviously due to biased public policies.

Keywords: Weaving, Powerloom, conflict, reservation, rationalization.

OBJECTIVE

The main objective of this paper is to analyze and evaluate the sectoral conflicts between Textile and Handloom sectors and to analyze the Government policy towards handloom industry in India.

NEED FOR THE STUDY

Present handloom industry is facing multiple problems in various dimensions of competition from textile and power loom sectors. Lack of efficient management, unfavorable climate conditions and their poverty and under employment also has enhanced the problems of handloom industry. So far as the researcher's knowledge is concerned no organized study has been made in evaluating the problems of handloom industry. In addition the researcher hails from Prakasam district, Andhra Pradesh itself and therefore is familiar with men and matters pertaining to the industry. Owing to several constraints, the study area is confined to sectoral conflicts and problems of handloom industry only.

DATABASE

The following methodology is adopted to achieve the above objective. Both primary and secondary data sources of information are used to carry out the present study. The Primary data are collected by interacting with the member Weavers of various Primary Handloom Cooperative Societies. Proper care was taken to explain the various problems of the cooperative societies all the aspects in the schedule to elicit truthful and unexaggerated feedback from them. A questionnaire was prepared and administered to the handloom weavers and the Directors to ascertain their perceptions.

The secondary data were collected from 2005-06 to 2012-13. The relevant data are collected from the offices of the Minister of Handlooms and Textiles Government of India Director of Handlooms and Textiles Hyderabad, Assistant Director of Handlooms and Textiles Guntur, Ongole and Nellore. Supporting data are collected from published and unpublished sources like Reports, Books, Journals, Periodicals and Minutes of the meetings. The papers and other relevant publications are referred in various libraries like Acharya Nagarjuna University Guntur, Sri Venkateswara University, Tirupathi, Andhra University Visakapatnam, Indian Institute of Handloom Technology, Venkatagiri, and CHIP (NGO) Chirala, were also utilized.

INTRODUCTION

Indian textile sector is diverse and varied in terms of scale, size, technology, production methods, origin, etc. According to a World Bank Report: "The structure of the textile industry in India is both complex and uniquely. During the last decade, the industry displayed rapid growth in output and exports." Given the complexities involved in the textile sector and preponderant role of the government and its policies, there have been conflicts across different segments of the sector. There is a widely held, unsubstantiated belief that handloom sector has the political support, over and above every other sector. Other sectors have been complaining about such policies claiming that they are restricting their growth.

In reality, it is true that handloom sector was given special treatment owing to the huge socio-economic externalities till 1985. But there has been a gradual change in this scenario from 1985 onwards. From then on, one can discern the increasing political and bureaucratic support to modernize textile sector. At the same time,

interest groups from different sub-sectors such as powerlooms, man-made fibres, spinning mills have been calling for 'level playing field'. In response to different pressures from 2000 onwards, the situation has reversed. Gradually, handloom sector lost political and bureaucratic support since many see benefits in modernization and liberalization, subsequently government initiated deregulation and dereservation of various segments of the textile industry and 'rationalized' excise and customs duties. This was done at the cost of handloom sector. Surely, the unevenness in the playing field has shifted to modern sectors.

HANDLOOM CENSUS

Like all informal sectors in India, especially the rural non-formal sector, information and statistical base on handloom sector is unreliable improper and shady. Unfortunately most policies, assumptions, and opinions are based on this data. The first census of handloom weavers was conducted in 1987-88 covering 27 States and Union Territories. 'The objective of the census was to build a sound database for the handloom sector. It was then decided to repeat the exercise periodically in order to obtain updated information relating to the sector, with a view to serve two purposes (a) provide inputs for planning purposes and (b) serve to monitor and evaluate the effects the effects of various past and current policy measures related to the sector. 'The second Census was done by National Council for Applied Economic Research (NCAER) in 1995-96. These two initiatives need to be lauded, though there are lot of problems with the kind of exercise, process and the results. In policy circles, many untruths have been circulated deliberately to undermine the handloom sector. For example, information on low productivity, decline in number of looms, quantum of government support, number of weavers covered by the cooperative societies, number of identity cards issued, etc. A corrupt system that has developed on the government schemes has also contributed to the falsification of figures. Various Committees on handloom sector have perpetuated this in the name of expertise, but without any reference to any reliable database or information sources.

In the process, interests of handloom weavers, especially the women get harmed. Most government schemes do not acknowledge the role and work of women in handloom sector. In Andhra Pradesh, one can be sure there would not be a single woman on the beneficiary list of the government. All the identity cards are on the name of men, and all the schemes are implemented only through identification cards, issued only to the members of cooperative society. Thus, more than 80 percent of the handloom weavers (because they are women?) do not have access to government schemes. Experience shows that they never had. But the Satyam Committee was bold enough to declare that handloom sector in India survives on the 'crutches of government support' without information and data. This is a very insulting remark on a creative and largely self reliant community. Some of these fissiparous assumptions floated about handloom sector are better answered by these Census'. However, there is a need to update this database with a fresh Census. Proper procedures need to be followed in collecting the information. It is all the more imperative to undertake an appropriate census exercise, given the changes in the post-ATC scenario, and the sectoral conflicts within the textile industry in India.

PRESENT SCENARIO

In 2005, already, these neo-liberal sectors have already started feeling the heat of price pressure. The imminent prospect of reduction in import custom duties and tariffs is being opposed by these sectors, though they continue to carry the slogan of 'growth through liberalization'. This is not strange -just that the history is repeated. Indian corporates have been and continue to be dependent on the 'crutches of government support. As a corollary to competition, knitwear, garment and hosiery sectors have started importing fabric for their sectors, leaving their erstwhile suppliers high and dry. Mill and power-loom sector are worried about this shift. Textile machinery sector is troubled because with lowering of tariffs, imports of second-hand machinery have affected their business. Further, on the strength of the so-called 'rationalization' sops, the segment of man-made fibres (MMF) has strengthened itself. Presently, with mounting price pressure and related responses, lobbying for 'biased' policies have increased. The tilt towards MMF is also being questioned. Leaders of textile sector who championed liberalization and rationalization currently find themselves asking for firm-level favorable policies and sectoral policy tilt. However, neither these leaders nor the government seem to recognize the strengths of diversity and the difference between 'fragmented' policies and policies that enable competition.

