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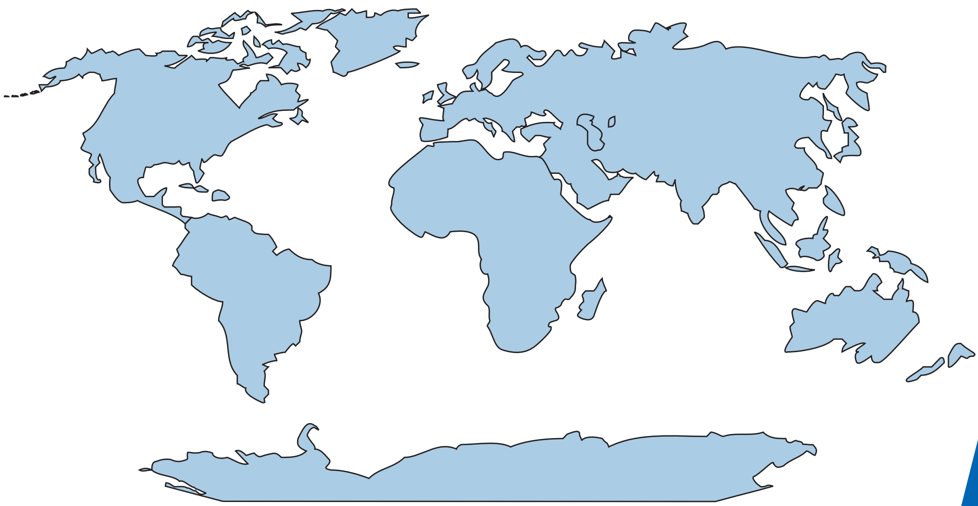

Volume 6, Issue 1 (III)
January - March 2018

National Conference

on

CHANGING PARADIGMS FOR ECONOMIC AND SUSTAINABLE DEVELOPMENT

Organised by

Indirapuram Institute of Higher Studies (IIHS)

Nyay Khand –I, Indirapuram

Ghaziabad (U.P.) – 201014

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February 17, 2018

In Association with

Indian Academicians and Researchers Association (IARA)

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Indirapuram Institute of Higher Studies Indirapuram

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ABOUT THE INSTITUTE

Indirapuram Institute of Higher Studies, a unit of Tapindu Educational Society, Indirapuram and Radiant Group of Institutions, is a premier institute in Delhi NCR. IIHS belongs to a pool of ten institutions which encompasses a wide network of educational institutes comprising of Residential and Non-Residential School, Degree colleges affiliated to the respective universitites and management boards in India.

Since its inception, IIHS has evolved into a great intellectual, cultural and educational movement earning a reputation for academic excellence in providing real time and quality education. IIHS NCR campus offers post graduate and under graduate management programmes, which are value driven and rigorous.The professionally oriented programmes offered by IIHS are designed to train the students to become well versed and accelerated in their fields of choice.

IIHS has an established reputation as providers of management and professional education in northern India, and having experience in training people to enter a range of professions ranging from accountancy, IT, operations, finance, marketing, human resources, services and continuing professional development, IIHS is one of the most appropriate choices for the young Indian student.

IIHS not only provides the latest facilities and techology required for a professional learning environment, with an employee base having a mix of highly skilled academic and industry professionals to complement the need for sound academic theory underpinned with practical relevance, IIHS offers rigrous academic and certified professional programmes that deliver the skills demanded by today’s employers. Continuously striving to monitor and improve all the courses being offered by IIHS, so as to take the learning to intellectually challenging platforms, the institute is a pace setter in management education and has evolved into a repository of rich accumulated experience. All the coursesrunning at IIHS have further strengthened the resolve to play significant role in the field of Business Management, Computer Sciences, Commerce and Journalism & Mass Communication.

ABOUT IARA

Indian Academicians and Researchers Association (IARA) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher.

ABOUT THE CONFERENCE

The 2030 agenda of UN for Sustainable Development has progressed significantly and is being talked about and discussed at every forum and round table conference. Sustainable Development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depend. The desired result is a state of society where living and conditions and resource use continue to meet human needs without undermining the integrity and stability of the natural systems.

The success of this process depends critically on strong and dynamic links to the national level, where actual progress is achieved and implementation challenges are addressed. To exchange national experiences and best practices in that regard, while on one side ministers and high-level government officials are preparing and presenting their national actions for the implementation, the bodies of academicians and researchers are churning their brains to suggest new methods for achieving this. The present conference aims at discussing such issues where a change in paradigms is required for Sustainable Development.

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PREFACE

Dear Distinguished Delegates, colleagues and guest, Indirapuram Institute of Higher studies is organizing National Conference on **Changing Paradigms for Economic and Sustainable Development** on **Saturday, February 17, 2018**. The conference is organized to bring together the member of our national & international community at common and platform so that, the researchers from different states of India can present their leading edge work.

The conference program committee is itself quite diverse and truly national as well as international with resources and participants from Saudi Arabia, Karnataka, Assam, Punjab, Rajasthan, Haryana, Uttar Pradesh, Bihar, Delhi-NCR etc. The conference has solicited and gathered technical research submissions related to all aspects of major conference themes and tracks. This proceeding records the fully reviewed papers presented at the conference. All the submitted papers in the proceedings have been reviewed by the reviewers drawn from the advisory committee, external reviewers and editorial members depending on the subject matter of the paper.

It is a very modest endeavor at meeting the vast objectives of assimilating the knowledge systems demonstrated by different researchers in India and abroad. The conference has been arranged to favor interaction among the attendees coming from many diverse horizons - from academia and from industry. I would like to thank and show gratitude to the chief patron Smt. Meena Singh, patrons Shri. Vishal Singh and Smt. Shalini Singh and Conference Director Prof. (Dr.) Sharad K. Goel for their continuous support and guidance. I would like to thank the Advisory Committee and the organizing committee of the institute for their hard work. I would also like to express my gratitude to Indian Academicians and Research Association (IARA) for providing all the support. I am grateful to all those who have contributed directly or indirectly for the completion of this event, and hope that all participant and other interested readers benefits from proceedings and also find it stimulating in the process in their quest of achieving greater heights.

With warm regards.

Prof. Swati Jain
Convener – NCCPESD - 2018
Indirapuram Institute of Higher Studies
Indirapuram, Ghaziabad

MESSAGES

Message From Pro Vice Chancellor

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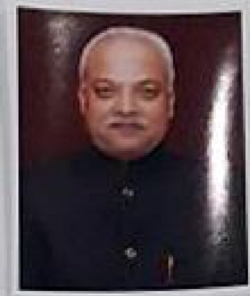

February 13, 2018

MESSAGE

Dear Dr. Goel,

Best Wishes for the National Conference!!

It is a matter of immense pleasure that Indirapuram Institute of Higher Studies is organizing National Conference on a theme which belongs very much to the era - **Changing Paradigms for Economic and Sustainable Development** on February 17, 2018.

I hope that deliberations in this conference shall go a long way in affecting the dimensions of the disclosure in this era of Sustainable Development which has long lasting effects on Economic changes as well. To my thought, this conference is conducted at the right time to sensitize those connected to carry the dialogue process further. The topics of this conference are comprehensive and are adequate for developing and understanding about new developments and the emerging trends in today's fast changing environment.

My Best wishes to the organizers for their initiative and success of the event.

13/2/18

Prof. (Dr.) H.S.Singh
Pro Vice Chancellor
CCS University, Meerut

Prof. (Dr.) Sharad Kr. Goel
Director
IIHS

Message From Patron

Its never the same river that you step into. Even before you know it has changed and as we know change is the only constant in nature. In a world that is changing at a pace faster than we can think, while growth is desirable, sustainable growth is what is the need of the hour.

I eulogize the team of Indirapuram Institute of Higher Studies for organizing this National Conference - **Changing Paradigms for Economic and Sustainable Development,** on an issue which is being discussed at every platform in the world. The 2016 agenda of Sustainable development and its impact on Economic aspects is a topic which requires thorough discourse.

The theme of this conference is a very appropriate selection and has been chosen at a time when massive developments are taking place at economic fronts and are casting serious and irrevocable impacts on the globally localized society. So it becomes the responsibility of every member of the society to ponder upon this topic and provide insights and who other than the industry and academia collectively can churn a theme better.

I welcome all the guests to this oblation of knowledge and wish the emergence of nectar from the thoughtful deliberations.

Vishal Singh
Managing Director
Tapindu Educational Society

Message From Director

I am proud to announce that Indirapuram Institute of Higher Studies (IIHS), is organizing the National Conference on **Changing Paradigms for Economic and Sustainable Development** on February 17, 2018. The issue at hand is not a national issue any further, it is rather a global issue which is being discussed at every forum in the world.

The main aim of organizing this conference is to provide a belvedere to all the participants and learners coming from various fields, so that they can share their knowledge, ideas and concepts to understand the gravity of this theme. Researchers, academicians and corporate are all associated with the development agenda and are the most crucial blueprint designers of the future. So organizing this conference, IIHS is fulfilling its commitment towards quality education and systematic development of the youth and in turn the society.

The IIHS team is determined to direct its vigor in digging the potential in areas of different managerial disciplines. The plenary talk will definitely showcase a new scenario of knowledge to its participants and will benefit all associated with the agenda. I am confident that the purpose of organizing this conference will be achieved and the efforts of the organizing committee will bear the fruits of success.

Lastly, I welcome all the participants to this conference and hope that they will benefit from the discussions and the wonderful insights provided by the members of the Advisory committee during the course of proceedings.

With lots of good wishes.

Prof. (Dr.) Sharad K. Goel
Director
Indirapuram Institute of Higher Studies

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A STUDY OF NETWORK ANOMALY DETECTION

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ABSTRACT
There is a wide range of IDS, differing from antivirus programming to various leveled frameworks that screen the activity of a whole spine network.. The most well-known orders are network intrusion detection systems (NIDS) and host-based intrusion detection systems (HIDS). A framework that screens critical working framework documents is a case of a HIDS, while a framework that examines approaching system movement is a case of a NIDS. It is likewise conceivable to arrange IDS by discovery approach: the most surely understood variations are mark based identification (perceiving awful examples, for example, malware) and oddity based location (recognizing deviations from a model of "good" activity, which frequently depends on machine learning). A few IDS can react to identified interruptions. Frameworks with reaction capacities are normally alluded to as an interruption anticipation framework.

I. INTRODUCTION
The Network (Ware, Warless) become the primary objective for utilizing networks hardware Resource and load sharing software don't have to keep running on a solitary machine Reduced cost a few machines can share printers, tape drives, and so forth. An unapproved access to the assets of the PC is called an interruption to a PC.The security system apparatuses that searches for unapproved clients those whom interruptions to PC is called IDS. IDS must recognize approved and unapproved action to the PC assets keeping in mind the end goal to perceive intrusions [1].

TYPE OF IDS
I. INTRUSION DETECTION SYSTEM (IDS)
A. Scenario Approach
It depends on the correlation between the observed conduct and relating reference signatures or known every signatures portrays a certain assault and each assault can be distinguished by one or a succession of occasions acquired by at least one sensors, gathering of data. This approach is utilized to characterize attacks into: attacks that can originate from either a host (e.g., review records, track of order execution, and so forth.) or a system. Figure 1 demonstrates a non specific model of interruption identification framework appropriate for situation approach. It is fundamentally the same as antivirus apparatuses and has similar detriments. In this way, we can without much of a stretch presume that this sort of IDS just identifies assaults whose marks are known. This implies that their marks exist in the database, and the databases are as often as possible refreshed with a specific end goal to expand their viability of location[2]

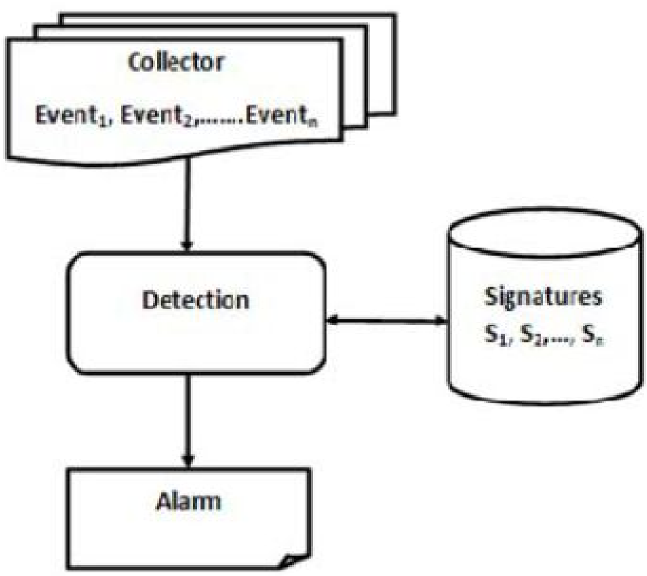

Fig. 1.Detection Method Based on Attack Signature

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B. Behavioral Approach

In general, IDS produces a caution if there is a deviation Amongst typical and watched conduct [3]. This approach was presented by J. Anderson in 1980 [4]. What's more, enhanced and created by D. Denning in 1987 [5]. The fundamental thought of the approach is that to identifies if a client has an anomalous conduct when contrasting his/her standard employments. To do that, Denning [6] proposed a measurable strategy in light of a few irregular factors and break down the ordinary conduct of a client. What's more, they figure the contrast between the present and earlier practices.

II. INTRUSIONS DETECTION FOR WEB APPLICATIONS

A. Generality Web servers are considered as an imperative test condition for interruption discovery. The reason being is that due to their significance and all inclusiveness of the HTTP convention [8] and the quantity of striking vulnerabilities. While specialists are as yet investigating the mark and conduct of interruption identification approaches, there are a great deal of organizations who create business apparatuses to ensure web application utilizing distinctive methods too. Hence, we will exhibit extraordinary and particular web IDS in view of their identification approach.

It ought to be noticed that the principle favorable position of behavioral IDS is to distinguish new assaults. Actually, the IDS isn't customized to perceive particular assaults however to report the strange exercises. Figure 2 demonstrates a case of fundamental behavioral approach location. Utilizing the profile created from past occasions and contrasted it with the present authority profile [7]. In any case, this approach can give numerous false alerts as it won't not have the capacity to recognize a few assaults

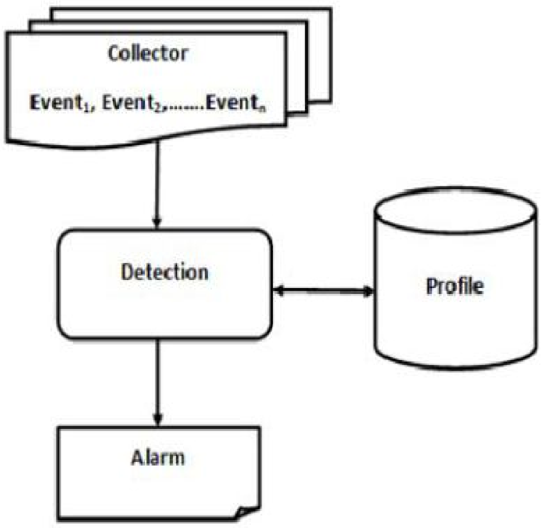

Figure 2: Detection Method Based on Attack Behavior

B. Signature Approaches

The greater part of marks particular web IDS are host IDS (HIDS) in the application level. McHugh [9] and Proctor [10] embrace the rule of this approach, which depends on the utilization of learning procedures of known attacks and characterize their marks. Once the marks are characterize a customary articulation or example coordinating are utilized to perceive assaults in question waves.

It ought to be noted additionally that the work by Vigna et al. [11] was withinthe extent of the interruption discovery situations and prompted the improvement of an IDS called Web STAT. In the structure of STAT [12], the assaults are at first demonstrated in an abnormal state dialect, and after that consequently accumulated to be utilized as the mark of the interruption location

C. Behavioral approaches based on the type of information available to build the reference model of the application

NETWORKS THREADS

1. Denial of Service (DoS)

A DoS attack is a sort of attack in which the programmer makes a processing or memory assets excessively occupied or too full, making it impossible to serve honest to goodness networking demands and henceforth

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1. denying users access to a machine e.g. apache, smurf, neptune, ping of death, back, mail bomb, UDP storm etc. are all DoS attacks.

2. **Remote to User Attacks (R2L)**
   A remote to client assault is an assault in which a client sends bundles to a machine over the web, which s/he doesn't approach so as to uncover the machines vulnerabilities and adventure benefits which a neighborhood client would have on the PC

3. **User to Root Attacks (U2R)**
   These assaults are misuses in which the programmer begins off on the framework with a typical client record and endeavors to mishandle vulnerabilities in the framework so as to increase super client benefits e.g. perl, xterm.

4. **Probing**
   Probing is an assault in which the programmer checks a machine or a systems administration gadget keeping in mind the end goal to decide shortcomings or vulnerabilities that may later be abused in order to trade off the framework. This method is usually utilized as a part of information mining e.g. saint, portsweep, mscan, nmap etc.