Table 1.1 exhibits the sector-wise profile of the cotton textile industry of India during 2012-13. It is evident from the table that about Rs. 2,500 crores has been invested in the cotton textile industry in India by the end of 2012-13. The handloom sector with Rs. 400 crores investment and twenty million workers produced 4,040 million metres of cloth¹³. The powerloom sector with the amount of capital 200 crores of rupees and employment of five million workers produced 2,638 million metres of cloth, while the mill sector with a huge amount of capital investment or Rs. 1,900 crores could create employment to only ten million people and produced 6,223 million metres of cloth. On the basis of the above figures, if we work out the average capital

investment per worker and the average capital per unit or output, in the case of handloom sector they come to Rs. 200 (millions) and Rs. 0.99 respectively.

Table 1.2 shows the State-wise distribution of handlooms in India during 2012-13. As it can be seen from the table, Tamilnadu ranks first followed by Andhra Pradesh, Uttar Pradesh, West Bengal and Assam in the order on having the maximum number of looms. These five states account for 60 percent of the total handlooms, at present in the country. Though the handloom industry has witnessed technological breakthrough of late, it is still much less compared to the progress made by the powerlooms. It is needless to say that the mill sector of the textile industry was well developed in all respects and sophisticated technology is being used in the production process.

Table 1.3 clearly shows the sector-wise cloth production in the country during 2001-2002 to 2012-13. The total cloth production has increased from 5,105 million metres to 39,202 million metres representing an increase of around 13 percent during the above period. It is interesting to note that the contribution of decentralized sector to the total production was extremely noteworthy. As it is evident, in 2001-2002 the decentralized sector contributed only 27 percent to the total cloth production, where as the contribution of mill sector has gone up to 73 percent. But in the year of 2012-13 the contribution of decentralized sector was increased upto 95 percent where as the contribution of mill sector was 5 percent. A further insight the table clearly reveals that the share of the handlooms in the decentralized sector is overwhelming and its share in the total cloth production is almost 95 percent. From this, it can be inferred that this is depending to a large extent on handloom industry for its cloth requirements.

Thus, it is clear from the above analysis that the handloom industry is the most labour intensive and capital saving in the cotton textile industry in India. Hence, one can say that in Indian economy which is characterized by the abundance of labour and paucity of funds, there is an imperative need to protect and develop the handloom industry. The Indian Government has recognized the importance of the handloom industry and has taken several steps to strengthen it. While formulating textile policies, from time to time, the Government of India gave utmost priority to the handloom sector. Recognizing the importance of the handloom industry in the village economy, the former Prime Minister Smt. Indira Gandhi made the handloom industry as an integral part of her 20-Point Economic Programme.

Table I.1: Sector-wise Profile of Cotton Textile Industry of India in 2012-13

Name of the Sector	Investment (Rs. In millions)	Employment (in millions)	Output (in million metres)	Average capital per worker Rs.	Average Capital per unit of output Rs.
Handloom	400	20	4,040	200	0.99
Power loom	200	5	2,638	400	0.75
Mill	1,900	10	6,223	1900	3.05
Total	2,500	30	12,901	2500	4.79

Source: Centre for Handloom Information and Policy Advocacy- 2014.

Table I.2: State-wise Distribution of Handlooms during 2012-13

State Union Territory	No. of looms	Percentage to the Total
Andhra Pradesh	529,000	17.52
Assam	200,000	6.62
Bihar	100,000	3.31
Gujarat	20,000	0.66
Haryana	41,000	1.36
Himachal Pradesh	1,000	Neg.
Jammu & Kashmir	37,000	1.23
Karnataka	103,000	3.41
Kerala	95,000	3.15
Madhya Pradesh	33,000	1.09

Maharashtra	80,000	2.65
Manipur	100,000	3.31
Meghalaya	5,000	0.17
Nagaland	20,000	0.66
Orissa	105,000	3.48
Punjab	21,000	0.70
Rajasthan	144,000	4.77
Sikkim	NA	-
Tamilnadu	556,000	18.41
Tripura	100,000	3.31
Uttar Pradesh	509,000	16.85
West Bengal	212,000	7.02
Andaman-Nicobar Islands	NA	-
Arunachal Pradesh	NA	-
Chandigarh	NA	-
Dadar & Nagar Haveli	NA	-
Delhi	5,000	0.17
Goa, Daman & Diu	NA	-
Mizoram	NA	-
Lakshadweep	NA	-
Pondicherry	4,000	0.13
Total	3020,000	100.00

Source: Report of Directorate of Handlooms and Textiles Andhra Pradesh, 2014.

Table I.3: Sector wise production of cotton textile Industry 2001 -2002 to 2012-13

Year	Mill	Handloom	Power loom	Hosiery	Khadi, Wool & skill	Total
2001-02	3727(73.0)	742(14.5)	636*(12.5)	-	-	5105(100)
2002-03	5127(69.3)	1900(25.7)	375(5.0)	-	-	7402(100)
2003-04	4699(55.0)	2201(25.7)	1646(19.3)	-	-	8546(100)
2004-05	4533(36.4)	3109(25.0)	4802(38.6)	-	-	12444(100)
2005-06	3178(17.7)	4370(24.3)	10429(58.0)	-	-	17977(100)
2006-07	2902(14.2)	3993(19.6)	13123(64.4)	-	367(2.8)	20385(100)
2007-08	2589(11.0)	4295(18.4)	13348(57.2)	2696(11.6)	402(1.8)	23330(100)
2008-09	2000(7.9)	5219(20.5)	14644(57.5)	3182(12.5)	430(1.6)	25475(100)
2009-10	2271(7.9)	6180(21.6)	15976(56.0)	3748(13.0)	431(1.5)	28606(100)
2010-11	1957(5.6)	7456(21.4)	19532(55.5)	5533(16.0)	540(1.5)	34838(100)
2011-12	1785(4.9)	6792(18.8)	20689(57.3)	6277(17.4)	559(1.6)	36102(100)
2012-13	1714(4.4)	7352(18.75)	23187(59.1)	6374(16.25)	575(1.5)	39202(100)

Source: A report of Minister of Handlooms and Textiles 2014.

POLICY OF RESERVATION

Today, many handloom products are being copied by power-loom products and are being sold as handloom products through the open market, apex handloom societies and handloom fairs. Governments have been reluctant to take any action, many regulations were imposed on both mills and power-looms to protect the handlooms from their unequal competition. The most important among these was the reservation of products for the exclusive production of handlooms. However, the reservation introduced for 8 items in 1950 was not very effective. Out of these 8, 5 items were reserved for both handlooms and small power-loom units. And studies point out that by 1974, almost 90% of the power-loom units fell into the category of 'small' with less than 5 looms and the reservation actually benefited these power-loom units than handlooms.

To correct this, the Handloom Reservation Act of 1985, reserving 22 items for the exclusive production of handlooms was introduced. However, it could not be implemented till 1993 due to the legal dispute posed by the mill and power-loom lobby in the Supreme Court. To overcome this, Abid Hussain Committee recommended the inclusion of the Act under the Ninth Schedule of Constitution but this was never considered (GOI: 1990). The Mira Seth Committee recommended the reduction of the number of items reserved from 22 to 11. Thus, despite the demands of weavers the Reservation Act has never been implemented efficiently and effectively. In addition to this, the approach paper to Tenth Plan [Approach Paper to Tenth Plan (2002-7): pi9], suggests that reservation is uneconomical in the wake of liberalization and hence has to be phased out eventually.

Articles reserved include: Saree, Dhoti, Towel, Gamcha & Angavastram, Lungi, Khes, Bedsheet, Bedcover, Counterpane, Furnishing, (including tapestry, upholstery) , Jamakkalam Durry or Durret, Dress Material, Barrack Blankets, Kambal or Kamblies, Shawl, Loi, Muffler, Pankhi etc., Woollen Tweed, Chaddar, Mekhala/Phanek.

PERFORMANCE OF HANDLOOM RESERVATION ACT

Handloom Reservation Act enforcement is lax, and the Advisory Committee constituted to enforce by the Ministry Textiles has been busy developing arguments on why it cannot be implemented. It met only twice in the last three years. The constitution of the Committee itself is improper with the domination of bureaucracy and political appointments. Though there are guidelines for enforcement but implementation falls far short of them. The key guideline for setting up enforcement machinery is the number of power-looms in the area - there has to be a minimum of 5,000 power-looms. Probably, anything below is unviable for enforcement. It is not the numbers which upset the market scenario adversely but the extent of product and the nature of harm that they do. Given the latest power-loom technologies, power-looms less than this number are enough to overshadow the production of more than 1,00,000 handlooms.

However, it would be interesting to see what has been done with these meager funds. There are statistics about the number of cases booked, but so far none have gone for conviction. Recently, there was agitation by the handloom weavers on this issue in Anantapur district of Andhra Pradesh. Yet the enforcement was not done because the power-loom owners belonging to the major political parties are powerful. Though their roots are in the handloom weavers' community, and their growth was on the basis of representing handloom interests, their economic interests presently are different.

Table: 1.4: Implementation of the Handlooms Reservation Act (Rs in crores)

S.NO.	Name of the State	Amount Released during X th Plan			
		2008-09	2009-10	2010-11	2011-12
1	Andhra Pradesh	17.93	0.00	0.00	–
2	Bihar	0.00	0.00	0.00	–
3	Gujarat	18.66	39.25	19.20	34.18
4	Haryana	6.05	7.68	5.60	–
5	Kerala	0.00	0.00	0.00	–
6	Madhya Pradesh	6.88	5.99	7.19	–
7	Rajasthan	8.73	10.11	23.41	4.19
8	Tamilnadu	61.75	38.08	64.60	41.16
9	West Bengal	0.00	18.89	0.00	19.66
Total		120.00	120.00	120.00	99.19

Source: Ministry of Textiles, Govt. of India

COSTS OF PROTECTION AND ENFORCEMENT FOR THE INDUSTRY AND THE GOVERNMENT

Protection of handloom products as a geographical indication, or Trade mark, is now the responsibility of the Textile Committee as a statutory body of the Government of India. However, one needs to know if the Textiles Committee, or the government, is ready to spend to required exorbitant and phenomenal resources for worldwide protection and enforcement of Handloom Mark. Given the decline in policy interest in handloom sector, and the negative approach of Textiles Committee to handloom sector, this is unlikely to be done.

Textile Committee would consider this a significant drain on their budget. With other public policy objectives, government is unlikely to provide or commit more financial resources. Nevertheless, the government has recognized the importance of protection. One can only hope that, despite the costs, it would strive to ensure that, despite the costs, it would strive to ensure that handloom products are protected for the benefit of the producers and consumers. One also has to examine how Handloom Mark enforcement benefits average handloom weaver. In fact, because of the bureaucratic procedures, a genuine handloom weaver, with no resources to reach a Textile Committee office, would find this a tedious and cost consuming process. There would be scope for the growth of intermediary structures, individuals and costs. There is the danger of Handloom Mark becoming a licensing process, adversely affecting the average handloom weaver, which it is supposed to protect. The transition costs for the genuine weaver, investors, cooperative societies, master weavers, wholesale dealers and the government would have to be included in the costs of the handloom products.

Consumers might pay these costs, if they are interested in handloom products and they have trust in the handloom Mark certification process. Enormous resources, transparent processes and efficient mechanisms have to be deployed to win this trust. Equally, resources have to be invested on creating awareness among the consumers about handloom mark. The whole process, of developing awareness, trust and efficient mechanism, would require sustained commitment and deployment of resources. There is a huge mistrust in the handloom sector about the genuineness of the government to protect handloom products. The whole exercise of handloom mark scheme is seen as an effort to develop an alternative and scrap handloom reservation? If yes, then the fate of handloom mark is already decided to doom, through the appropriate vehicle of Textile Committee, which puts its heart in the promotion of power loom sector.

MANUFACTURING COMPETITIVENESS

Manufacturing competitiveness does not increase merely by providing infrastructure to private sector by investing public money. Competitiveness would increase by providing infrastructure at the basic rungs of production chain, which influence the production costs. In the case of textiles, provision of technological support for spinning at places where cotton is produced would enable reduction in yarn costs and thus improve the competitiveness. And, this is where planning is essential. The 11th Approach paper does not travel in this direction. Decentralized spinning technologies would help in the all-round development of all of segments of Indian textile sector, especially handloom sector.