III. DATA PROVENANCE

IDSs frequently perform wide logging of data that is related to perceived events. These data can be used to insist the authenticity of alerts, look at events, and associate events between the IDS and other logging sources [8]. Host-Based: which screens the characteristics of a single host and the events occurring inside that host, for suspicious development. Framework Based: which screens organize development for particular framework bits or contraptions and dismembers the framework and use of tradition activity to recognize suspicious activity [7]. Cream: In this sort the two sorts of IDS can be used in the meantime. System Behavior Analysis (NBA): which breaks down arrange action to perceive risks that make unusual development streams, for instance, distributed denial of service (DDoS) attacks, certain kinds of malware, and approach encroachment

IV. EXISTING SYSTEMS AND THEIR PROBLEMS

Here we describe some of the important Intrusion Detection systems and their problems.

4.1. EXISTING INTRUSION DETECTION SYSTEMS

Snort: A free and open source network intrusion detection and prevention system, was made by Martin Roesch in 1998 and now created by Sourcefire. In 2009, Snort entered InfoWorld's Open Source Hall of Fame as one of the "best open source programming ever" [12][13]. Through convention examination, content seeking, and different pre-processors, Snort recognizes a huge number of worms, defenselessness misuse endeavors, port sweeps, and different suspicious conduct [14][15].

OSSEC: An open source host-based intrusion detection system, performs log investigation, uprightness checking, rootkit recognition, time-based cautioning and dynamic reaction [34][35]. Notwithstanding its IDS usefulness, it is ordinarily utilized as a SEM/SIM arrangement. On account of its capable log investigation motor, ISPs, colleges and server farms are running OSSEC HIDS to screen and break down their firewalls, IDSs, web servers and confirmation logs.

OSSIM: The objective of Open Source Security Information Management, OSSIM is to give a far reaching aggregation of devices which, when cooperating, allow arrange/security chairmen with a nitty gritty view over every single part of systems, has, physical access gadgets, and servers [35]. OSSIM fuses a few different devices, including Nagios and OSSEC HIDS.

Suricata: An open source-based interruption discovery framework, was created by the Open Information Security Foundation (OISF) [38].

Brother: An open-source, Unix-based system interruption discovery framework [39]. Brother distinguishes interruptions by first parsing system movement to separate its application-level semantics and afterward executing occasion situated analyzers that contrast the action and examples regarded troublesome.

Fragroute/Fragrouter: A system interruption identification avoidance toolbox [34]. Fragrouter enables an assailant to dispatch IP-based assaults while evading recognition. It is a piece of the NIDSbench suite of apparatuses by Dug Song.

BASE: The Basic Analysis and Security Engine, BASE is a PHP-based investigation motor to pursuit and process a database of security occasions created by different IDSs, firewalls and system observing instruments [14].

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Sguil: Sguil is worked by arrange security examiners for organize security investigators [14][15]. Its primary segment is a natural GUI that gives continuous occasions from Snort/livestock field. It likewise incorporates different parts which encourage the act of system security observing and occasion driven investigation of IDS alarms

4.2. PROBLEMS WITH EXISTING SYSTEMS

Most existing intrusion detection systems experience the ill effects of no less than two of the accompanying issues [16]: ? In the first place, the data utilized by the interruption discovery framework is acquired from review trails or from parcels on a system. Information needs to navigate a more extended way from its starting point to the IDS and in the process can possibly be demolished or altered by an assailant. Moreover, the interruption discovery framework needs to induce the conduct of the framework from the information gathered, which can bring about misinterpretations or missed occasions. This is alluded as the loyalty issue.

Second, the interruption recognition framework consistently utilizes extra assets in the framework it is checking notwithstanding when there are no interruptions happening, in light of the fact that the segments of the interruption discovery framework must run constantly. This is the asset use issue.

Third, in light of the fact that the parts of the interruption discovery framework are executed as particular projects, they are vulnerable to altering. A gatecrasher can possibly debilitate or change the projects running on a framework, rendering the interruption discovery framework pointless or questionable. This is the dependability issue.

V. IDS USING GENETIC ALGORITHM

We have picked GA to make our interruption identification framework. This area gives an outline of the calculation and the framework.

5.1. Hereditary Algorithm Overview

A Genetic Algorithm (GA) is a programming method that emulates organic development as a critical thinking procedure [17]. It depends on Darwinian's rule of advancement and survival of fittest to streamline a populace of applicant arrangements towards a predefined wellness [18].

GA utilizes a development and normal choice that uses a chromosome-like information structure and advance the chromosomes utilizing choice, recombination and change administrators [18]. The procedure for the most part starts with arbitrarily created populace of chromosomes, which speak to all conceivable arrangement of an issue that are thought about competitor arrangements. From every chromosome diverse positions are encoded as bits, characters or numbers. These positions could be alluded to as qualities. An assessment work is utilized to compute the decency of every chromosome as indicated by the coveted arrangement; this capacity is known as "Wellness Function". Amid the procedure of assessment "Hybrid" is utilized to reenact regular multiplication and "Change" is utilized to transformation of species [18]. For survival and mix the determination of chromosomes is one-sided towards the fittest chromosomes. When we utilize GA for tackling different issues three components will have imperative effect on the viability of the calculation and furthermore of the applications [19]. They are: I) the wellness work; ii) the portrayal of people; and iii) the GA parameters. The assurance of these elements regularly relies upon applications as well as usage.

FLOWCHART

Figure – 1: demonstrates the operations of a general hereditary calculation as per which GA is actualized into our framework.

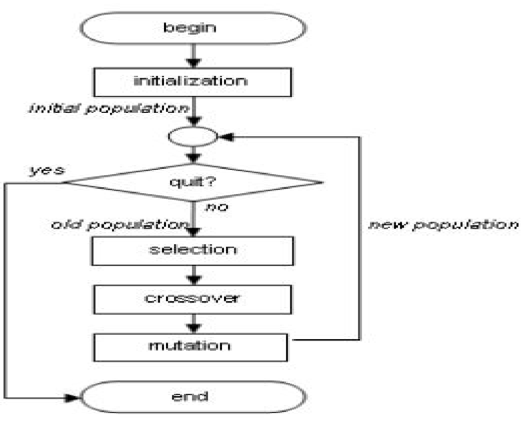

Figure 1. Flowchart of Genetic Algorithm

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ALGORITHM OF SYSTEM

The system The framework can be isolated into two fundamental stages: the pre calculation stage and the identification stage. Posting 1 portrays significant strides in pre calculation stage, where an arrangement of chromosome is made utilizing preparing information. This chromosome set will be utilized as a part of the following stage with the end goal of correlation.

Posting-1: Significant strides in precalculation Algorithm

Algorithm: Initialize chromosomes for comparison Input: Network audit data (for training) Output: A set of chromosomes

1. Range = 0.125
2. For each training data
3. If it has neighboring chromosome within Range
4. Merge it with the nearest chromosome
5. Else
6. Create new chromosome with it 7. End if 8. End for

Listing 2 depicts major steps of detection phase, where a population is being created for a test data and going through some evaluation processes (selection, crossover, mutation) the type of the test data is predicted. The precalculated set of chromosome is used in this phase to find out fitness of each chromosome of the population.

Listing 2. Major steps in detection Algorithm

Algorithm: Predict data/intrusion type (using GA) Input: Network audit data (for testing), Precalculated set of chromosomes Output: Type of data.

1. Initialize the population
2. CrossoverRate = 0.15, MutationRate = 0.35
3. While number of generation is not reached
4. For each chromosome in the population
5. For each precalculated chromosome
6. Find fitness
7. End for
8. Assign optimal fitness as the fitness of that chromosome
9. End for
10. Remove some chromosomes with worse fitness
11. Apply crossover to the selected pair of chromosomes of the population
12. Apply mutation to each chromosome of the population
13. End while

VI. IMPLEMENTATION

To actualize our calculation and to assess the execution of our framework, we have utilized the standard dataset utilized as a part of KDD Cup 1999 "PC organize interruption identification" rivalry.

6.1. KDD Sample Dataset For the execution of our calculation we utilized the KDD 99 interruption discovery datasets which depend on the 1998 DARPA activity, which gives originators of interruption identification frameworks (IDS) with a benchmark on which to assess diverse procedures. Thus, a recreation is being made of a factitious military system with three 'target' machines running different working frameworks and administrations. They likewise utilized three extra machines to parody diverse IP addresses for produce organize activity.

An association is an arrangement of TCP bundles beginning and consummation at some very much characterized circumstances, between which information streams from a source IP deliver to an objective IP

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address under some all around characterized convention [20][21][22]. It brings about 41 highlights for every association.

At last, there is a sniffer that records all system movement utilizing the TCP dump organize [22]. The aggregate mimicked period is seven weeks. Ordinary associations are made to profile that normal in a military system and assaults can be categorized as one of four classes: User to Root; Remote to Local; Denial of Service; and Probe.

The KDD 99 interruption identification benchmark comprises distinctive segments [23]: kddcup.data;

kddcup.data_10_percent;

kddcup.newtestdata_10_percent_unlabeled;

kddcup.testdata.unlabeled;

kddcup.testdata.unlabeled_10_percent; remedied.

We have utilized "kddcup.data_10_percent" as preparing dataset and "remedied" as testing dataset. For this situation the preparation set comprises of 494,021 records among which 97,280 are ordinary association records, while the test set contains 311,029 records among which 60,593 are typical association records. Table 1 demonstrates the conveyance of every interruption compose in the preparation and the test set.

Discovery Approach This approach does not utilize any inner data of the program. The reference model of conduct in these methodologies can be characterized by the application determinations or by finish of gaining from the execution of the application.

The approach proposed by Forest et al [13] and Hofmeyr [14]. It depends on preparing the progressive framework calls of procedures while running on outside data in the program. The examination result demonstrated that short framework call groupings produce a steady mark to show the ordinary conduct of a procedure as per its condition. A change of the past work is given Robertson et al. [15] by concentrating on the repetitive issues of recognizing behavioral interruption. They offer two strategies which enable a manager to spare time by not attempting to know the idea of the interruption and its criticality. Which should be possible by adding two parts to the identification of inconsistencies: a segment that produce a mark cautions and permit gathering them in light of their marks and a segment?

for recognizing irregularities in view of heuristics. The second classification of location approaches type "black box" depends on known highlights "from the earlier". There has been a considerable measure of work around there specifically: Ko et al [16] and Sekar et al [17].

- Gray Box Approach Similarly, a dark box approach depends on the successions of framework calls also. It separates extra data from the procedure while utilizing the memory. Gao et al [1_] analyze demonstrate that the nearness of an assault is frequently occurred amid the contentions of framework calls. In light of this proposition, Kruege et al [19] recommend considering the contentions of framework calls to enhance the procedure presented by Forrest et al [13] and Hofmeyr [20].

  Therefore, the contentions of framework calls are broke down as per a few models and each model is instantiated for every framework call.

- White Box Approach For the white box approaches, the data found in the wellsprings of the program can be utilized to construct a model of interruption identification at the application level. What's more, the program code is utilized for static and dynamic examination to infer the suitable model. In this specific situation, Cova et al [21] propose to screen the interior condition of a web application to identify the Three methodologies can be recognized in this class of IDS: "discovery", "dim box" approach and "white box" approach. They all have diverse levels of examination and each approach is susceptive assaults that change the control stream or information. The condition of the application at a given purpose of execution is characterized by the estimations of factors that portray the client's

VII. INTRUSION DETECTION SYSTEMS BASED ON DISTRIBUTED MULTI-AGENT

A. All inclusive statement Intrusion recognition dispersed frameworks assemble data from a few key purposes of a system or PC framework and examine them. This data can be as assault marks, organize practices or breaks of framework security arrangements.

Disseminated IDS can substitute the absence of a firewall.

They depend on the multi-specialist innovation and they can likewise enhance The precision and speed of discovery. In addition, a disseminated recognition framework in view of multi-specialists can corporate with the firewall and system administration devices to shape a three-dimensional resistance framework.

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B. Favorable circumstances of a Distributed Intrusion Detection

Framework Based on Multi-specialist The disseminated IDS have a few advantages [22, 23]:

• Independent, high adaptability and great versatility.

They utilize specialist self-sufficiency and framework structure. The interruption discovery module is composed by a bound together system and principles that can be broadened. • It utilizes a best down control system which can work in layers to keep the spread of the gatecrasher's prevalent element that control the lower element. Elements in the same can impart and send data between them gent has An assessment framework that guarantees appropriate security. Once the operator lost its capacity, a message will be sent to the upper part which will deal with work reclamation. • It utilizes specialist investigation in the application programming with a specific end goal to ensure the imperative applications. It additionally utilizes information respectability examination to influence the recognition to process more precise.

C. Structure Xiao [24] has proposed a structure for multi-operator interruption discovery frameworks. The framework is made out of three specialists and every operator has a particular capacity. These specialists can either work autonomously or together.Figure 3 underneath outline this structure:

IV. INTRUSION DETECTION SYSTEMS IN CLOUD COMPUTING

A. Generality Security and confidentiality of cloud services are the significant issues to meet, now days. The review [25] of the International Data Corporation (IDC) has affirmed that security is the test of distributed computing. The version of the white paper on Cloud security [26] demonstrates that the real worry adjacent to information security is the identification and counteractive action of interruptions in the cloud. Also, the cloud foundation utilize and in light of virtualization strategies.

Like different frameworks, distributed computing additionally experiences different customary assaults, for example, IP ridiculing, Address

Determination Protocol mocking, Routing

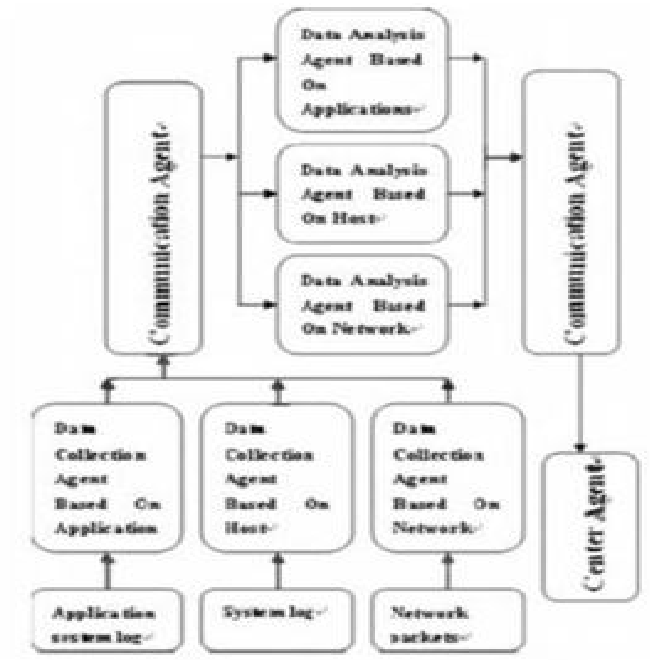
Data Protocol assault , DNS store Poison, Denial of Service (DoS) assaults, and circulated foreswearing of administration (DDoS) assaults, and so on.

B. Mark Approach in Cloud Computing In the cloud, interruption location strategies in light of

signature approach can be worked as a major aspect of the recognition of known assaults. They can be either utilized as a part of the front-end of the cloud to recognize outer interruptions or in the backside cloud to distinguish inner and in addition outside interruptions. Like ordinary systems, the situation approach can't be utilized to identify obscure assaults in the cloud. There are approaches exhibited by Roschke et al [27], Yogesh Bakshi [20], Lo et al [21] and Mazzariello et al [23] which utilize the interruption recognition framework in view of marks to recognize interruptions on virtual machines References.

C. Behavioral Approach in Cloud Computing TThe behavioral recognition strategies can likewise be worked and utilized as a part of the cloud to recognize obscure assaults at various levels. Countless happen either at system or framework level which make the utilization of mark discovery strategy exceptionally troublesome. Gar and Rosenblum [31], Vieira et al [22], Dastjerdi et al [33] and Guan and Bao [34] proposed conduct construct interruption discovery systems with respect to various layers of cloud. Figure 4 delineates the IDS design for matrix and cloud Environment s [22]: figure 3: the IDS show in light of appropriated Multi-specialist Conclusion

We have introduced a few kinds of interruption recognition frameworks that can be utilized as a part of a few equipment stages to enhance the security of our frameworks. There have enormous research to convey a general security demonstrate, which implies free of programming and equipment assets. Be that as it may, the security, protection and privacy issues are not definitive and still in its early stages. Elective methodologies, considering a few variables and framework, may must be created to manage security, protection and privacy issue



.figure 3: the IDS model based on distributed Multi-agent

CONCLUSION

As security keeps on moving to the inside stage, chiefs and system administrators alike are starting to concentrate on interruption location innovation. While cutting edge IDSes are a long way from impenetrable, they can include critical incentive to built up data security programs. With sellers taking a shot at taking out the inadequacies of Intrusion Detection Systems, the future looks brighter for this innovation.