Similarly, the significant cost in Indian textile manufacturing is power. Instead of investing huge amounts on power productions, the same investment if made in handloom sector would significantly improve our competitiveness. It is the approach which is important. The 11th Approach paper has failed to build such an approach of trading off the worst for the best. Further, appallingly, it does not see the link between deterioration of natural resources and the impact on the growth of infrastructure of such deterioration. Increasing investment of petroleum fuel-consumptive growth, roads, power projects, transport, etc., has only increased the costs of the economy. Alternative energy economy would help in increasing the competitiveness of Indian manufacturing.

In Indian textile sector, one need not even go for any fresh investment on a Greenfield project, but enable the growth of handloom sector, which amalgamates the best in the market (responding to consumer preferences) and best in production technologies (realistic and low cost). The 11th Plan AP, for its 'inclusive approach' to succeed, should automatically and forcefully promote handloom sector.

Table: 1.5 Handloom Budget Plan Analysis

Year	Total Textile Non-plan	Total Textile Plan	Handloom Non-plan	Handloom Plan
2001-02	100	250	250	750
2002-03	100	200	250	1000
2003-04	100	200	250	1000

2004-05	100	200	500	1250
2005-06	100	200	800	1600
2006-07	100	200	800	1700
2007-08	100	300	850	1750
2008-09	100	300	900	2000
2009-10	100	250	1200	3000
2010-11	200	250	1300	3100
2011-12	250	400	1225	3300
2012-13	250	400	500	1400

Source: Ministry of Textiles, Govt. of India

GOVERNMENT SUPPORT AND ANALYSIS

The overall budget for the textile sector has been consistently increasing over the years but the total budget for handlooms reduced over its previous year allocations in six out of the last thirteen years.

The budgetary allocations to the textile sector grew by over 350 percent from Rs.739.04 Crores in 1997-1998 to Rs.3,389 Crores in 2009-10. However, the share of handlooms registered an increase of only 61 percent over the same period, from Rs. 203.50 Crores to 328.07 Crores. Allocations for handlooms averaged less than 7% of the total textile budget over the last decade, but allocations Budget have increased 314% over the same period, keeping pace with the overall increase in the total textile budget. But, the increasing presence of handloom units in urban and semi-urban areas producing handloom products may mean that allocations are not reaching the intended target.

Non-Plan expenditure has been increasing faster than Plan expenditures, suggesting the lack of a long-term policy vision for the handloom sector. Part of the reason for this may be the lack of a logical fit of handloom within the textiles ministry. In the aftermath of economic reforms in India, there has been a policy shift in favour of organized sectors of the economy. Consequently, the budget allocations are also tilted in favour of the organized sector. Given the continued ability of the largely unorganized handloom sector to generate employment, the government's budget allocations to these sectors need to be proportionate to its actual employment figures and employment potential.

The handloom sector continues to be neglected in terms of budgetary allocations. Given that these sector directly employ 10 million people which is approximately 2% of India's workforce, the allocation to these sector have not matched their role in the Indian economy. While for handloom, its budgetary expenditure share declined from 0.04 percent to 0.03 percent of the national expenditure budget in the year 2009-10 compared to 2008-09. In terms of percentage share of the total textile budget, the combined budget allocations for handloom reduced to less than 18 percent in 2009-10 from 35.16 percent in 1997-98.

Table 1.6: Handloom Revised Budget vis-à-vis Textile Revised Budget (in Rs. Crores)

Year	Handloom Revised			Total Textile Revised			Handloom % of Total
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	
2000-01	96.39	78.4	174.8	250.00	842.26	1092.26	15.9
2001-02	80.72	58.1	138.8	240.88	766.62	1007.50	13.7
2002-03	78.25	46.9	125.2	260.45	817.27	1077.72	11.6
2003-04	85	45.7	130.7	408.30	818.82	1227.12	10.6
2004-05	95.77	30.7	126.4	610.00	816.33	1426.33	8.9
2005-06	112.1	100	212.4	660.00	947.00	1607.00	13.2
2006-07	111.3	84.1	195.4	675.00	900.00	1575.00	12.4
2007-08	109	90.7	199.6	750.00	855.82	1605.82	12.4
2008-09	177.6	68.5	246.1	1185.21	1106.82	2292.03	10.7
2010-11	186.5	45	231.4	1629.50	1364.11	2293.61	7.7
2011-12	239	68	307	2323.00	813.68	3136.68	9.7
2012-13	254.7	93	347.7	4092.32	1046.68	5139.00	6.7

Source: Compiled from Annual Union Budget of India, Ministry of Finance.

As evident in Table 1.6 the overall budget for the textile sector has been consistently increasing over the years but the total budget for handlooms reduced over its previous year allocations in six out of the last thirteen years. The budgetary allocations to the textile sector grew by over 350 percent from Rs.739.04 Crores to Rs.3,389 Crores during 2000-11 to 2012-13. However, the share of handlooms registered an increase of only 61 percent over the same period, from Rs.203.50 Crores to 328.07Crores.Even this small increase over the years in the handloom budget should not be attributed to any long- term growth plan. The biggest increase in the budgetary allocations from Rs. 152.83 Crores to 255.68 Crores (by 67.2%) was witnessed in the year 2006-07, which was also the year of the general elections in the country. Hence the reasons and the nature of allocations require more elaborate analysis.

The general budget is usually announced in the beginning of the fiscal year and the provisions in the general budget are revised towards the end of the fiscal year based on actual expenditures. For handlooms, in most years, the revised budget has reduced the allocations to handlooms, resulting in it being an even smaller portion of the total textile budget (see Table 1.7).

In fact, the Parliamentary Standing Committee on Labour (2004-05), in its sixth report presented to Lok Sabha on 25 April 2005, commented on the under- utilization of funds allocated for the handloom sector and noted that Plan allocations of the Textile Ministry meant for implementation of various schemes remain underutilized year after year. The Committee was also not happy with the trend of increasing Non-Plan expenditures of the Ministry.