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DEMONETISATION AND ITS IMPACT ON DIGITALISATION OF PAYMENT SYSTEM IN INDIA

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ABSTRACT

Demonetization was a revolutionary step taken by the central government to declare the country's legal tender invalid. It was well supported by the agenda to promote digital and cash less economy. There was an impact of the announcement on gold market, banking sector, stock markets, on the GDP of the country, alternative modes of payment, online transactions etc. Demonetisation created a sort of ripple effect by promoting digitalisation as an immediate route to minimise the transitory effect of demonetisation. The idea of eradicating black money and to bring in more transparency in the financial system of India was aimed to be achieved through digitalisation of banking transactions. The Indian government is trying to promote a cashless economy to ensure that merchants and businesses maintain an electronic record of all transactions. Benefit from going digitalisation is to divert larger savings and cash into the mainstream economy and deploy it in physical and financial asset creation. The future outlook is digital payments may see a surge from 15 % to 60% of overall consumer spending in the next years. The main purpose of the paper is to provide an overview and critically analyse various measures taken by the government post demonetisation with reference to digitalisation of payment system.

Keywords: Ru Pay, Digital Eco system, Demonetisation, digital payments, NPCI

Demonetisation is promoting a new and a vibrant Digital Payment Ecosystem. The drive aims at slowly phasing out cash payments and bringing in usage of secure digital wallets and apps. In true sense demonetisation lies in the successful implementation of digital banking and financial inclusion. Acceptability towards the new system can be achieved through a combination of incentives to electronic modes and disincentives for cash transactions. Since the announcement there is a noticeable increase in POS transactions with all banks. For example according to one of the reports of SBI, the daily debit card spends have increased to Rs. 400 crores from Rs. 150 crores. In a recent move by government to facilitate demonetisation, banks were called to waive off MDR on debit cards and also do away with charges on withdrawing cash from ATMs of other banks. This move is well supported by SBI, ICICI Bank, Axis Bank, Yes Bank, Indian railways, international payment gateways such as Visa and Master card. But RBI has cautioned the government about long term extension of the waiver scheme as it will lead to huge loss to the banks and is likely to hit banks' fee income.

In spite of positive indication on benefits of demonetisation, the main criticism against the move is it lacks planning and strategic implementation. Banking system now should look at this change as an opportunity to spread its wings not only to reach the main merchant organisations but also to small street vendors etc. and strategize against wallet payment systems such as paytms.

But according to RBI deputy Governor Sri Gandhi, the country has witnessed a silent revolution in the payment mechanism in the country. The payment eco system has been evolving into a vibrant, innovative, efficient and secured payment eco system continuously over the last 35 years starting with barter exchange- to coins- cheques- to debit and credit cards- to cost sensitive systems such as NEFT, ECS etc. Various measures are taken by the government and RBI such as Unified Payments Interface (UPI) an interoperable system introduced during RBI Governor Raghu ram Rajan's reign, National Payments corporation of India (NPCI) to allow peer to peer and peer to entity payments, digital India platform to promote mobile and digital banking to encourage financial inclusion, Start Up India, Bharat Bill Payments system etc.

India has around 15 lakh POS terminals and almost 2.3 lakh ATMs across the nation, 30 Crore Ru Pay Debit Cards including those issued to Jan Dhan Account holders. Banks are gearing up to install 10 lakh additional point of sale (POS) terminals within four months to meeting growing needs of digital transactions across the country. There is a growth of nearly 300% in use of Ru Pay cards in few days post announcement. This revolution has enhanced efficiency and transparency in customer initiated transactions as well as from the perspective of government payments. The drivers of payment revolution can be identified as technology, cryptography, consumer protection and directions on transaction fees and interchange fees, B2c, C2C, B2B types of payments etc. The share of electronic payments is continuously on the increase, both in volume and value terms.

PAYMENT SYSTEM INDICATORS					
System	Volume (Million)				
	2015-16	2016			2016-17
		Aug.	Sep.	Oct.	
Cards	10,038.67	971.87	945.88	1,031.93	12,055.87
Credit Cards	791.67	84.60	78.53	89.49	1,093.51
Usage at ATMs	6.00	0.65	0.60	0.62	6.37
Usage at POS	785.67	83.95	77.93	88.86	1,087.13
Debit Cards	9,247.00	887.27	867.35	942.45	10,962.36
Usage at ATMs	8,073.39	756.74	742.16	802.00	8,563.06
Usage at POS	1,173.61	130.53	125.19	140.45	2,399.30
Prepaid Payment Instruments (PPIs)	748.02	96.28	97.07	126.90	1,963.98
m-Wallet	603.98	70.68	75.30	99.57	1,629.98
PPI Cards	143.47	25.56	21.72	27.29	333.11
Paper Vouchers	0.56	0.04	0.05	0.04	0.51
Mobile Banking	389.49	71.76	72.62	78.08	976.85
Cards Outstanding	686.04	738.84	755.04	766.62	884.72
Credit Card	24.51	26.38	26.86	27.34	29.84
Debit Card	661.54	712.47	728.18	739.27	854.87
Number of ATMs (in actuals)	212061	217303	218542	219578	222475
Number of POS (in actuals)	1385668	1461972	1480365	1512064	2529141

Source: rbi.org

The question now is how to bridge the gap here and make the digitalisation a complete experience. The entire framework and model has to be reworked. NPCI was set up with an objective of ensuring pan-India payment systems with uniform business processes and standards and has already created an enabling eco system necessary for handling this huge task. The payment system in India includes efficient ECS, EFT, Inter connectivity of ATMs (National Financial Switch), CTS, CBS, RTGS, NEFT etc. Launch of Ru pay- a domestic card payment network in 2012 was one of the initiatives.

RBI data releases makes an interesting comparison between India's own debit cards the Ru Pay card and international card systems such as the Visa and Master Card.

- A total of 65.6 lakh transactions were recorded through Ru Pay cards during November 9-15, 2016. This includes 19 lakh spending's through e-commerce platforms.
- 1.58 Crore Master card debit cards were used during the period, up 76.84% over November 1-8, 2016. Master card credit card transactions went up by about 24% to 57.31 lakh.
- In the case of Visa, the increase in debit and pre-paid transactions stood at 93% while for the credit card segment, it was 42% during November 1 and 8, 2016.
- Taking all Ru pay, Master card and Visa together, the total transactions were up at 3, 39, and 60,329 during November 9-15, 2016 from 1, 99, and 19,176 on November 1-8, 2016 an increase of 70.49%.

RU PAY CARDS AS BRAND AMBASSADOR OF DIGITAL BANKING ECOSYSTEM VS VISA AND MASTERCARD

Ru pay cards introduced by NPCI in 2012 is backed by four public sector banks, SBI, Bank of Baroda, Bank of India, Union bank of India ,Punjab National bank, Canara Bank, ICICI bank, HDFC bank under private sector and also by Citibank and HSBC on debit cards platform. Ru pay cards are widely used as a part of government's initiatives to promote digital transactions. Ru Pay's growth increased from 17mn in FY14 to nearly 247mn by Jan'16. Cost effectiveness (by 40%), acceptance by merchant platforms, promotional campaigns to create Ru pay brand are the driving factors to gain market share. Ru Pay campaigns and IMPS and UPI advertisements, Saturday afternoon radio jingles, Ru Pay and mobile payments systems are some of the initiatives by NCPI. Ru pay network allow payment of fees in the Indian currency, as opposed to Visa and MasterCard, which charges fees in foreign currency.

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COMPARAISON OF RUPAY AGAINST VISA AND MASTER CARD

Particulars	Ru pay	Visa and Master card
Transaction and processing charges- Rs. 2000 transaction	Rs 2.50	Rs. 3.25
Fees to be paid by banks ATM transactions E-commerce and POS	45 paisa per transaction 90 paisa per transaction (Acquiring Bank 0.3 , Issuing Bank 0.6)	Based on value of transaction Higher the transaction higher the transaction cost
Origin	India	International payment networks
Card type	Only debit cards now	Debit and credit card
Fuel surcharge waivers	1% every calendar month (platinum Ru pay cards)	Not available
Train travelling	Cash back of Rs. 25 per month. For transactions value exceeds Rs. 300- IRCTC RUPAY CARD /(platinum Ru pay cards)	Not available
Insurance benefit	Accidental insurance benefit The person should perform minimum 1 successful transaction at ATM, POS, online e commerce etc in the previous 90 days Personal accident death and permanent total disability insurance cover of up to Rs.2 lakh is provided to Ru Pay card holders. (platinum Ru pay cards)	This benefit is not available with a MasterCard or Visa debit card.
Utility bills	5% cash back on utility bill payment	Not available
Free access to airport lounges	Available across 25 airports across India	Not available
Eligibility	Even for no frill accounts, PMJDY, Rural areas- farmers etc.	
Repatriation of profits	India	USA
Integration costs	Low- so even small banks, cooperative banks can integrate into the National Financial switch (pan India ATM network)	Integration cost is high

RU PAY'S SHARE IN OUTSTANDING CARDS (DEBIT +CREDIT) AND VOLUME OF CARD TRANSACTION

PARTICULARS	RUPAY CARDS	MASTER CARD/VISA
2012	0	296m
2013	2	349m
2014	17m	397m
2015	140m	435m
2016(9 mths)	230m	430m

Source: NPCI, RBI

RU PAY'S MARKET SHARE BY NUMBER OF TRANSACTIONS (FEB 16)

ATM	20.4%
PHYSICAL TERMINALS (POS)	4.1%
ONLINE TRANSACTIONS	1.6%

Source: NPCI, RBI

As the network and acceptance coverage for Ru pay is increasing, the market share in terms of volume and value of transaction is also rising. The concern is, however, on usage. Most of the Ru pay cards are issued as a part of Jan Dhan Yojana for people in rural areas and lower income groups show less transactions.

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STATISTICS ON RU PAY CARDS ISSUED GROUP WISE AS ON JANUARY 2016

Group	Ru pay Cards issued	Cards under PMJDY	Balance in PMJDY(bn)	Zero balance PMJDY A/c
Public sector banks	189	139	243	31.75%
Private sector banks	23	7	12	39.7%
RRB and cooperative banks	36	26	54	26.0%

Source: RBI, NPCI, JM Financial

Ru pay share in online transactions improving from total value of 145 mn in 2015 to 782 mn in January 2016. The share of ru pay cards as a part of PMJDY under RRBs and cooperatives are much lower compared to Public sector banks, which shows gradual coverage in Tier 2 and Tier 3 towns. Ru pay's acceptance across mediums driving growth mainly POS depends on the number of merchant acquiring banks on the card network. Ru Pay has 32 out of the 33 acquiring banks in India which supports Ru pay acceptance at more than 1.2mn POS terminals that make up for more than 98% of POS terminals in the country. With the main aim of improving international coverage and take Ru pay on par with leading international card gateways, NPCI has formed several alliances with international firms such as with Discover Financial Services (DFS), USA, with Japan's JCB International to strengthen the network capabilities, and also with China's Union Pay International. Ru pay platinum cards a premium segment cards occupy almost 0.50% share in total cards issued. Ru pay is also in discussion and negotiation with new payment banks licensed by RBI for greater coverage in unbanked areas. The Cash@Pos facility is unique to Ru pay where using rupay debit cards withdrawal up to Rs.2000 is allowed through merchants using PoS terminals even without ATMs. After the success of Ru pay, NCPI is planning to issue mudra cards and is also in talks with Chinese and Japanese bank card associations to empower Indians to avail International banking services. Nabard is to help banks to install POS terminals across 1 lakh villages with a population on 10,000.

RETAIL PAYMENTS STATISTICS ON NPCI PLATFORMS

NPCI Operated Systems	F.Y-2014-15		F.Y-2015-16		F.Y-2016-17		F.Y-2017-18 (Apr'17 to Mar'18)	
Rupay Card usage at (POS)	5.25	10.76	5.41	44.74	195.22	289.95	323.21	349.35
Rupay Card usage at (eCom)	0.85	0.51	10.24	5.76	87.56	59.34	141.26	111.54

Source: NPCI, rbi.org

India can definitely try to draw inferences from various success stories such as m-pesa system in Kenya, tap and go card system in Singapore etc. and try to modulate the eco system to suit the diversity in culture, customers, multitude of population etc. the success can be truly achieved by promoting technology- web based and mobile based banking and payment solutions.

There are various challenges the country has to meet in terms of lowering transaction costs(MDR, credit card surcharges, interchange fees etc.) on digital transactions, expansion of these schemes and benefits to pan India, introducing Interoperability(from bank account to wallet account and vice versa already there, between wallets to be permitted), bringing about awareness among people so as to obtain higher rates of acceptability, mainly with use of banking for purchase of goods and services and not only to ATM transactions, maintaining high security of transactions to deepen the usage of digital channels etc.

Some questions to ponder over are

1. Whether demonetisation through digitalization can prove successful in India where cash to GDP ratio is 11.77% in narrow money terms as against one of its peers in BRICS, South Africa at 5 %.(According to RBI repots, CIC amounted to 8.8 per cent of GDP at the end of March 2017, down from 12.2% in the previous year).

2. After demonetisation, the NPCI has waived switching fees paid for all Ru Pay issuing and acquiring member banks for points of sale and e-commerce transactions (till the year-end), as an incentive to more digital transactions. The question is whether waiver of MDR and fees is economically and commercially viable keeping the high cost of installing and using POS terminals.

3. Is the Ru pay ecosystem ready to ensure wider acceptance and can address the security issues efficiently (cyber-attacks, hacking etc.)?

4. Will this also mean a surge in crypto currencies?

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SOLAR ENERGY INDUSTRY – THE WORLD WIDE RISING INDUSTRY OF THE PRESENT CENTURY

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ABSTRACT
Satisfaction of our needs and requirements are depending upon the availability of energy resources. Presently the demand of energy resources is increasing rapidly due to the increase in our requirements. These energy resources, which are used to fulfill our needs, are the integral part of our environment. Over exploitation of environment for fulfillment of our energy needs created the problem of environment degradation. Consciousness of environment degradation is motivating the various countries to revise their energy portfolio and increase the use of renewable energy resources. Present article is related with the increasing use of solar energy in different countries of the world.

Keywords: Environment Conciseness, Renewable Energy Sources, Solar Energy, Photovoltaic, Sustainable

INTRODUCTION
Existence of modern human depends upon various things like Air, water, food, shelter, clothes, education, health services etc. Absence of anyone of the basic elements or things may abolish the existence of human from the earth. All the essential things are provided by the environment. It is clearly showing that our existence is correlated with the existence of our environment. The quality of life is also affected by the quality or freshness of our environment. Quality of life will improve with the up gradation of the quality of environment while degradation of environment will degrade the quality of life. That's why world is concerned with the increase of the use of environment friendly or renewable source of energy. It is also making various opportunities for new industries. Present article if an attempt to enlighten the industrial scope of new industry arising in present time.

PHOTOVOLTAIC OR SOLAR CELLS
Photovoltaic (PV) is a term studied in physics, photochemistry, and electrochemistry. It is the conversion of light into electricity using semiconducting materials that exhibit the photovoltaic effect.

A photovoltaic system has solar panels, each comprising a number of solar cells, which generate electrical power. PV installations are ground-mounted, rooftop mounted or wall mounted. The mount can be fixed, or can use a solar tracker to follow the sun across the sky.The major disadvantage of PV systems is that the power output is dependent on direct sunlight, so 10-25% is lost if we do not use a tracking system, since the cell will not be directly facing the sun at all times. Dust, clouds, and other things in the atmosphere also diminish the power output.

CURRENT SCENARIO
In recent times for better performance, Terrestrial PV systems aim to maximize the time they face the sun, by moving PV panels to follow the sun with the help of solar trackers. There is an increase of about 20% in winter and about 50% in summer by using the above system in comparison of nonmoving PV panels. Static mounted systems can be optimized by analysis of the sun path. Panels are set to latitude tilt, an angle equal to the latitude, but performance can be improved by adjusting the angle for summer or winter. Generally, as with other semiconductor devices, temperatures above room temperature reduce the performance of photovoltaic.

TOP TEN COUNTRIES USING SOLAR ENERGY IN WORLD
(On the basis of total installed capacity in GWH)

Rank	Country	Capacity in year 2013	Capacity in year 2016	Increase in 3 years
1.	China	18.3 GWH	77.4 GWH	59.1GWH
2.	Japan	13.6 GWH	42.8 GWH	29.2 GWH
3.	Germany	35.5 GWH	41.2 GWH	5.7 GWH
4.	U.S.A.	12.0 GWH	40.3 GWH	28.3 GWH
5.	Italy	17.6 GWH	19.3 GWH	1.7 GWH
6.	U.K.	2.9 GWH	11.6 GWH	8.7 GWH
7.	India	2.3 GWH	6.7 GWH	4.4 GWH
8.	France	4.6 GWH	7.1 GWH	2.5 GWH
9.	Australia	3.3 GWH	5.9 GWH	2.6 GWH
10.	Spain	5.5 GWH	5.5 GWH	0.0 GWH
	Total	115.6 GWH	257.8 GWH	142.2GWH

(Source - https://en.wikipedia.org/wiki/Solar_power_by_country and CIA, The world Fact book)

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Above table is showing the country wise installed capacity of solar electricity production. Top 10 countries are taken for the study. Main objective of study is to assess the growth of solar electricity production worldwide. Rank is assigned on the basis of latest capacity.**GWh** stands for **Giga watt hours**, is a unit of energy representing one billion (1 000 000 000) watt hours and is equivalent to one million kilowatt hours. The output of large electricity power stations is measured in Giga watt hours . A kilowatt hour is equivalent to a steady power of one kilowatt running for one hour and is equivalent to 3.6 million joules or 3.6 mega joules.

AVERAGE RATE OF INCREASE IN SOLAR ELECTRICITY PRODUCTION CAPACITY PER YEAR

Total Capacity in the beginning of the period = 115.6 GWH

Total Capacity at the end of the period = 257.8 GWH

Number of years = 3

Geometric mean = 3^{rd} root of (257.8/115.6)

= 3^{rd} root of 2.230103806

= 1.3065

Average rate of increase = (1.3065 – 1) = 0.3065

= 30.65 % per year

ROLE OF "MINISTRY OF NEW AND RENEWABLE ENERGY" FOR PROMOTING THE USE OF SOLAR ENERGY IN INDIA

For all matters relating to new and renewable energy in India we have the Ministry of New and Renewable Energy (MNRE) which is the nodal Ministry of the Government of India. The main purpose of the Ministry is to develop and deliver new and renewable energy for supplementing the energy requirements of the country.

The main objective of MNRE is to provide energy security to India against oil shocks. Rapid change in price of crude oil and other non-renewable sources badly effect the country's economy. To cope overcome the above mentioned losses, the Commission for Additional Sources of Energy in the Department of Science & Technology was formed in March 1981.It is responsible for formulating policies and their implementation and execution of programs for development of New and Renewable Energy.

MAIN REASONS OF RISING OF SOLAR ENERGY INDUSTRY

1. **Regular source of energy-** Solar energy is a permanent source of energy, there is no fear of ending of stock of this energy in near future like of coal, petroleum etc.
2. **Environment friendly-** solar energy is a environment friendly source of energy, any type of pollution is not directly associated with the use of solar energy, use of solar energy also helpful in controlling the global warming and it can reduce the carbon emission in environment.
3. **Easily available-** Easily availability is another main feature of solar energy, we have no need to dig the earth or make special search program to find it, and solar energy is easily available in our environment.
4. **No need of regular fuel supply-** Like of traditional resources as coal based, petroleum based or nuclear based electricity system there is no need of supply of fuel, solar radiation is its fuel.
5. **Easily storable in Batteries-** Solar energy is easily storable in batteries, it can also be used in nights or in a cloudy day.
6. **Convertible in standard form of electricity-** Solar energy can easily convertible in AC or DC form of electricity, it increases the range of uses.
7. **Low Maintenance-** Very low maintenance is another main feature of solar energy. Operating expenses are very low in solar electricity system in comparison of traditional sources of electricity.
8. **Sustainable-** Sustainability is important feature of use of solar energy, our lot of generations can use it as a main source of electricity yet it will be in existence.

METHODS TO BE USED FOR PROMOTING SOLAR ENERGY

1. **Programs for Public awareness-** Public awareness are an important tool to promote the use of solar energy, various off grid appliances easily available in market for domestic use of solar energy. A little effort by each family of India can change a lot in aggregate level.
2. **Subsidy to producers of concerned industry-** To promote the production of solar electricity appliances and equipment, heavy subsidy to be given by government. It may boost the domestic production of various products.

3. **Making mandatory the Use of Solar Energy for some industrial, educational and residential societies-** Use of solar energy should be compulsory for large scale industries, educational colleges and high income group residential societies etc.

4. **Use of Solar Energy to be preferred by government-** Government undertakings can prefer the use of solar energy; it will be a benchmark for motivating the public to use of solar energy.

5. **Initiative by government to development of better and efficient technology-** Investment to be made by government to development and advancement of existing technology of solar electricity, various prize may declared for improvement in efficiency of existing technology.

6. **Finance facility for users of Solar Energy-** Finance facility at low interest rate may play an important role in promoting the use of solar energy. Various finance schemes affect positively the demand of solar electricity equipment.

CONCLUSION

In present century human requirement is increasing rapidly. The increased requirement can't be fulfill without increasing the use of energy. These requirements may fulfill by increasing the use of traditional or nonrenewable sources of energy, but environment degradation is the main problem which is associated with the use of nonrenewable resources. The only solution is to increase the use of renewable resources, which allow both the options as fulfillment of requirements as well as protection of environment. Data collected in present paper is clearly showing that various countries are increasing the use of solar energy to produce electricity. It also shows that cumulative capacity of solar electricity production has increased by average rate of 30% per annum. Increasing use of solar energy is also making a golden opportunity for growth in solar industry. Finally it can be said that the increasing use of solar energy is filling the gap of environment protection which is not filled by use of traditional energy sources.

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THE IMPACT OF SOCIAL MEDIA APPLICATIONS ON BUSINESS

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ABSTRACT

This paper primarily focusses on the impact of social media applications on today's business. Social media has completely transformed the way Organizations do businesses today. In the present scenario, its applications have become most impressive and effective tool for small businesses and the entrepreneurs to use social media platform for the advertising and publicity of their products and services, they make fan pages for the followers and they warmly welcome the suggestions and opinions which help them in improving their business. Social media networks are the gateway for the organizations to show their excellence in terms of growth and profits. It depends upon mobile and web-based technologies to create highly interactive platforms. However, it elaborates that market innovation is a comprehensive tool in order to meet the needs and want of their target customers by using various applications like- Facebook, You Tube, Twitter, Pinterest, Instagram, LinkedIn etc. Having a presence on the various social media platforms is an indispensible form of marketing that is currently being adopted by most of the business entities. I concluded that there is a positive impact of social media applications on small business entrepreneurs as well as they are highly motivated to use this platform.

INTRODUCTION

Now a day's internet usage becomes an essential part of our life and also provide a new Market in which users finds almost everything ranging from online shopping to banking transactions to education. The development of the internet has significantly improves, day to day operations of a business; including how they communicate with each other and also with their audience. It has revolutionized the way the world does business both local as well as @global level. Now-a-days Internet is most vital tool for marketing & business owners that make their business more productive and profitable.It offers stupendous benefits to entrepreneurs to create business infrastructure based on customer's database and information by identifying their needs, purchasing habits and above all by their share of wallets ranging from Rural to Semi Urban and Metropolitan to Global markets.

Due to an excellent advancement of technology and when we talk about social media networks it is extremely advantageous for every type of businesses and entrepreneurs and it became very common and widespread in past few years. In today's world, the majority of businesses use social media to strengthen their relationships with consumers by meeting their needs at their doorstep. Social media provides a new pathway to businesses that is communicating with the customer's directly and totally transforming **"THE WAY WE DO "** business. It is an online application that enables their users to interact with each other's at any moment of time & place. It includes creating and sharing of the contents of their businesses. Traditional media only delivers the content but social media promote active user participation which is one of the key of success. There is great variety of social media ranging from social networks (**Facebook**, **LinkedIn**) private social networks (yammer**,** social cast**,** jive) content sharing websites (YouTube, flicker) to wikis (Wikipedia) blogs (blogger, word press) and micro blogs (twitter).

LITERATURE REVIEW

New phenomena come and go on a frequent basis. But every now and then something with potential to change the business environment comes to the forefront. The business world is not immune to any impact that may arise. Social media is one such phenomenon. Social media which is based on Virtual, Social & Web based tools/technologies refers to collaboratively produced and shared media content to various network communities to identify and fulfill needs of group.

Since the inception of Social networks in 1997, with the launching features of blogging and posting through web named as SixDegrees.com.These technologies facilitate the people in terms of social connectivity via LinkedIn, My Space as well as advance mode of Facebook and other software's like Google talk, Skype, Hangout etc. The users of social media have the ability of sharing their views, feedbacks & their experience. This assists in creativity, open communication and sharing of knowledge among users. Facebook, Skype and discussion forums are examples of social media tools

The 21st century has seen a shift in the way businesses market their products, alter their product life cycle and Pre & Post purchase services. Smith and Taylor (2004) revealed that companies are presently experiencing several new unanticipated events and the development of the Internet as a communication channel is almost certainly one of the most influential factors. The internet has brought about several new elements – it has made

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consumers more accessible, it has emerged with a completely new set of communication tools that make the process of exchanging information much easier and faster, and it has compelled companies to rethink how they are communicating with Entrepreneurs, Global & Local Markets and consumers scattered in different areas of geographywho participateand witness the appearance of virtual social media. As of January 2012, there were more than 800 million active Facebook users, with over 250 million of them logging in everyday. In addition, the average Facebook user has 130 friends and likes 80 pages on an average but this figure is expected to expand with time. Additionally, over 3.5 billion pieces of contents such as blog posts, web links and news stories are shared on this social network . The Internet and the online social networks allow individuals to connect with one another. Many businesses are now turning to social networks as a worthwhile communication tool and if used adequately, they can significantly improve their online presence, in the form of effective promotion. To achieve success with the online marketing, the marketers need to have a presence in the environment that their customers inhabit.

OBJECTIVES

- To determine the impact of social media applications on small businesses.
- To know the positive impact that help small businesses to spread out their businesses by using social media applications.
- To know the negative impact of social media applications in business.

RESEARCH METHODOLOGY

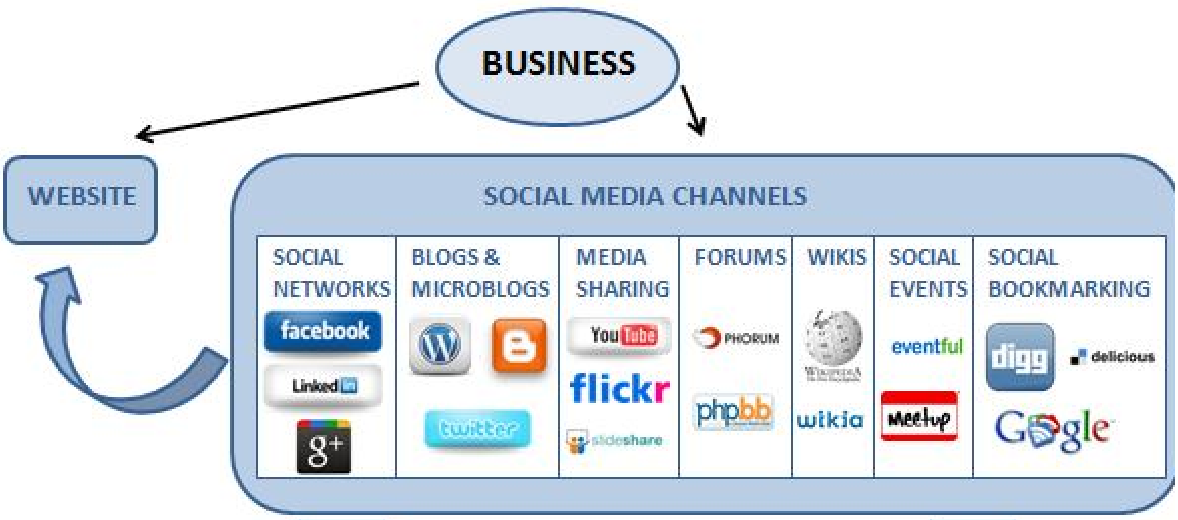
The present study is based on the collection of data from secondary sources. Secondary data is obtained from various Internet articles, online blogs ,published records, books, magazines and journals.

SOCIAL MEDIA

Social media is the online interaction among people through computer and predominantly mobile oriented technologies that facilitate the creation and sharing of information based on customer experiences, ideas, career interests and other forms of expression through socio-virtual communities and networks. Social Media revolution act as a game changer in almost everywhere in our surroundings.Social Media is the future of business, which is a combination of countless logical arrays of internet based tools and platforms that increase and enhance the sharing of information like transfer of text, photos, audio, video etc.

SOCIAL MEDIA WEBSITES

- Social Networks: e.g. Facebook, MySpace, LinkedIn, Google+.
- Blogs and Microblogs: e.g. WordPress Blogger, Twitter.
- Media Sharing /Content Communities Sites : e.g. Flickr, YouTube, Daily, Picasa, Pinterest, Slideshare.
- Discussion Forums and Message Boards: e.g. Phorum, Yahoo Groups, PHPbb.
- Wikis or User Generated Content (UGC): e.g. Wikipedia, WikiTravel, World66.
- Social Events: e.g. Eventful, Meetup .
- Social Bookmarking & News Sites: e.g. Digg, Reddit, Diigo, Delicious, Google Reader.



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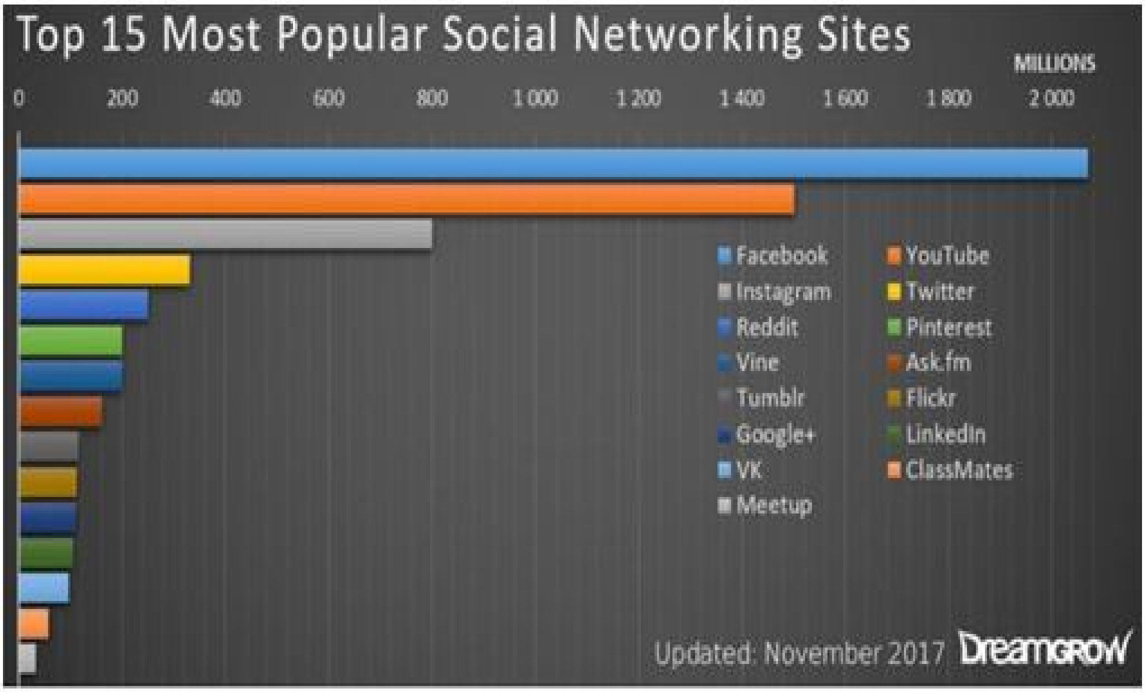
POPULAR SOCIAL MEDIA TOOLS AND PLATFORMS

Facebook, You Tube & Instagram are the major arteries of social media.



https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/

- **Facebook:** This is the world's largest social media network, Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like & comments" brands' pages. More than 1 million small and medium-sized businesses use this platform to advertise their business.
- **Blogs:** A blog is an updated online personal journal / open platform /pool which is used frequently to express yourself globally. A place to share your thoughts & experiences.
- **Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages. Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences.
- **YouTube:** It is the largest and most popular video based social media website. This allows users to Upload Videos, Subscribe, Comment & Sharing Personal / Corporate Videos, Live Streaming & Podcasting. YouTube has over 1 billion website visitors per month and is the second most popular search engine behind Google.
- **Flickr:** An image / video hosting website. This platform is popular with users who share and embed photographs. Photos can be shared on Facebook and Twitter and other social networking sites.
- **Instagram:** It is visual social media platform where free photo and video sharing app is used to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites. Users post information about travel, fashion, food, art and similar subjects.
- **LinkedIn Groups:** LinkedIn is great for the groups of professionals with similar areas of interest can share and participate in a conversations happening in their fields.
- **Pinterest:** It is a social website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.
- **Reddit**: This is a social news / entertainment networking website where registered users can submit content such as direct Links and text posts.