CONCLUSION

Handloom sector's situation has become akin to the girl child in the Indian family. She is protected without her consent or knowledge, and declared as unfit to face the world (competition). Government did this with the handloom sector. Using this opportunity, power-loom promoters, mostly from communities dependent on handloom sector, forced 'incestuous' relationship on handlooms, which is now sought to be consolidated and legitimized. As mentioned earlier, the serious threat to handlooms come from power-loom rather than mills. It never served the purpose - the growth of power-loom sector, producing handloom products is an indication of this. Governments have been dragging their feet in implementing the Handloom Reservation Act, 1985, even after a positive Supreme Court judgment, for fear of upsetting the powerloom lobby. It is also necessary to establish proper linkages with the raw material base consisting of all fibres and intermediaries". Over 90 percent of our production is in the decentralized sector and there is a need to consolidate the production facilities both in weaving and processing.

Government has already announced the Handloom Mark scheme amidst much fanfare. It was launched amidst a context of threats of counterfeit handloom products in handloom markets. Given that handloom products have a high reputation, both the government and civil society have been involved at various levels in protecting this common heritage. However, while the current efforts of the government are essentially geared to authenticate handloom products. On the other hand, enforcement of Handloom Reservation Act is completely lax, despite hue and cry from the handloom sector. There is no proper allocation for the machinery to enforce. Funds allotted are under-utilized, unspent and diverted by most State governments. Enforcement of Handloom Mark as a Certification mark would be no exception to these or similar challenges.

Government should provide financial assistance to the handloom weavers to meet their needs. It should provide working capital to individual weaver and also enable marketing in order to improve the economic conditions of weavers. Government should induce and direct commercial banks and regional rural banks to supply adequate, cheap and timely credit to handloom weavers. Voluntary social service organizations can educate the poor weavers in spending their income in a rational manner in order to get maximum satisfaction and also to avoid over spending on unnecessary items. Consequently, the budget allocations are also tilted in favour of the organized sector. Given the continued ability of the largely unorganized handloom and handicraft sectors to generate employment, the government's budget allocations to these sectors need to be proportionate. Despite adverse policy and market conditions, the handloom sector continues to be a livelihood option for millions of weavers. The Government, therefore, should ensure a level playing field for this sector and support capacity building efforts toward encouraging the handloom industry in India.

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MEASURING SOCIAL SUSTAINABILITY OF MICRO FINANCE IN TRIBAL SUB PLAN REGION

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ABSTRACT

While many factors contribute to poverty, its most obvious manifestation is insufficient household income. Both the extent of income-generating opportunities and ability to respond to such opportunities are determined to a great degree by access to affordable financial services. Increasing the access of poor households to microfinance is therefore being actively pursued worldwide. Once almost exclusively the domain of donors and experimental projects, microfinance has evolved during the last decade with prospects for viability, offering a broader range of services and significant opportunities for expansion. To establish the essential tenants of both the profitability and outreach oriented MFI lending models and build a new hybrid microfinance model. This investigation aims at studying the flip side of microfinance focusing Social Sustainability to map the social sustainability of micro finance particularly in TRIBAL SUB PLAN Region.

INTRODUCTION

Development practitioners, policy makers, and multilateral and bilateral lenders, recognize that providing efficient microfinance services is important for a variety of reasons. Improved access to microfinance services can enable the poor to smoothout their consumption, manage their risks better, build their assets, develop their microenterprises, enhance their income-earning capacity, and enjoy an improved quality of life (Hose, R. 2016). Microfinance services have a significant positive impact on the depth (severity) of poverty and on specific socio-economic variables such as children's schooling, household nutrition status, and women's empowerment.

To realize the poverty reduction potential of microfinance, substantial continuing resources are required to provide institutional microfinance services to the potential clients who are currently outside formal finance in the Asian and Pacific region (Azaddin, N. T. 2016). Efficient institutional and market mechanisms are needed whereby funds can be sourced and allocated efficiently through appropriately designed and priced services to the poor for profitable investment in agriculture and micro-enterprises. Hence, there is a need to catalyse the growth in supply of sustainable microfinance services and strengthen the capacity of the potential clients to access the services (Hose, R. 2016).

Those in resource-poor and low-population density areas, the poorest of the poor, and ethnic minorities often tend to be excluded by financial institutions because of risk-return considerations, although the social returns to reaching these clients may be high (Hose, 2016; Junid, 2016). Therefore, it is important to support microfinance institutions and other financial institutions to expand the services to these categories through innovative programmes (Kuwahara, 2016; Yoshino and Morgan, 2016), the development of financial technology that contribute to breaking these barriers through pilot projects and other measures that aim at establishing linkages between formal financial institutions and informal service providers.

Given the pressure on margins (which has already reduced the collective return on assets of the sector to negligible, if still positive, levels) it is unclear for how long such high leverage ratios can be sustained. The increased coverage of clients made possible by the high growth rates of Indian MFIs is laudable. Even as it increases outreach, the industry continues to be amongst the most efficient in the world. But, high growth brings with it possible dangers of mission drift as many MFIs emphasise commercial behaviour and may not strategically balance this with their original social mission, or with social values expected in microfinance. As the discussion in this chapter and that on social rating shows, it is apparent that while MFIs have learnt much in terms of operational efficiency a substantial effort is required in the areas of clarifying social objectives, poverty targeting, product development and client orientation. The challenge for MFIs over the next few years is to achieve growth with equity as well as efficiency.

REVIEWS OF LITERATURE

Bhanot & Bapat (2014)¹ conceptualized the sustainability of microfinance institutions (MFIs) in a holistic manner. The idea is to create an index of sustainability for MFIs which includes financial and outreach aspects of sustainability. Further, it also discerns the factors which contribute to high (low) sustainability scores of MFIs. Data on Indian MFIs was collected from Microfinance Information Exchange database. Using the technique of order preference by similarity to ideal solution (TOPSIS), an Index of sustainability is built by aggregating multiple indicators (operational self-sufficiency ratio, the average loan balance per borrower and the number of active borrowers) to arrive at composite sustainability score of MFIs. Contributory factors of sustainability were identified using a multiple regression model. The sustainability score for MFIs ranges from

a maximum score of 0.80 to a minimum of 0.26. Gross loan portfolio, No. of borrower per staff member, portfolio at risk > 30 days and return on assets, are significant contributors to sustainability scores of Indian MFIs. The index of sustainability is a useful tool to rank the MFIs on a multi-dimensional construct of sustainability. The study also helps to unravel factors that significantly contribute to sustainability of Indian MFIs.