Source: https://smallbiztrends.com/2016/05/popular-social-media-sites.html

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SOCIAL MEDIA TOOLS

- **Hoot Suite:** This social media dashboard lets you to coordinate and keep the track of tweets, monitor mentions of your brand or company on almost all social networking platform and even reports the results of your efforts in real time. Hoot Suite is free, but Hoot Suite Pro is paid, which lets you manage unlimited accounts.
- **Cube Tree:** This tool allows you to create a social network within your business. Employees can collaborate on wikis, create polls, monitor status updates and collaborate and comment on social documents. Cube Tree is free, though an enterprise service allows 1GB of storage per user.
- **Co-Tweet:** This stand-alone application coordinates a team of tweeters writing on one corporate account. Essential for companies that want to speak with a unified voice through a single Twitter handle or companies that want 24/7 social media engagement.
- **User Voice:** This application allows businesses to post customer feedback and reviews on their websites. Other visitors are then allowed to vote the comments and site managers are able to reply directly to customer problems.

HOW SOCIAL MEDIA IS CHANGING BUSINESS ?

It's the destiny of the digital age. Tim Berners-Lee, always believed the Internet would be more about connecting people and less about data-warehousing. "The Web is more a social creation than a technical one-to help people work together-and not as a technical toy,"

Social media is an influential way for businesses ranging from Big to Small Companies from different industries across globe, to benefit prospective customers. The customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

Social media can help the businesses with a number of goals, such as

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

Facebook: A Boon for Growing Businesses - Facebook being the prominent social medium to expand the business. It is becoming one of the most favored platforms for marketing in the present scenario:

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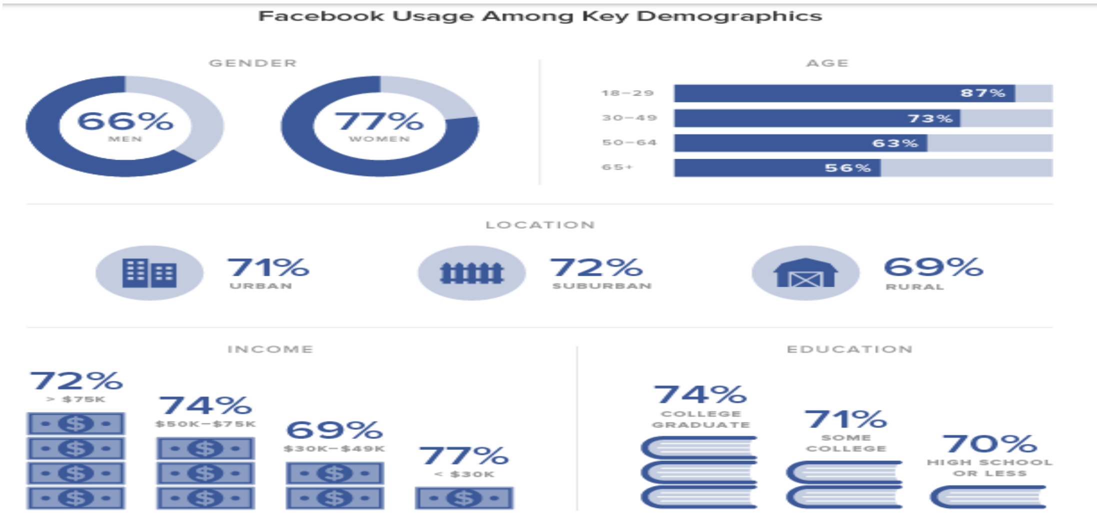

Source: https://sproutsocial.com/insights/social-media-channels/

Among various social media platforms, more than 90% businesses used Facebook as the primary platform for marketing their products and services. In 2016, around 67% business enterprises plan to increase the use of Facebook for digital marketing purposes, while 30% will increase marketing activations on Twitter, LinkedIn, Google Plus, etc. Now all the bigger and the most engaged audience using social media networks, it will be easier for them to achieve their marketing goal .

POSITIVE IMPACT OF USING SOCIAL MEDIA IN BUSINESS

Social media has grown tremendously multifold in the last few years. From 2006 onwards the growth rate is unexpectedly very high. Specially, Facebook and Twitter have grown much faster and captured millions of users in very small stint of time. The way this technology evolved in past few years, impact of this is inevitable on more and more people across globe who will change the way they do business and meet customer needs. It has brought a lot of advantages for the society ranging from developed to under developed economies, every nation is utilizing the power of social media to enhance their lifestyle.

➢ **Better Customer Satisfaction**

Social media being the networking and communication platform generates a large volume of data about your customers. It is a Creating a VOC for your organization through these platforms is important in humanizing your company. Every day there are so many tweets, billions of Likes on Facebook, and millions of photos and videos uploaded to Instagram. Apart from these it gathers information about your customers—who they are, what they like, and how they feel about your brand.

Customers appreciate when they receive a personalized response on their comments rather than an automated message/response. Being able to acknowledge each comment shows that visitors needs are given importance and aim to provide the best experience. With Hootsuite Insights, organizations can gather real time information and react to them simultaneously, allows them to understand the customer sentiment.

➢ **Increased Brand Awareness and Loyalty**

Social media is a promotional tool that does not need high advertising costs or an extremely high amount of time and it is used to syndicate content and increase your business visibility by developing a loyal customer base. Brand exposure is now autonomous process (which takes place) when the customer becomes aware for any product/s, any service/s, or any advertisement/s. whether or not they paid attention to it. Its true now-a-days, Social Media platforms help Organistaions by building, evolving and sustaining Brands(Value, Image and Loyalty) on their own on lesser cost with negligible biased data/information

Presence of Organization/s on social media in present time, not only enhance experience/s for your customers but also helps them to connect with Brand/which in turn enhance Brand Awareness brand loyalty. It is the social media which helped Organizations and Customers to discover and develop new and innovative products/services which influence and enhance living standards.

➢ **Run targeted ads with real-time results**

Advertisements on Social Media is very Cost Effective way to promote business/s & Services. They also provide powerful targeting options to the right audience, at the right time and place. For example, if you run an ad campaign on LinkedIn, segmentation can be done like location, company, job title, gender, and age—the list goes on. If you're running a Facebook ad, you can target location, demographics, interests, behaviors, and connections.

- **Generate higher converting leads**

With increased visibility, business gains more opportunities for conversion through social media. It increases sales and customer retention through regular interaction and timely customer service. Through sharing content, commenting, and posting statuses on social media, it becomes interactive and symbolizes a brand.

- **Rich customer experiences**

Even if you aren't on social media, most of your customers expect you to be. Over 67 percent of consumers now go to social media for customer service. Customers can leave feedbacks, expressing their true thoughts and feelings about a company and its products and services , On the companies' blogs, pages and profiles. These opinions help brands to improve their customers' experience. Feedbacks may include general opinions of the brand, experiences trying the products and services, convenience with the buying process, and even the way that consumers feel about the look and usability of the company's website

- **Website traffic and search ranking**

One of the biggest benefits of social media for business is using it to increase your website traffic. Traffic occurs whenever a person visits any website. There are lots of methods for getting the traffic to websites and they can easily get thousands of visitors every day. However, unless this traffic is targeted, the visitors will probably not be interested to purchase the product or service. For example, if every person who follows Hootsuite on Twitter Re tweets this post, it's more likely to rank higher in Google's search engine results page for variations of "social media for business."

- **Gaining Competitors insights**

With the social media monitoring , key information about your competitors can be easily gathered and it will help you to make strategic business decisions to stay ahead of them. For example, you can create search streams in Hootsuite to monitor industry keywords and mentions your competitors' names and products. Based on your search results, you can improve your business to offer product enhancements, service, or content that they may be missing.

- **Share content faster and easier**

In the past, marketers faced the challenge of ensuring their content reached customers in the shortest possible time. With the help of social media, specifically when it comes to sharing content about your business or for content curation, all you need to do is share it on your brand's social network accounts.

- **Geo-target content**

Geo-targeting is an effective way to send your message out to a specific audience based on their location. Social networks like Facebook and Twitter have tools that allow you to communicate the right kind of content to your audience. For example, in Hootsuite you can target Twitter messages to followers in specific countries, or send messages from Facebook and LinkedIn company pages to specific groups based on geographical and demographic parameters. You can also use Hootsuite geo-targeting to find conversations relevant to your brand.

- **Build relationships**

Social media is a 2 Way and Continuous process. Is isn't about blasting your company's sales pitch on social media among consumers, but an opportunity to enrich relationships with existing and potential customers. Customers appreciate knowing that when they post feedbacks on companies products/services, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of your visitors' needs and aim to provide the best experience.

NEGATIVE IMPACT OF USING SOCIAL MEDIA IN BUSINESS

The balance of good and evil in the world needs to be maintained. Naturally when a far reaching medium such as the internet brings us social networking sites that spice up our lives a little, it also attracts the fractious few of society. Some of the things that could lead to potential social disaster are as -

- **Cyberbullying and Crimes Against Children**

  Today children have become victims of the cyber bulling over the past. Since anyone can create a fake account and do anything without being getting traced, it has become quite easy for anyone to bully on the Internet. Cyberbullying can happen 24 hours a day, every day of the week. Threats, intimidation messages and rumors can be sent to the masses to create discomfort in the society. This can be especially true for teens and younger children. Unless parents diligently filter the Web content their family views, children could be exposedto pornography or other inappropriate content.

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- **Risks of Fraud or Identity Theft**
  The information which you post on the Internet is available to the global world and to anyone who is clever enough to access it. Most thieves just want to know some vital pieces of personal information to make your life a nightmare. If they successed to steal your identity, it could cost you very badly.This is linked to the group's comfort with sharing everything online - including personal information.

- **Addiction**
  Social media being the most popular use of the Internet - surpassing email - and smartphones and other mobile devices seem to be the driving force behind this trend since 60 percent of the traffic is from a mobile source. The addictive part of the social media is really disturbs the personal lives as well. The teenagers are the most addicted ones to the social media. They get deeply involved and its simply a wastage of time and energy. They start getting cut off from the society. It also waste individual time that could have been utilized by productive tasks and activities.

- **Hacking**
  The one potential risk of social networking is that of **hacking**. Incidents of profiles, personal data and accounts are being hacked and can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts.

- **Cheating and Relationship Issues**
  All over the world social media websites are used to get up close and personal without even revealing the true identity. There have been numerous scandals in which people propose and have gone as far as marrying each other and then realizing the truth. These relationships based on fake information that lead to serious consequences. Developing countries have so many cases where people are distracted and fall in love over social media website and end up being cheated financially, emotionally and physically.

- **Negative Feedback**
  It is important and beneficial for the businesses to get customer feedback and social media makes the feedback public. If a customer has a bad experience with your brand, he may be compelled to share the experience over social network profile.

CONCLUSION

The world today has transited into a ‘Technology Era’. Technological revolution has changed the face of lives of people. The on-going and increasing demand of customers online proves that the widespread existence of social media is not just a trend, but is here to prevail, permanently. Social media doesn’t only entail a place where people communicate and socialize, but is the most preferred platform for marketing of products and services. Social media platforms like Facebook and Twitter have tools that allow businesses to communicate the right content to the customers. Social media is a medium to drive somebody to the desired platform. Today, every small and medium business uses social media to reach the desired audience. Its applications has positive impact on small business entrepreneurs and they are highly motivated to use this platform because it requires minimum budget or even free in most of the social media websites to advertise their products. Thus, social media with its vast reachability and accessibility enjoys widespread importance in the growth of business enterprises.

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A STUDY ON ANALYTICAL IMPACT OF DEMONETIZATION AND GOODS & SERVICES TAX ON TOURISM AND HOSPITALITY SECTOR IN INDIA

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ABSTRACT

Demonetization is the sudden economic incident of Indian economy in the year of 2016. Before India, there were so many countries in the world who already tried to demonetize their economies, They were Ghana (1982), Nigeria (1984), Soviet Union (USSR), Australia (1996), Myanmar(1987), European Union (2002), North Korea (2010), Zimbabwe (2015). There are three other countries who demonetized after India i.e., Venezuela on December 11, 2016, Australia on December 14, 2016, and Pakistan on December 19, 2016. 'Demonetization' is an act of stripping a currency unit of its status as legal tender of Rs. 500 and Rs. 1,000 notes from circulation. This move have helped to tackle black money in the economy, lower the cash circulation in the country, eliminate fake currency and control terror funding. According to recent World Bank Report, India's GDP growth rate dipped but only marginally during the demonetization period. It estimates GDP growth rate was at 7.3% in the first half of the fiscal year and dropped a mere one-third of one percentage point in the second half. However, this also underlines a key advantage of demonetization, at least if it is merged with a widespread digitization of financial transactions: It is helping push India out of the shadow of its black economy. Travel, Tourism and hospitality are the service oriented industry. Tourism is the fastest growing sector in India among the G20 countries which is growing by 8.5% in 2016 and forecast 6.7% in 2017. According to World Travel and Tourism Council (WTTC) India's travel and tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP, generated Rs. 14.1 trillion (USD208.9 billion) in 2016, which is world's 7th largest in terms of absolute size; the sum is equivalent to 9.6% of India's GDP. As per the report of UN World Tourism Organization (UN-WTO) reflects that India had approx. 9 million foreign tourist arrivals in the year of 2016, ranked 40th position in the world. The new initiatives have been taken by Ministry of Tourism, Government of India has given new synergy to boost up Indian tourism industry i.e., new e-visa regime, investment through Make in India in tourism and hospitality sector, enable investment in vital infrastructure, and allow companies to do business in India. No doubt that the demonetization had affected the tourism and hospitality sector as it was announced by Prime Minister Shri Narendra Modi suddenly on November 8, 2016, which was the peak tourism season of India. CGST Act, UTGST Act and IGST Act have received the assent of the President of India on 12th April 2017. The stage is set for the roll out of these Acts from the appointed day- 1st July 2017 and Goods and Services Tax(GST) has become a reality from July 1, 2017(The GST Day). There are expectations that the tax reform in the country will boost the Indian Economy and huge shift may be seen from unorganised to organised service sector. Although digital enabled technology centric tourism enterprises have tried to overcome this problem and supported by innovative digital practices like internet banking, mobile banking, e-wallets, debit and credit cards. But only e-banking or mobile banking tech-savvy customers, were availed this privileges. The micro, small and medium tourism enterprises (SMTEs) had directly affected and both domestic and foreign tourists faced critical and worse situation that time. The tourists were frequently cancelling the hotels, airlines and holidays packages bookings which directly affected to travel agents and tour operators, hoteliers throughout the country. In spite of these loss of those people whose livelihood direct and indirect linked with tourism industry like tour guide, taxi drivers, souvenirs shopkeepers, home stays, restaurants, street vendors, rural tourism centric enterprises and those who supplying necessities like, farmers, milkman, grocers, handicraft and handloom artists, music and dance artists etc. This paper is based on the explorative study which will review the impacts of demonetization and Goods & Services Tax on the Tourism & Hospitality Sector in India.

Keywords: Demonetization, GST, Digital Economy, Cashless Tourism and Hospitality Practices.

I. INTRODUCTION

Demonetization is to be considered as a new era of digital economy. Digitalization has brought lots of technological transformations and innovations to ease the routine economic transactions with less cash options. Demonetization is a great move to revival of Indian Economy towards cash less economy. 8 November, 2016 has become a historic day for the common people of India when Prime Minister of India Shri Narendra Modi announced demonetization of 500 and 1000 rupee notes and these currency notes ceased to be legal tenders. The ultimate purpose was to control black money, corruption, drug peddling, and promote digital economy. It emphasizes on cashless economy where all kind transactions can be trace and tracked. The purpose of the demonetization was to maintain economic health of the country where inclusive growth can be possible. According to *Transparency International* demonetization was a good step for Indian economy and also appreciate the initiative of demonetization taken by Prime Minister Modi which will help to maintain transparency in governance, reducing corruption in the country and improve the ranking of the country in Global Corruption Barometer.

Goods and Service Tax(GST) is a destination based consumption tax which is a levy of tax on all goods and services with the objectives of expanding the tax base through wide coverage of economic activities, mitigating the cascading effect, reduction of exemptions, enable better compliances etc. thereby resulting into formation of common national market for goods and services.

II. REVIEW OF LITERATURE

India is on the cutting edge of massive digital revolution. Managing cash liquidity might be more expensive affair for the government, because of tax evasion, corruption and the need to keep recirculation old, spoilt, currency, and enabling transfers, but digital is very expensive for citizens. Digitalization will lead to an improved climate for foreign investment, boost economic growth more transparent economy. Demonetization will not only help millions of Indians overcome the hassles of dealing in cash to emerge as a truly cashless economy. The demonetization is the right initiative and subsequent drive towards developing a cashless practices and digital economy in India*(Roy, A. 2017).* The *International Monetary Fund (IMF)* has hailed India as a bright spot amidst a slowing global economy. Indian economy has the potential to achieve double-digit growth rate. In spite of being a bright spot on the world map, a host of problems confront India which caste shadow on its governance credentials. These so-called black spots include: black money, corruption, money laundering, counterfeit currency, tax evasion and terrorist financing (*Sahoo and Lohana, 2017*). Demonetization is the vert essential for India and help to tackle economic issues of India *(Mohan, S. 2017)*. In one stroke, this involved the de-recognition of over 86 per cent of the value of Indian currency in circulation with only four hours' notice. Demonetization has opened a new avenue for India economy and helps to disclosure of black money in the country *(Ghosh, J.; Chandrasekhar, C. P.; Patnaik, P. 2017).* An improvement of telecom technology during the recent year makes people familiar with mobile banking and application based mobile payment methods. UPI and mobile wallet getting popular gradually among the urban Indian*(Mandal, P.K. 2017)*. Demonetization announcement initiated a process of a cleaner India leading to prosperous India capable becoming global guru for democratic,spiritually oriented and ecologically sustainable prosperity *(Agarwala, R. 2017).* Endless animated discussions in virtually every kind of group at any kind of place, unending serpentine queues at banks and ATMs, continuous news headlines for days and weeks, countless speeches, reactions and counter-arguments, a stalled parliament--India's recent demonetization has indeed unfolded at an unprecedented scale *(Kapila, U. 2007).*According to the *ASSOCHAM*, "travel trade has reported around 40-45 per cent drop in bookings for international tourists while business for the domestic travellers has gone down by well over 65 per cent.

III. OBJECTIVES

1) To study the prospects and challenges of demonetization in India.
2) To review the impacts of demonetization and Goods and Services Tax on tourism and Hospitality sector in India.

IV. METHODOLOGY

This paper has been developed on the qualitative research techniques. In this regard, exploratory research approach has been applied where personal experience through observation, personal visits and field survey conducted during and after demonetization phase and implementation of GST at banks and ATM outlets, restaurants, ticket counters of museums, tourist spots, hiring taxi, buying souvenirs, shopping malls, theatre, hotels, travel agencies and hotels, bus terminals, railway station and airports etc. A focus group interview has been conducted of tourists, various online travel executives, front office executives and various state tourism development offices. Mostly information has relayed on secondary data from reputed journals, books, magazines, national and local dailies, reports of RBI, ASSOCHAM, CII, Ministry of Tourism, Government of India, and some useful websites.

V. CONCEPT OF DEMONETIZATION

According to *Merriam-Webster Dictionary,' Demonetization'* (noun) originates from French word *démonétiser*, from dé- de- + latin *moneta* coin, means to stop using (a metal) as a monetary standard, or to withdraw of currency legal tender.

Demonetization is the process of removal a currency as legal tender. It replaces the old currency with new currency in the economy of any country.

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There are multiple reasons why nations demonetize their local units of currency:

- It helps to fights against inflation
- It controls counterfeiting fake currency, money laundering, tax evasion etc.
- It attack financial encounter of terrorism and Naxalite activities.
- It controls money power, cash for vote during the election.
- It promotes less cash economy through digital transaction.
- It supports trade and commerce process

VI. INDIAN ECONOMY BEFORE GST IMPLEMENTATION

Hospitality sector in India is presently covered as one of the priorities of the Government of India. At present, the hospitality industry is plagued by multiple of taxes such as, service tax, luxury tax and VAT which ultimately results into cascading effect. The three taxes are levied in the form of VAT and luxury tax by the states and the service tax by the central government. The VAT rate varies from state to state (generally levied between 12% to 14.5%), luxury tax depends on the room tariff and the state (generally varies from Nil to 12%). Similarly, service tax varies on the type of service. For hotels with room tariff in excess of Rs1,000 and above, service tax is applicable at 60% of room tariff in addition to VAT(ranging between 12 to 14.5%) and luxury tax where ever applicable. In case of restaurants on the F & B bills, service tax is applicable on 40% of the bill or effective rate of 5.8% apart from VAT @ 12 to 14.5%. In case of social functions (marriage, seminars etc.) the applicable service tax rates after 30% abatement is 10.5%. When the VAT, service tax and luxury tax are combined, the total impact goes up and lies between 20 to 27 percent. As input credit from central taxes cannot be set off against VAT liability and vice-versa, this leads to cascading effect.

VII. INDIAN ECONOMY AFTER GST IMPLEMENTATION

According to the law on GST which neither contains the exemptions nor the rates of taxation, it appears that all services in relation to hotels and restaurants would be subject to levy of GST as the same is to be treated as 'supply'. Section 3 read with schedule II stipulates that supply, by the way of or as part of any service or in any other manner whatsoever, of goods, being food or any other article for human consumption or any drink (other than alcoholic liquor for human consumption),where such supply or service is for cash, deferred payment or other valuable consideration shall be treated as supply. In the proposed GST regime, GST shall be payable ny taxable persons on the supply of goods and services. Taxable persons is defined in section 9 of GST law which stipulates that a person who carries on any business at any place in India/ State and who is registered or required to be registered under schedule III of the Act. Further, a person is required to be registered if its aggregate turnover in a financial year exceeds Rs. 20 lakhs all over India.

TAX LIABILITY ON HOTELS AND RESTAURANTS UNDER GST REGIME

- Luxury tax on services provided in a hotel is levied @ 10% on receipt basis. As all services under GST regime are to be taxed @18% while the present rate of service tax is 15%.
- The services provided under GST regime by way of lodging accommodation by a hotel, inn, guest house, home stay, club or campsite by whatever name called and including a house boat or any other vessel will be taxable @ 18% on the transaction value of supply of services in all probability.
- The threshold limit under GST regime on supply of services is aggregate turnover of Rs 20 lacs per annum. On discount.
- The supplier of hotel services will be entitled to input tax rebate on the inputs, capital goods and input services used by them in the course or furtherance of business.
- Alcoholic liquor for human consumption has been retained in entry 54 of List-II, ie., state list of the seventh schedule of the constitution.
- Schedule II u/s 7 of CGST Act incorporates activities to be treated as supply of goods or supply of services.
- As per clause 6(b) of schedule II, tax under GST regime will be levied as supply of services, not as supply of goods @18% on transaction value i.e. the consideration paid or payable.
- The supply of restaurant services will be entitled to input tax rebate on the inputs, capital goods and input services used by them in the course or furtherance of business.

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THE BENEFITS OF GOODS AND SERVICE TAXES

1) Administrative Ease- GST will abolish several other taxes, leading to a reduction in procedural steps and more chances to streamline the taxation process.
2) Clarity for consumers- It was sometimes difficult to differentiate between a Value Added Tax and an entertainment tax for the common man. However, under the GST regime customers will see only a single charge on their bill and it would give them a clear picture of the tax they are paying.
3) Improved Quality of Service- How many times have you had to wait in the hotel lobby wondering if you would miss your flight back home because your bill was still being prepared? With just one tax to compute, the checking-out processes at hotels and restaurants will now become easier-another perk that the hospitality industry can brag about.
4) Availability of Input Tax- The tourism and hospitality industry will find it easier to claim and avail input tax credit (ITC) and get full ITC on their inputs. Before GST, the tax paid on inputs could not be adjusted against the output without any complications. However, this will become easier in the GST regime.

POSITIVE IMPACTS OF GST

1) The multiple taxes would be replaced by one single tax, the rate of which is likely to be between 16-18%. The hotel industry would benefit in the form of lower tax rate which should help in attracting more tourists in India.
2) It was now and again difficult to differentiate between a Value Added Tax and an entertainment tax for the common man. However, under the GST regime customers will see only a single charge on their bill and if would give them a clear picture of the tax they are paying.
3) Service providers will have an option to take different registration or separate business verticals which needs to be examined on case to case basis.

NEGATIVE IMPACTS OF GST

1) Alcohol and electricity are out of the purview of GST rate. The taxation on alcohol would be different than the single GST rate. The industry consumes a lot of electricity as a prime consumable and the levy of electricity duty would likewise not be shrouded in GST. Thus, the hotel industry would not be able to avail the input credit on the two items which will have a negative impact on this sector.
2) The procedure for all the invoices/receipts towards inwards and outwards supplies will become cumbersome as each one of them will have to be uploaded in the system.
3) The frequency and number of returns to be filed will go up.

VIII TECHNOLOGICAL TRANSFORMATION AFTER DEMONETIZATION

India is the leader of Information and communication technology since IT revolution starting in the world. No doubt India has developed and exported world class software's through its IT professional and earned handsome packages of salaries. Now this process digitalisation reform has been started in all most all sector of economy. E-banking, e-commerce, e-marketing, e-shopping, e-governance, e-tourism, e-booking, e-visa, e-passport, e-ticketing, e-payment, e-billing, are some common buzzword our day-to-day life. After Digital India Mission, government and business enterprises focus to transform their process on digitalisation. Many E-Start-Ups have come in this field to develop innovative digital services, apps which provide ease to customers. Online shopping retailers have already influence and dominating the e-shopping market culture and attracting by mega deals, festive offers, discount offers, mega sales. The internet banking or mobile banking, with lowest internet data has given the wings of e-payments power to the consumers.

- ***A path towards 'Cashless Society':*** Demonetisation has given the clear-cut roadmap to pursue digital transactions in routine life. This awareness now spread through the country when they actually realise the need of cashless practices by the different instruments. This message is not only sensitise to urban India but rural India too. Because, rural India have faced very tough time during demonetisation. But after promotion the cashless transactions practices among the rural masses, they are also following the path of cashless society.
- ***Developing Digitally Empowered Society:*** India is adding approx. 110 million smartphone users every year. A Deloitte and Associated Chambers of Commerce & Industry of India (ASSOCHAM) study forecasts that India will have 600 million internet users by 2020. Automation, big data, IoT and artificial intelligence enabled by the application of digital technologies could transform the Indian economy and improve productivity.

- ***More focus towards 'Data Analytics':*** The consumer centric information, their behaviour, opinions, feedback , reviews, through social media sites, blogs, forums, micro-blogging etc. through data analytics which transforming to better understand the data and focus to technological enabled solution.

- ***Innovation in payment system:*** There are many innovative payment solution has been emerged before and after the demonetisation. These are Immediate Payment Service (IMPS), National Unified USSD Platform, RuPay Card, Bharat Bill Payment System (BBPS)**,** Unified Payment Interface (UPI), payment banks, mobile wallets, Bharat Interface for Money (BHIM) app. Tez app develop by Google for India.

Table - I: Technology Transformation Phases in Banking and Financial Sector

First phase	Second phase	Third phase
1984: Introduction of Magnetic Ink Character Recognition (MICR) Technology	***2001:*** Internet banking	***2010:*** Immediate Payment Service (IMPS)
1987: First ATM installed in Kolkata	***2004:*** National Financial Switch (NFS)	***2012:*** Adoption of ISO 20022 messaging standard in the Next Generation RTGS (NG-RTGS) system
1988: Computerised settlement operations at clearing houses of RBI	***2004–2005:*** Real Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT)	***2014:*** Jan DhanYojana, National Unified USSD Platform, RuPay Card, Bharat Bill Payment System (BBPS)
1998–2000: Core banking software	***2007 :*** Mobile banking	***2016:*** Unified Payment Interface (UPI), payment banks, mobile wallets,
	2008: Cheque transaction systems	***2017:*** Bharat Interface for Money (BHIM) app

Source: A Report published by ASSOCHAM and PWC on 'Securing the cashless economy' (2017)

IX. IMPACT OF DEMONETIZATION ON TOURISM AND HOSPITALITY

The impact of demonetization is initiating to India's tourism industry a shift towards to do lots of innovations to ease the customers and to motivate them cashless practices. According to a recent study by the Associated Chambers of Commerce & Industry of India (ASSOCHAM), there has been a 65 percent drop in Christmas and New Year vacation bookings this year. Demonetisation of high-value notes adversely affected the industry, at least in the short term, say industry players. Hotels are among the least affected sectors post-demonetisation. Peak tourism period of November-December were badly hit. For tourist destinations beyond metros, business may be down by as much as 40%. Tourism business in metros may go down by 10%. Cash shortage at airports and hotels are a big problem. And many national monuments entry points don't have card payments facilities. Western countries have issued advisories on cash crunch in India. Almost all airlines have announced sales this month although November is part of a quarter that's considered peak time for air travel because of festivals and yearend holidays. AirAsia India unveiled all-inclusive fares from Rs.899 for travel till 30 April 2017. SpiceJet said it was offering fares of Rs.737 on short-haul sectors like Chennai-Coimbatore, Jammu- Srinagar-Jammu, and Chandigarh-Srinagar. Vistara, owned by Tata Sons Ltd and Singapore Airlines Ltd, offered Rs 999 tickets, allowing passengers to fly in the "happy month of December and into 2017".The demonetisation drive will benefit the organized hospitality sector in India the most. The unorganized inventory of hotels in the industry will be most impacted by this move.

According to the Ministry of Tourism, Government of India, demonetisation has had no adverse effect on international tourist arrivals for November.

Table - II: Growth of Foreign Tourist Arrival in India in Last three Years

Year	Foreign Tourist Arrivals (In Lakhs)
January-November-2015	71.03 Lakhs
January-November-2016	77.83 Lakhs
January-November-2017	90.01Lakhs

Source: MyGovIndia.in

X. MAJOR CHALLENGES

- Scarcity Syndrome among the people
- Minimum withdrawal limit of Rs. 2000 only
- Foreign Exchange crisis for foreign tourists which was limit to Rs. 5000 per week
- Medical emergency, daily needs, like grocery, milk, etc.
- Difficult to manage for event planners and managers to seasonal wedding ceremonies, anniversaries and birthday parties, or Christmas and New Year eves.
- Hard struggle for daily earners livelihoods like street vendors, barber, rickshaw pullers, cobblers, carpenters, masons, etc.
- Delay in supply of new currency notes
- Huge crowd at Banks and ATM counters
- Connectivity and low speed internet
- Minimum Digital literacy among the rural and poor people
- Less rural centric technology and ATM machines
- Less Cash dispensing capacity at ATM
- Limited POS Machines in the market
- Security of financial data is a big issue.
- Re-calibration of ATM Machines for new current
- Awareness about GST
- Guidelines regarding return filing

XI. KEY SUGGESTIONS

Although, when demonetisation was declared by the Prime Minister Narendra Modi, India was really not prepared to tackle this situation but for betterment of economic health of the country it was the right move to fight against black money, terror funding, money laundering, tax evasion etc. But thanks to digitalisation which had tried reduce this problem as much as possible. Inspite of that there are some key suggestions to develop India as cashless economy:

i) In India almost 65 percent people lives in rural areas. Therefore, there is urgent need to develop digital infrastructure and foster innovation to make rural India digital economy.

ii) The government should incentivize start-ups which contributing to strengthen digital economy and make life easy for common people by their digital innovations.

iii) There should be proper efforts for improving IT literacy and digital awareness among rural, illiterate masses of the country.

iv) As per the guideline of RBI, banks should implement appropriate physical security measures to protect the system gateways, network equipment, servers, host computers, and other hardware/software used from unauthorized access and tampering.

v) There is also a requirement of 24x7 Internet facility, free wifi at public places like railway stations, airports, bus terminals, metro, shopping malls, market for non- metro, II tier cities as small towns of India.

XII. CONCLUSION

Demonetisation was biggest step taken by Prime Minister Narendra Modi, to clean and revive the economy of India. This decision definitely has strike on the black money, terror funding, tax evasion, and money laundering. But proper public support and coordination and cooperation of Government, and business houses, this move was very successful in spite of certain difficulties to common people of India. In this regard, Digital India and Start-ups India campaign was more vibrant during the demonetisation. This was the right time for testing the practices of start-ups innovations like mobile wallets, e-money transfer system, e-shopping, e-loyalty programmes etc. India is leading the global ICT power with best payment system solutions. Secured i-gateways, authentication of transactions have developed trust towards cashless practices. Enablers like Jan Dhan,

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Aadhaar, Mobile penetration, (JAM), demonetization have developed positive environment for digital practices in India. Companies specializing in food and beverage operations could be the biggest beneficiaries of GST within the hospitality sector. The hospitality industry has been burdened with high and multiple taxations. This is neither beneficial for 'ease of doing business' nor for the customers, "Everybody likes consolidation of taxes as it leads to greater transparencies and will help guests and buyers understand overall costs. GST is a mixed bag of better and easier rules and regulations, and increase costs and compliances. The hospitality sector is lobbying for a GST rate of 5% as it believed that a lower rate will bring in more tourists and allow Indian businesses to compete with global chains. However, the GST council deemed it fit to fix the rate at 18%. Hopefully, GST is going to be pinnacle which aims at evolving an efficient and harmonized consumption or destination based tax system and will remove the problems faced by the sector leading to cost optimization and free flow of transactions.