Chandra (2010)ⁱⁱ used a sample of more than 70 microfinance institutions in India, for examining the dynamic relationship between outreach to the poor and financial efficiency of microfinance institutions. They explore the patterns of profitability, loan repayment, and cost reduction. This paper also examines the empirical relationship between financial sustainability and wide outreach and its accompanying effect, the effect of outreach on financial self-sufficiency using abundant financial data for MFIs across India between 2003 and 2008. They provide detailed econometric and statistical analysis in this regard. Univariate and multivariate statistical methods have been applied in order to describe the correlates of profitability, focusing particularly on the roles of cost and interest charged on loans, and its relationship on outreach of MFIs. The results of the study addresses the following issues: Does raising interest rates exacerbate agency problems as detected by lower repayment rates and less profitability? Is there evidence of a trade-off between the depth of outreach to the poor and the financial pursuit of sustainability? What is the possibility of occurrence of mission drift? Based on the survey and analysis of high quality financial data of more than 70 microfinance institutions from across India reveals that financial sustainability largely depends on an institution's lending method. As far as trade-off between outreach to the poor and financial sufficiency is concerned, they find that larger loan sizes are associated with lower average costs for both individual-based lenders and solidarity group lenders. On the whole, our results suggest that institutional design and orientation matters importantly in considering trade-offs in microfinance. The results underscore the need to better understand how contracts function using high-quality financial data. The results of this study have high policy implications for socially-oriented microfinance institutions who strive for a wide outreach to the poor while maintaining financial efficiency for sustainability.

Saxena (2011)ⁱⁱⁱ proposes a new paradigm of sustainability developed through an extensive qualitative study of social entrepreneurship ventures from a purely management perspective. By studying the evolutionary progress of selected ventures across diverse segments of social arena, several dimensions of social entrepreneurship that have a positive impact on sustainability of socio economic eco system in the immediate region of operation of the venture, have been evaluated. The study aims at developing a new insight on sustainability achieved by ventures through social reorganization & inclusive entrepreneurship. The study evaluates the role of transformational leadership and the interaction and applicability of psychological, human and environmental forces in the sustainability equilibrium. The study then highlights the factors that have a strong impact on the scalability & replication of social ventures as it has been established that scalability is a prime mover towards an eco-system where social initiatives derive maximum sustainable advantage. The study identifies key drivers of success and also barriers of scalability. The study also compares community oriented development initiative with the much touted microfinance driven initiative.

Patrick (2005)^{iv} revealed that the potential contribution of finance to poverty reduction is often mistakenly perceived as lying mainly in the promotion of small-scale microfinance firms and sometimes in the enforcement of tight usury laws. But while mainstream financial depth is measurably associated (across countries) with lower poverty, for microfinance this is not yet so. The roles played by microfinance and mainstream finance in tackling poverty should be regarded as complementary and overlapping rather than as competing alternatives. The essential commonality between the two will become more evident as individual microfinance firms, or associations of firms, grow to the scale needed for sustainability. Policy design that recognizes the need for scale will pose no threat to the health of mainstream finance. Although that would rule out low interest rate ceilings, the goal of protecting the vulnerable from credit market abuses and prejudice should not be neglected in an effective package of policies favorable to the growth of both micro and mainstream finance.

Adesina-Uthman (2010)^v revealed that the Microfinance industry has been identified as a developmental tool in the 21st century World wide. This has called for serious attention from market operators including investors and borrowers both local and international, policy-makers and the academia. Research has shown that Microfinance Institutions (MFIs) in Asian countries are performing better than MFIs from Easter Europe, yet Malaysian Microfinance institutions are not big participants in this respect. This paper in the light of the above, examines the sustainability of MFIs in Malaysia. Analysing the current trends and empirical researches on sustainable financing to the Microfinance industry, it discusses especially, the Morgan Stanley arranged transaction for MFIs, a way of integrating MFIs into the mainstream capital market. Then it examines the source of financing in Malaysian MFIs using secondary data documentation from journals and articles. It was observed that

Malaysian MFIs are not self sufficient. They depend heavily on government grants, donors, local financing and savings from members. It concludes with recommendations for the policy-makers and players in this industry in Malaysia that could assist them in positioning the country as an international Hub for Microfinance Industry.

Asma Akter (2009)^{vi} explained that internal integration among the branch is not well developed. To develop better networking system, TMSS need to be ensuring technology based working environment for its employees and for partners. Lack of internal integration into the branches of TMSS failed to take the initiative of any changes whenever any crisis occurred into the organization. From the study some factors were identified regarding further development of the TMSS. These are lack of central database, sectoral disbursement without technical experts, lack of intention to serve in the apparently inaccessibly location, should concentrate on other income generating activities (IGA) to sustain and improve their financial condition through revenue portfolio, careful examinations and research studies are required to find out the ways to prevent the misuse of credits by the borrowers, careful about multiple borrowing members who have the possibility of defaulting the loan, careful loan disbursement through portfolio. In Bangladesh, microfinance industry disbursed around 700 billion taka with the outstanding of 175 billion taka among 30 35 million borrowers and 35 million members approximately. Diversification of the program must be cost efficient for TMSS. If expenses increase than income then TMSS will face the question of sustainability.

Hannam & Cheng (2012)^{vii} in their paper on financing sustainable micro-lending in London, discussed a capital-raising deal for London-based micro-lender demonstrates how it is possible to make unsecured loans to financially excluded individuals in London.

Sene, & Ayayi (2011)^{viii} surveyed recent research on micro-finance and suggests directions for future research. New empirical evidence has emerged, and new theoretical models have resolved some issues. The paper selectively examines recent findings, particularly theoretical and empirical works that deal with the financial and social goals that micro-credit must fulfill to provide long-term sustainable poverty reduction. Finally, some issues for which new research is needed are identified.

Hulme (1999)^{ix} describe that Micro financing in alleviating poverty, the South Asian countries have been actively pursuing the policy of setting up formal network of microfinance institutions. These institutions include NGOs and government sponsored programs. Some leading MFIs, e.g. Grameen Bank, have created financial modes that serve increasing number of poor. They also lead to repayment rates positively comparable with the performance of many commercial banks. These approaches have helped many MFIs in achieving a reasonable level of sustainability, and have even produced profits without government subsidies and support from donor.