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AN ANALYTICAL STUDY ON IMPACT OF DEMONETIZATION ON PEOPLE OF GHAZIABAD CITY

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ABSTRACT
Demonetization had a significant impact on the state of the Indian economy. This paper is an attempt to find the impact of demonetization on the people of Ghaziabad city. It is found that four variables namely gender, age, annual income, occupation have significant association with the impact of demonetization. This paper also analyzed that demonetization is an effective step taken by the government to curb black money, illegal activities, and corruption in the Indian economy.

Keywords: Demonetization, Black Money, Government, Corruption & Currency Etc.

INTRODUCTION
Demonetization is a very important and necessary step taken by the country once there's a modification of national currency. The recent currency is replaced with new currency. Demonetization is the method where government declares the presently running currency notes illegal to be new once the declaration is created. There are both pros and cons of demonetization within the Indian economy. The explanations for demonetization are to manage counterfeit notes that could be contributing of terrorism, and to undermine or eliminate the "black economy". There are some potentially ways that during which the pre-demonetization monetary resource will stand altered:

- There would be agents within the economy who are holding cash that they cannot explain and therefore they cannot deposit within the banking industry. This part of the currency will be destroyed since it will not be replaced in any manner.
- The Government likes better to replace only a part of the currency that was in circulation as cash. In the other words, the rest would be available only as electronic money. This could be a mechanism used to force a transition to cashless medium of exchange.
- The empirical extent of these two components will be unraveled only over the next six months.
- These two would have completely different effects on the economy within the short term and with in the medium term, as are explored below.

NEED FOR THE STUDY
- The Indian currency notes which were fake in higher denomination have increased.
- Money which is unaccounted, often used in any form of corruption and illegal activities.
- The Financial Action Task Force, a global body which looks at the criminal use of the international financial system, notes that high-value bills are used in money laundering schemes, racketeering, etc.,
- In the United States, the highest denomination currency note is $100 and United Kingdom, the highest denomination currency bank note £50.
- The highest denomination currency note is essentially 50-100 times the smallest denomination note of one dollar or one pound.
- In India, up until now the highest denomination note was Rs 1,000 and this was 1,000 times the smallest denomination note of Re 1 (Note: Re 1 notes are issued by the ministry of finance).

REVIEW OF LITERATURE
Arpit Guru and Shruti Kahanijow (2010) researcher studied the need for black money income need for amendment in DTAA &ITEA and analyzed that black money is spreaing everywhere in India up to a large level which continuously stored towards abroad in a very large amount. The researcher has identified how black money had caused menaces in our economy.

Sukanta Sarkar (2010) conducted a research on the parallel economy in India: Causes, impacts & government initiatives in which the study focused on the existence of impacts of black money in India. According to the researcher, the main reason behind the generation of black money is the Indian Political System i.e. Indian government is mainly focused on making committees rather than to implement it .The study concludes that laws should be implemented properly to curb black money in our economy.

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Tax Research Team (2016) stated in their research paper that demonetization is a favourable event to curb black money in our economy. Its main objective is to study the impact of demonetization on Indian economy. This paper shows the impact of such a move on the availability of credit, spending, and level of activity and government finances.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents in Ghaziabad city.
- To identify the impact of demonetization on people.

RESEARCH METHODOLOGY

Ghaziabad city is the study area selected for this research. The study is based on primary data and the tool for collecting data is the well- structured questionnaire. The sample size for the research is 100 respondents. The collected information were reviewed and consolidated into a table. For the purpose of analysis the data were further analyzed by using statistical tools. The statistical tools are

- Simple Percentage method
- Likert scale Ranking Method

LIMITATIONS OF THE STUDY

- The study is only restricted to the selected sample of Ghaziabad city and hence the result of the study cannot be generalized.
- The statistical methods which are used to analyze the primary data have their own limitation.
- All the limitations related to the primary data are applicable on this study.

ANALYSIS AND INTERPRETATION

Demographic Profile of the People

Table no.1 describes the demographic profile of the respondents for the study. Out of 100 respondents who were taken for the study: it has been identified that most (64%) of the respondent are male, (56%) whose age group is under 26 to 50 years, most (69%) of the respondents are Students, (45%) of the respondents are businessman and the annual income of (44%) respondents is above Rs.2,50,000, (63%) of the respondents belong to nuclear family.

Table-1: Demographic Profile of the Respondents of Ghaziabad city

Factors	Number Of Respondents N=100	Percentage
Gender		
Male	64	64
Female	36	36
Age (Years)		
Up to 25	15	15
26 to 50	56	56
Above 50	29	29
Educational Qualification		
Students	69	69
Public and private sector employees	20	20
House wife	11	11
Occupation		
Business	45	45
Public sector employees	31	31
Private sector employees	24	24
Annual Income		
Up to Rs.1,00,000	15	15
Rs.1,00,001 to Rs.2,50,000	41	41
Above Rs.2,50,000	44	44
Type of Family		
Nuclear Family	37	37
Joint Family	63	63

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Table-2: The impact of demonetization on people

Factors	5	4	3	2	1	Total	Mean Score	Rank
Demonetization helps to Destroy Black money in India	36	34	14	10	6	100	3.84	1
Demonetization helps to destroy corruption, illegal activities etc.,	44	24	14	4	14	100	3.80	2
Demonetization helps to increase in electronic payment	20	30	14	24	12	100	3.22	5
Payment habits of People are affected by Demonetization	22	38	16	16	08	100	3.66	3
High impact on business of Real estate, gold rate, stock exchanges	28	38	8	8	18	100	3.5	4

ANALYSIS AND INTERPRETATION

The above table show the weighted average of each factor related with the impact of demonetization. From the calculated weighted average researcher could say that demonetization is helpful to curb black money in the Indian economy and it is also followed by corruption, terrorism and other illegal activities etc.

CONCLUSIONS

The demonetization is very effective step taken by the Indian Government. The demonetization is taken for several measures such as tax evasion, counterfeit currency and funding of illegal activities. Some people are depositing currency notes in excess of specified limits directly into bank accounts has showed the unaccounted income, subject to higher tax and other penalties. Due to demonetization alternative payment method like online transactions, e-wallets, online transactions using e-banking, debit and credit card usage have been increased and this will shift an efficient cashless infrastructure.

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EMPOWERING WOMEN IN DEVELOPMENT PROCESS

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ABSTRACT
Women Empowerment is a main issue of the current scenario. There are so many saints and sociologists who have struggled for the empowerment of women in India. Empowering women is an important end in itself and as women acquire the same status, opportunities and social, economic and legal rights as men. There are so many respects in Women Empowerment, i.e.

The Educational Women Empowerment means empowering women with the knowledge, skill, self-confidence and academic progress.

The Physical Women Empowerment includes food, nutrition, health, sanitation and growth.

The Social Women Empowerment includes better status in the family, freedom for life, rights to property, social freedom, family welfare and gender equality.

The Economic Women Empowerment implies a better quality of material life through sustainable livelihood owned and managed by women.

The Legal Women Empowerment includes constitutional protection, fundamental rights, protection against gender based discrimination, women courts and other safety measures.

The Political Women Empowerment includes political reservation, political participation and political leadership development of women.

The Spiritual Women Empowerment includes misbelieves, customs and traditions.

This paper attempts to analyze the status of women empowerment in India and highlights the Education status and Need of Education of Women Empowerment.

Keywords: Women, Empowerment, Education and Needs

INTRODUCTION
Empowerment means equal status to women. Empowerment is a process that gives freedom in decision making. Empowerment includes higher literacy level and education for women, better health care for women, their rights and responsibilities and improved standard of living. Women Empowerment is empowering women with full rights to live a happy and free life without any hesitation and fear in the society. Women can be empowered only when they are literate and educated. The Country's First Prime Minister, Pt. Jawaharlal Nehru said "*If You educate a man then you educate the person and if you educate a woman then you educate the whole family."* Education is the key to unlock the golden door of freedom for development.

Women Education is very important for both the social and economic growth of the country. Both men and women are like two sides of the coin and run equally like two wheels of the society. So both are important elements of the growth and development in the country and they require equal opportunity in the education. If education of the women is getting ignored, it would be the ignorant of bright future of the Nation. Uneducated women cannot take care their families and children. Educated women may easily handle their family, infuse good qualities in children and participated in the social work. Pt. Jawaharlal Nehru said *"When Women move forward the Family moves, the Village moves and the Nation moves."*

ERA OF WOMEN EDUCATION
Women Empowerment in Ancient India
In the Vedic Period, Women had access to education but gradually they had lost this right. Women enjoyed equivalent position and rights in the early Vedic Era. However, after 500B.C. the position of women started to decline. In this period, Eminent person like Raja Ram Mohan Roy, Ishwar Chandra Vidya Sagar emphasized on women's education in India.

Women Empowerment in Medieval India
In this period, Women Education further deteriorated with the introduction of Purdah System. Different customs and conventions of diverse religions like Hinduism, Islam and Christianity further deteriorated the state of women in the country.

Women Empowerment in Modern India

After the independence, the scope for women increased and Women Education in Modern India widened. The highest priority was given to women education. Currently, entrance of women in Engineering, Medical and other professional colleges is overwhelming elevated. Most of the professional colleges in the country keep 30% of the seats reserved for females.

LITERACY RATE IN WOMEN EDUCATION

Women literacy rate in our country was bad in Pre-Independent Era. Overall education standard of country grew after Independence. Educational experts admit that this failure is mainly due to the slow progress of education among girls. Literacy and Educational level are increasing for Indian women still there is a gap between male and female literacy rate which can be seen in the following table:

Table - 1: Literacy Rate in India

Year	Person	Male	Female
1901	5.3	9.8	0.7
1911	5.9	10.6	1.1
1921	7.2	12.2	1.8
1931	9.5	15.6	2.9
1941	16.1	24.9	7.3
1951	16.7	24.9	7.3
1961	24.0	34.4	13.0
1971	29.5	39.5	18.7
1981	36.2	46.9	24.8
1991	52.1	63.9	39.2
2001	65.38	76.0	54.0
2011	74.04	82.14	65.46

Source: Census of India (2011)

In 2011 the percentage of educated persons increased to 74.04% of which male percentage was 82.14% and female percentage was 65.46% respectively. Literacy rate among rural women is only 58.8 percentages as per 2011 census. Female literacy was at a national average of 65.46 % whereas the male literacy was 82.14%. Within the Indian states, Kerala has shown the highest literacy rates of 90.02% whereas Bihar averaged lower than 50% literacy, the lowest in India.

In 2017 the Literacy Rate in India has been improved a lot, the most literate state is the Kerala with 93.91% whereas most literate state is the Bihar with 63.82%. While other state like Puducherry or even Himachal Pradesh has good literacy rate while states like Jharkhand, Rajasthan has low literacy rate.

OBSTACLES IN WOMEN EDUCATION

1. **Higher percentage of Dropout**

   The main problem is that the girls especially in rural areas do not continuously go to the schools. Nearly 45 percent of girls' dropout of school between grades 1 and 5. Girls have to sacrifice their education mainly due to the family pressures and taboos of the society.

Table-2: Percentage distribution of persons (age 5-29 years) who dropped out/discontinued education by age of dropping out / discontinuance

Age group of dropping out/ discontinuance	Rural		
	Male	Female	Person
5-15	58.1	62.7	60.3
16-24	41.5	36.7	39.2
25-29	0.4	0.6	0.5
All	100	100	100

Source: NSS 71 st Round 2014

2. **Priority of Son's education comparatively to Daughter's**

   In our society if a family has to choose between a son's education and the daughter's, especially if the financial condition of the family is not so good, then they will preferably choose son. Son's education is viewed as an investment whether daughter's is considered as a loss as they will get married and the family will not be benefitted with it. Also if a girl is educated she will choose an educated boy for marriage and the parents have to give dowry for that.

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3. **Inadequacy of female teachers**
   Lack of female teachers is also a major cause for the barrier in women education. Currently only 29% of the females are there in teaching in primary level. At university level they are even more low i.e. only 22%.

Table-3: Number of Female Teachers per 100 Male Teachers at Different Levels of Education

1Year	Primary School	Middle School	Secondary School
2010-11	76	80	61
2011-12	79	76	66
2012-13(P)	87	80	69
2013-14(P)	88	83	74

Source: Educational Statistics at a Glance 2014

P-Provisional

4. **Our curriculums are gender biased**
   It has been found that our lessons are male oriented and not female. Women are shown as weak and disable and victims of abuse and beatings. In our society still in some rural areas female child is not welcomed with joy. They do not receive same medical, emotional and educational attention as their male counterparts.

IMPORTANCE OF WOMEN EDUCATION

Education is an important element for our life. It is as much necessary as food, clothes and shelters. Women who cover half of the present total population should be educated. Their duties do not end in cooking and feeding. A woman of a house has do many works comparatively to man. She has a greater need of education than a man. It is thought that both man and woman must be equally educated and they are like the two wings of a bird. It is true that a home is the first school of every child and the mother is the first teacher. The mother teaches her child what to do and what not to do. A well-educated mother can give a good environment to her child for well growth and for better education. Because of the polite behavior and the diplomatic speech, a well-educated woman can keep the house in right order, in peace and in happiness. She can also help the family with financial support as she can have a good job and earn good money. It should also be considered where there is good respect of women; there is always happiness and prosperity.

CONSTITUTION ACT AND GOVERNMENT POLICIES IN WOMEN EDUCATION

The Government programmed for women development began as early as 1954 in India but the actual participation began only in 1974. At present, the Government of India has over 34 schemes for women operated by different department and ministries. Some of the policies are as follows:

1. Rastria Mahila Kosh (RMK) 1992-1993
2. Indira Mahila Yojana (IMY) 1995
3. Women Entrepreneur Development program given top priority in 1997-98.
4. Dhanalakahmi (2008).
5. Women's Development Corporation Scheme (WDCS)
6. Sarva Shiksha Abhiyan

The constitutional of India has given Act for empowering women. Some of the Articles are as follows:

1. Equality before law for women (Article 14)
2. The State to make any special provision in favour of women and children (Article 15 (3))
3. Equal pay for equal work for both men and women (Article 39(d))
4. The State to make provision for maternity relief (Article 42)
5. Promotion of dignity of women (Article 51(A) (e))

CONCLUSION

To conclude the present scenario, it may be said that India is now a leading country in the field of Women Education. History of India is never blank of brave women. It is full of women philosophers like Gargi, Viswabara and other famous women are like Mirabai, Durgavati, Ahilyabai, Laxmibai etc. All the famous historical women in India are inspiration for the women of this age. We never forget their contribution to the society and country.

Recently, the Government has launched "*Beti Bachao Beti Padhao*" scheme which aim at making girls independent both socially as well as financially.

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AGILE MANUFACTURING ALONG WITH AGILE SUPPLY CHAIN MANAGEMENT - A COMPREHENSIVE STRATEGY FOR CREATING SUCCESSFUL BUSINESS MODELS

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ABSTRACT

Agile manufacturing is an innovative approach to manufacturing. It focuses on meeting the needs of the customers along with maintaining the highest standards of quality and controlling the overall costs involved in the production of a particular product. It is concerned with designing process designs and information systems in such a manner to respond quickly to customer needs and market changes while controlling the costs and quality. On the same note, supply chains are also critically important to achieving competitive advantage. So in the business environment comprising uncertainty and volatility, supply chains must be more agile. Agility in supply chain means the ability of the firm to respond to changing needs in a manner that expedites the delivery of ordered goods to the customer along with the flexibility to respond effectively to sudden changes. So, flexibility, speed and accuracy being the hall marks of agile supply chains; both concepts of agile manufacturing and agile supply chains should be used as complimentary strategies for creating successful business models as one enhances the performance of other .So the paper emphasizes that both strategies should be used in comprehensive manner rather than being adopted separately ;as in highly competitive markets; even small variations in the product performance and delivery can make huge differences to company's survival and reputation in the long run.

Keywords: Agility, Supply Chain Management, Process design, Information Systems

INTRODUCTION

Turbulent and volatile markets are the current phenomena of the economies as life-cycles are shortening and global economic and competitive forces create additional uncertainty. The risk attached to lengthy and slow-moving logistics and unresponsive manufacturing has become unsustainable which makes it essential for the organizations to reconsider their manufacturing systems and supply chains. The key to survival in these changed conditions is through bringing agility in manufacturing as well as supply chains.