Jagadees (2006)^x explained that microfinance has assumed immense importance throughout the world in view of its efficacy in credit dispensation, loan repayment and reduction of poverty. The experience world over has proved that hassle free and repetitive dose of credit is the basic need of the poor which has become the hallmark of microfinance. Several countries like Bangladesh, Indonesia, Philippines, Kenya and Bolivia have implemented microfinance programmes with encouraging results. In the Indian context, the microfinance sector has witnessed an unprecedented growth in the last few years, and has firmly established itself as significant potential contributor in the government's agenda of "Financial Inclusion". Financial services for the poor have proved to be a powerful instrument for poverty reduction that enables the poor to build assets, increase incomes, and reduce their vulnerability to economic stress. Microfinance aims at providing broad range of financial services such as deposits, Loans, payment services, money transfers, insurance to poor and low-income households and their micro enterprises.

Noël & Ayayi (2007)^{xi} provided a selective survey and synthesis of recent debates in financial economics concerning micro-finance institutions sustainability. Secondly, it put them into perspective, suggesting conciliation of these two conceptions and showing they are two steps of the development of micro-finance. Poverty alleviation among financially and socially excluded can only be achieved by focusing on links between these two conceptions.

Saji Saraswathy, (2007)^{xii} conducted a study with primary data collection in two districts of Kerala. Self-help groups in these districts were contacted for details of their savings and credit distribution. Credit distribution was analysed for its purpose. In addition, members of the chosen self-help groups were interviewed to know about their experience with the micro-finance, credit seeking pattern, health seeking behaviour and per capita health care expenditure. As far as the economic profile of the study subjects are concerned, nearly 50% are without any personal income or with a very low personal annual income. The success of the SHGs in enhancing income appeared to be highly significant. Nearly 30% accepted the enhancement between 26%-50%. In the category of currently held up loans (2005- 2006) the number as well as the quantum of loans for health was

significant (9%) in proportion to the loans for other purposes like employment, house, debt etc. During the period 2003-04, out of the 2338 loans, 11% were for health care purpose. For the same period, while the share of health in the number of loans was fairly good at 11%, its share in the total amount disbursed was pretty low at 5.6%. The average per capita health expenditure seemed to be relatively high at Rs 25,000. A vast majority (77%) of SHG members mixed both government and non-government facilities for seeking health care whereas 23% relied only on government facilities. Microfinance is found out to be significantly contributing to the access to health care. However to ensure more viability and sustainability of the mechanism, an inter-sectoral coordination with the government for support and forming a welfare fund at the SHG level to meet the requirements of ambulatory health care services are suggestible.

Adhikary (2012)^{xiii} examined the relationship between financial sustainability and client outreach in microfinance institutions. Financial ratios are used to proxy financial performance. Outreach is captured in two dimensions, depth or how poor the clients are and breadth or how many people the program is reaching. This relationship is illustrated by a sample of south Asian microfinance institutions during the period 2003-2009. Using panel data, they show the evidence that breadth of outreach specified as total number of borrowers, does not have a significant impact on financial performance but depth of outreach measured as destitute women borrowers enhances profitability, efficiency and reduces portfolio delinquency risks, while controlling for other microfinance institutions and country specific characteristics. The results reveal that this relationship is stronger for regulated institutions, non bank financial institutions and non-governmental organizations. The obtained results are confirmed by the series of robustness tests.

Klingelhöfer et.al, (2012)^{xiv} revealed that the majority of South Africa's rural population lives below the minimum living standard; basic amenities are lacking with low financial aid. This study, therefore, explores the nature of microfinance and micro enterprises in South Africa, the challenges, and sustainability. Choosing Ga-Rankuwa, a township near to Pretoria, the impact of microfinance on local business women is examined. Even at this interface between first and third world, micro business women face typical third world problems and microfinance service is still in a developing stage, while, in most cases, finance is the major problem for micro business. However, a survey shows that especially in such a situation, there is both the market potential and the infrastructure which allow for a successful implementation of microfinance, but the interface between first and third world demands for governmental help and community service as initial sparks. Once established, this interface situation promises good chances for microfinance sustainability.

Mittal, Gupta & Jain, (2009)^{xv} revealed that the Quantitative methods known as scoring models have been traditionally developed for credit granting decisions using statistical procedures. The purpose of this paper is to develop a non-parametric credit scoring model for micro enterprises that are not maintaining balance sheets, and without having a track record of performance and other credit-worthy parameters. Multilayer perceptron procedure is used to evaluate credit reliability in three classes of risk, i.e. bad risk credit, foreclosed risk credit and good risk credit. The development of a neural network model for micro enterprises facilitates bankers and financial institutions in credit granting decisions in an automatic manner in the Indian context.

Hadisumarto & Ismail. (2010)^{xvi} suggested a way to improve the effectiveness of Islamic micro-financing in Indonesia. The approach taken to measure and evaluate the effectiveness of micro-financing is to point out the change of micro-enterprises' business performance and then develop a concept based on the research findings and literature review. The implementation of Islamic micro-financing, which was preceded by selection process of micro-enterprises and also accompanied by business control, incentive system, and construct good relationship, is effective in developing micro-enterprises and improving the household income. However, an integrated program as an effort to improve the effectiveness of Islamic micro-financing is still necessary

RESEARCH METHODOLOGY

The research methodology accounts for this research work includes the following points:

Data Source: The data for the current research paper was collected by using questionnaire to obtain responses from the beneficiaries of micro finance in tribal sub plan region.

Type of sample: The sample includes 212 beneficiaries of micro finance in TRIBAL SUB PLAN region in the geographical of Rajasthan state in India

Universe of study: The total numbers of beneficiaries lives in the Tribal sub plan region are included in the universe of the current study but due to various limitations sampling method was used.

Sample size: The present study uses convenience sampling method. The samples of the study would include managers of micro finance institutions operating in Tribal sub plan region and beneficiaries of micro finance in Tribal sub plan region. The sample size for the study would consist of 212 beneficiaries.

Data analysis Tools: The statistical tools & techniques used during the study include one sample t test and multiple regressions.

DATA ANALYSIS

First to measure that whether there is any benefits received by beneficiaries from scheme for tribal development under TSP the following hypothesis were developed:

H₀₍₂₎: Benefits received by beneficiaries from TSP scheme is having insignificant impact over the social development of the respondents in TSP area.

To test the above hypothesis the one sample t test were being used with average satisfaction of 1.5 and above as test value, with SPSS-19 software. The results were provided in table 1 as under:

Table-1: One-Sample test						
A-Statistics						
	N	Mean	Std. Deviation	Std. Error Mean		
Soc_Dev_1	212	1.5142	.50098	.03441		
Soc_Dev_2	212	1.5142	.50098	.03441		
Soc_Dev_3	212	1.5236	.50063	.03438		
Soc_Dev_4	212	1.5142	.50098	.03441		
Soc_Dev_5	212	1.5142	.50098	.03441		
Soc_Dev_6	212	1.5236	.50063	.03438		
Soc_Dev_7	212	1.5047	.50116	.03442		
Soc_Dev_8	212	1.5047	.50116	.03442		
Soc_Dev_9	212	1.5802	.49470	.03398		
Soc_Dev_10	212	1.4575	.49937	.03430		
B-One-Sample Test						
Test Value = 1.5						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Soc_Dev_1	.411	211	.681	.01415	-.0537	.0820
Soc_Dev_2	.411	211	.681	.01415	-.0537	.0820
Soc_Dev_3	.686	211	.494	.02358	-.0442	.0914
Soc_Dev_4	.411	211	.681	.01415	-.0537	.0820
Soc_Dev_5	.411	211	.681	.01415	-.0537	.0820
Soc_Dev_6	.686	211	.494	.02358	-.0442	.0914
Soc_Dev_7	.137	211	.891	.00472	-.0631	.0726
Soc_Dev_8	.137	211	.891	.00472	-.0631	.0726
Soc_Dev_9	2.360	211	.019	.08019	.0132	.1472
Soc_Dev_10	-1.238	211	.217	-.04245	-.1101	.0252

The output of the ‘one sample t test’ in the table-5.22 reveals that significant gap exists between the hypothesized test value with the calculated sample statistics for only one variable Soc_Dev_9 (t =2.360 at p= 0.019<0.05) at 5% level of significance. Hence it reveals that the Benefits received by beneficiaries from TSP scheme is having significant impact over the social development of the respondents in TSP area.

Descriptive Statistics			
	Mean	Std. Deviation	N
MF_Effective	3.8113	1.01751	212
Social_Sus_1	2.0849	1.05415	212
Social_Sus_2	1.9481	.82160	212
Social_Sus_3	2.6226	1.21564	212
Social_Sus_4	2.4953	1.34022	212
Social_Sus_5	2.2075	1.12040	212
Social_Sus_6	2.0896	.96698	212
Social_Sus_7	3.3208	1.10189	212
Social_Sus_8	1.9009	.73800	212
Social_Sus_9	3.9057	.94421	212
Social_Sus_10	3.8868	.85233	212

Social_Sus_11	3.2358	1.42458	212
Social_Sus_12	2.4481	1.32856	212
Social_Sus_13	3.9387	.99811	212
Social_Sus_14	2.4811	1.39553	212
Social_Sus_15	4.1698	.96352	212
Social_Sus_16	4.0000	.84875	212
Social_Sus_17	3.7783	1.04537	212
Social_Sus_18	3.3962	1.17783	212

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
6	.859 ^f	.737	.730	.52907	.008	6.415	1	205	.012

a. f. Predictors: (Constant), Social_Sus_9, Social_Sus_1, Social_Sus_2, Social_Sus_15, Social_Sus_16, Social_Sus_12

ANOVA ^g						
Model		Sum of Squares	df	Mean Square	F	Sig.
6	Regression	161.071	6	26.845	95.905	.000 ^f
	Residual	57.382	205	.280		
	Total	218.453	211			

f. Predictors: (Constant), Social_Sus_9, Social_Sus_1, Social_Sus_2, Social_Sus_15, Social_Sus_16, Social_Sus_12
g. Dependent Variable: MF_Effective

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
6	(Constant)	.288	.295		.976	.330					
	Social_Sus_9	.992	.043	.920	22.825	.000	.835	.847	.817	.788	1.268
	Social_Sus_1	-.122	.041	-.126	-2.965	.003	.086	-.203	-.106	.706	1.416
	Social_Sus_2	.117	.049	.095	2.416	.017	.079	.166	.086	.831	1.203
	Social_Sus_15	.112	.040	.106	2.817	.005	-.049	.193	.101	.898	1.113
	Social_Sus_16	-.145	.048	-.121	-3.021	.003	-.044	-.206	-.108	.795	1.258
Social_Sus_12	-.086	.034	-.113	-2.533	.012	.245	-.174	-.091	.649	1.540	

a. Dependent Variable: MF_Effective

DISCUSSIONS AND CONCLUSION

The final Regression model with 6 independent variables (Social_Sus_9, Social_Sus_1, Social_Sus_2, Social_Sus_15, Social_Sus_16 and Social_Sus_12) explains almost 73% of the variance of sustainability of MFI's on social factors. Also, the standard errors of the estimate has been reduced to .52907, which means that at 95% level, the margin of errors for any predicted value of sustainability of MFI's can be calculated as ± 1.0369772 (1.96 X .52907). The six regression coefficients, plus the constraints are significant at 0.05 levels. The impact of multi colinerarity in the 6 variables is substantial. They all have the tolerance value less than 0.649, indicating that over 35.1% of the variance is accounted for by the other variables in the equation.

The ANOVA analysis provides the statistical test for overall model fit in terms of F Ratio. The total sum of squares (218.453) is the squared error that would accrue if the mean social sustainability has been used to predict the dependent variable. Using the values of Social_Sus_9, Social_Sus_1, Social_Sus_2, Social_Sus_15, Social_Sus_16 and Social_Sus_12 this errors can be reduced by 73.73% (161.071/218.453). This reduction is deemed statistically significant with the F ratio of 95.905 and significance at level of 0. .000^f. With the above analysis it can be conclude that six variables i.e., Social_Sus_9, Social_Sus_1, Social_Sus_2, Social_Sus_15, Social_Sus_16 and Social_Sus_12 explains the social factors for sustainability of MFI's and influence on effectiveness of MFIs.

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