AGILE MANUFACTURING SYSTEMS

Agile Manufacturing is a relatively new operations concept that is intended to improve the overall competitiveness of firms. Agile manufacturing is a term applied to an organization that has created the processes, tools, and training to enable it to respond quickly to customer needs and market changes while still controlling costs and quality. Manufacturing and service processes which are based on agile manufacturing, they have efficient customer-supplier integrated systems. They provide insights into product design, manufacturing, marketing, and related support services which result in enhancing customer delight; excelling among competitors; organization change, minimizing uncertainty and complexity; and also leveraging people and information whereby such systems are able to respond to customer needs very effectively.

Businesses are restructuring and re-engineering themselves in response to the challenges and demands of the competitive business environment. In the present challenging environment only those businesses will achieve great growth that are able to provide their customers high-quality and low cost products, and are utmost responsive to customers' specific and rapidly changing needs. In a present competitive environment, there is an intense need to develop such manufacturing systems , organizations and facilities that are more flexible and responsive. The key elements of agile manufacturing are:

(i) Physically distributed manufacturing machinery and teams;

(ii) Real time Engineering;

(iii) Integrated business information system;

(iv) Prototyping in products.

(v) Virtual business processes

As stated before, agile manufacturing is driven by the need to respond quickly to changing customer requirements. It demands a manufacturing system that is able to produce effectively a large variety of products and to be reconfigurable to accommodate changes in the product mix and product designs. Manufacturing system reconfigurability and product variety are critical aspects of agile manufacturing.

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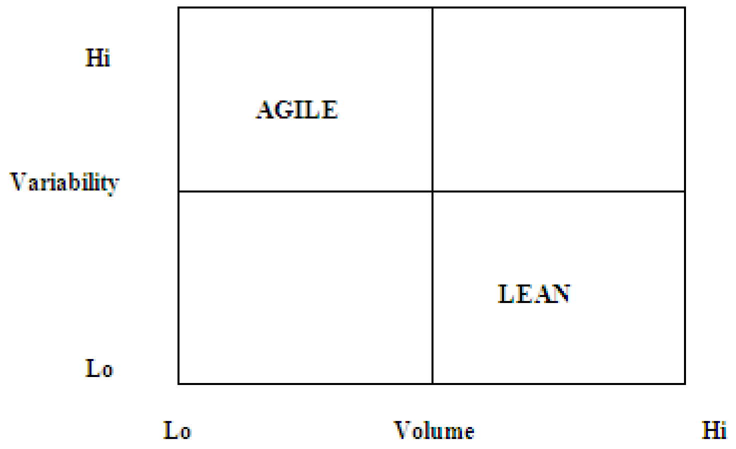

Figure-1: Agile or Lean? "Agility" is needed in less predictable environments where demand is volatile and the requirement for variety is high. "Lean" works best in high, low variety and predictable environments.

MANUFACTURING SYSTEM CHANGES FOR BRINGING AGILITY

Agility in manufacturing systems requires a change in the approach of product development teams. These teams include representatives with different expertise, such as product design, manufacturing, quality assurance, purchasing, marketing, field service and support. Change includes relaxing those policies that inhibit design changes and provide greater authority and responsibility to members of design teams.So change is required in every aspect of manufacturing systems to bring agility because it is an organization wide concept.

Managing change in a manufacturing environment requires a more systematic method of simultaneously designing both the product and the related processes for production and support.

Agile manufacturing needs a rapid product design system with the objective of shifting over to new products as quickly as possible. This needs a system to group various resources and products to reduce and eliminate non-value adding activities whereby the time needed to reach market with the right products at the right time is also reduced.

Agility in manufacturing puts special requirements on the information systems for an enterprise. In addition to satisfying the traditional requirements, the business information system should be able to reconfigure in a very short time and should also include parts of information systems from other companies.

Human factors also play a significant role in the successful development and implementation of agile manufacturing systems. The key issues related to human factors that need to be considered in agile environment include knowledge workers, multilingual workforce, multinational workforce, incentive schemes, type and level of education and training, relation with unions, and pay award.

In fact `Agility' is the ability of a company to bring changes in its systems, structure and Organization. Responsiveness means the ability of a company to gather information from its commercial environment and also detect and anticipate changes, to recover from changes and to improve as a result of change. Manufacturing companies, even those operating in relatively stable conditions with good market positions, are facing fast and very unanticipated changes in their business environment. Being agile in such environments means being flexible, cost effective, productive and being able to produce with consistent high quality. Each company responds in a specific and different way deploying its own agile characteristics.

AGILE SUPPLY CHAINS

Agility is a company-wide capability that encompasses organizational structures, information systems, logistics processes and, includes mindsets. A key characteristic of an agile organization is flexibility. Agile supply chains are required along with agile manufacturing to implement both of them collectively as a comprehensive strategy for organization's success.

An integrated supply chain acts as a global network used to deliver products and services from raw materials to end-customers through an engineered flow of information and physical distribution. The effective supply chain management system focuses on resolving business process problems that are important to customers. The supply chain's main objective is to facilitate flexibility and responsiveness of an organization.

THE ROUTES TO AGILITY IN SUPPLY CHAINS

Agility in supply chain is one of the three key attributes of any supply chain which also includes flexibility and strength. The most mature definition of agility is "the ability to recalculate plans in the face of market, demand and supply volatility and deliver the same or comparable cost, quality and customer service."

Agility refers to speed and efficiency. An agile supply chain is focused on the following characteristics in the production and delivery of goods:

- Speed of delivery
- Cost efficiency
- Responsiveness to customer
- Flexibility in value chain
- Productivity and value addition

Collectively an agile supply chain may be defined as a system of product distribution that is concerned with doing things quickly, saving costs, being responsive to the market and consumer demands, maintaining flexibility, and keeping productivity at all-time highs.

Agile supply chains depend upon real-time data to help make decisions in day-to-day operations, as well as projected data in supply forecasts. Combined, it creates a more robust process that saves businesses and consumers' money, eliminates the need of excess inventory, predicts potential shortages, and does it all quickly and effectively. Flexibility is key to agile supply chains.

In addition to above basic characteristics; an agile supply chain must possess a number of distinguishing characteristics as Figure 2 suggests.

The agile supply chain is market sensitive. By market sensitivity is meant that the supply chain is capable of reading and responding to real demand. Most of the organizations are forecast-driven rather than demand-driven. In other words because they have little direct information from the marketplace by way of data on actual customer requirements they are forced to make estimates based upon past sales and convert these forecasts into inventory.The use of information technology to collect data on demand directly from the point-of-sale or point-of-use are now transforming the organisation's ability to identify the needs of the market and to respond directly to it.

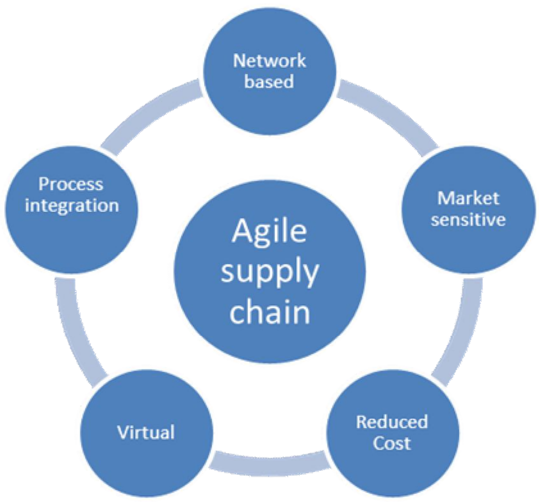

Figure-2: The Agile Supply Chain

As producers, wholesalers and retailers seek more effective ways of marketing their products, they need to examine their supply chains for ways to reduce costs in the value chain. The logistics supply chain aims to achieve improved flexibility by reduced supply cost, reduced inventory holding costs, removal of stock stores and increased selling space for retailers, taking control of inbound materials, integrating functions from purchasing to sales, and increased control of the supply chain .

For an agile supply chain, top management involvement is essential to reengineer effectively the supply chain and logistics. In agile supply chain environment, the relationship with suppliers and the interaction between suppliers needs to be flexible in terms of delivering products or services and responsiveness.

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CONCLUSION

Agile manufacturing will lose its true effects if not used with agile supply chains because the value created through agile manufacturing will be lost in the value chain itself. So agile manufacturing and agile supply chain management are complimentary strategies ; one will lose its effect in the absence of other. Agile manufacturing is concerned with total quality management in such a way that right products are produced for the customer at the right time in the right quality whereas agile supply chain makes possible the delivery of the product to the customer with the right value. Right value may be in the form of money, time, quality safety, packing, payment feasibility and many more. So agile manufacturing along with agile supply chains provides the framework for successful business model in today's highly competitive business world. Right supply chain strategies cannot be separated from an integrated production and operation strategy. Agile supply chains ensure the right value delivery to the customer which is generated through the agile manufacturing systems. Sometimes in the absence of agile supply chains value generated through agile operations is lost in the value chains only. Hence bringing agility in supply chains as well as manufacturing systems will give the company a distinctive advantage in today's world of product excellence where the prevalent norm is '**Survival of the Fittest.'**

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IMPACT OF GOODS AND SERVICE TAX ON INDIAN ECONOMY

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ABSTRACT

GST means Goods and Service Tax which is an indirect tax structure, implemented in India. This idea (GST) was mooted by Vajpayee government in 2000 and the constitutional amendment was passed by Loksabha on 6th May 2015 after many cry against the implementation of GST. Then Indian Prime Minister Narendra Modi Initiate a step to implement GST in practice for modifies our Indian tax structure and it is executed around the Indian economy on July, 2017.

The introduction of the Goods and Services tax to our Indian economy has a very noteworthy step in the field of indirect tax reforms. By merging a large number of central and state taxes into a single tax - GST are expected to significantly ease double taxation and make taxation overall easy for industries. For the customer, the most beneficial will be in terms of reduction in the overall tax burden on goods and service (GST) which is a transparent system. The paper objective is to show light on various impact of GST and know its effects on Indian economy and its sector.

Keywords: Goods and service tax, Indian economy

INTRODUCTION

Over the eras procedure of taxation has been design and redesigned to make it satisfactory and efficient. The goods and service tax (GST) is a huge concept that simplifies the enormous tax structure by supporting its economic development towards country. Tax policies play an important role on the economy through their impact on both efficiency and equity. A good tax system shall endeavor to generate tax revenues to support government expenditure on public service and infrastructure development. Goods and Service Tax (GST) is the single indirect tax that straightly impacts all area and parts of our Indian economy. GST is target at forming a one of integrated market that will beneficial for trade and services. GST in India required a certain renovation as we have various taxes in our economy such as sales tax, excise duty, service tax etc. the taxation system in our economy has become very complicated and leading to many issues such as falling effects and dual taxation etc. which directly impacting on the public, with rising prices and lack of clarity. The presently tax procedure is not only influencing the common public but also the enterprises, industries, stakeholders and tax payers as well which is facilitating the simple of doing trade and develop economic growth at large scale. The very important roles of the growth of GDP are related to indirect taxes. For the growth of Indian economic sequence logical and viable tax policies are being accepted by all over the world. India has also involved in this system with the needs and has been beginning amendments in both direct and indirect taxes. The present scheme of direct and indirect tax (GST) is recognized as miracle tool of economic development and growth.

OBJECTIVE

- To focus on various positive and negative impact of GST
- To analyses the effect of GST on various areas of our economy.

AREAS WISE EFFECT ANALYSIS

Real estate

The real estate area is most important sector of our economy. This sector is very effective for creating employment in Indian economy. The effect of goods and service tax (GST) on the real estate area can’t be completely considered as it basically depends on the taxes. All though the area will be significant advantages through GST execution, as GST has carried to the real estate business most demanded responsibility and transparency.

Pharmacy

Goods and service tax (GST) is promoting the pharmacy and medical sector. It will design a balance playing area for standard medicine producers, enhance medical service sector and simplify the tax formation. The pharmacy area is excepting for a tax interval as it will construct reasonable medical facilities simpler to approach by all people.

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Textile

The textile sector offers employment to a maximum number of untrained and trained labors in India. This sector is involves in export trade and contributes to enhance our GDP. So GST would affect the textile sector which is selected by the small and large scale enterprises.

Agriculture

The agriculture sector is very important of our Indian economy. This sector is contributing mostly in GDP. This is a major subject challenged by the agriculture area is the transportation of agriculture products around state links all over the country. Goods and Service tax (GST) will resolve the problem of transportation.

Cottage Industries

GST has been highly affected on luxurious goods and injurious health products such as tobacco, alcohols & increasing its prices so that people buy less these products. In another side GST have lesser implemented on micro and cottage industries. So that the prices of the products of these industries have lesser and rising their sales and profits.

POSITIVE IMPACTS OF GST ARE

- Firstly GST creates the procedure of taxation more transparent and simple for the society because they will pay now only one tax.
- Currently there are a number of taxes both state and national level. They all shall be combined in one tax that is GST.
- In India multiple laws for taxation system. If people want to trade their goods and services at state and central level, then they have to know and follow all the laws of our country. So GST is very beneficial for trade environment at all level state and central.
- Execution of GST will support too many concerns about taxation and rational with favor to e-commerce trade, which plays very important role in our economic development.
- GST will also reduce corruption in paying tax process.
- Implementation of GST supports to recognize tax system worldwide.
- GST will be innovative transformation for our economy through the growing a collective market and decreasing the effect of tax on the price of goods. It will affect the tax system and tax calculation.
- GST enhance more opportunity for employment so this is very beneficial for the development of our economy.

NEGATIVE IMPACTS OF GST ARE

- Most of the merchants are not included with the central excise taxes but only give value added tax (vat) in the state level. Currently all the merchants will be needed to give central Goods and Services Tax (CGST).
- One of negative impact of GST on real Estate industry also, because of GST increases the prices of buildings construction and properties market.
- However GST seems a single tax system but in practically it is a double tax system in which central & state receives different tax on one deal of transactions.

CONCLUSION

The initiation of GST would be a substantial step in the transformation of tax system in India. In the GST there will be consistent tax formation where the revenue of tax will be distributed between state and central government according their production and consumption sequences. There are two aspect of anything so GST has also negative effect but its positive effect higher then negative effects. This is a revolution in our Indian economy tax structure that is **one nation one tax**. Many positive results will come in future through GST implementation in a proper manner.

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VIRTUAL TEAMS: MANAGING GLOBAL WORKFORCE WITH REFERENCE TO CHALLENGES AND FUTURE PROSPECTS

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ABSTRACT
Geographically dispersed teams living in different countries and cultures are Virtual Teams. Even living in same country but it happens that team members never meeting face to face. Virtual teams are widely accepted by organizations as the basic way to strategically have the competitive advantage and the recent advancements in globalization has orientation to theory and research on virtual teams. The virtual teams are growing explosively and are used by organizations. The inherent challenges of virtual teams signify the need for theory and research in virtual teams as the functioning and management of virtual teams is quite different from traditional teams. Organizations need to design structure and manage their organization culture for efficient working of virtual teams. As team members can work from any part of the world therby saving the organizations financial costs, office requirements. From organizations to employees all want to become a part of the virtual teams as its makes them more time savvy and efficient. Investment in virtual teams is looked upon by the companies to improvise their performance and competitiveness .Employees become flexible as they can manage their work and personal lives more easily , and they have the opportunity to interact with colleagues around the world. Companies are hiring multicultural global workforce across the world to build the efficient virtual workforce.

Keywords: Virtual Teams, Challenges, Trust, Communication

INTRODUCTION
Business are accelerating at a fast pace in the ever changing global environment and it becomes tremendously important that decisions and working environment need to be built according to the constraints of time and space, this is where the virtual teams show their very importance. Virtual teams increasingly use information and communications technologies (ICTs) to communicate beyond locations and time-zones in achieving the interrelationship tasks and objectives of the organisation (Cramton, 2001; Lipnack & Stamps, 1997; Maznevski & Chudoba, 2000).It is neccassary for efficient working of virtual teams to prioritize on skills and expertise. (McDonough, Kahn, & Barczak, 2001).With the advancement in information technology and internet becoming accessible readily most of the organizations today, employs virtual teams to some degree (Hertel et al., 2005) Virtual teams of talented people can respond effectively to changing business environments and those with good and efficient virtual teams form a competitive advantage over others. (Bergiel et al., 2008). On-line chatting, sharing blogs, and playing on-line games are commonly used by virtual teams as face-to-face meetings are not feasible in virtual teams.(Luo Lu,2015)

WHAT IS VIRTUAL TEAM?
It has become quite difficult to determine what virtual teams means as virtual teams across multiple institutional contexts is a current topic in the literature on global organizations. The team's members are linked primarily through computer and advance telecommunications. (Chudoba et al., 2005). The team members who reside at different physical and geographical locations but work together or communicate via email, fax or any other technology medium are called Virtual Teams. These teams are formed of members who are located at divergent physical locations. This team trait has empowered geographically scattered members to coordinate their individual working and performance by using enormously the use of various information technology mediums. (Peters and Manz, 2007). The goals and objectives of the virtual team members are the same but instead of meeting in person at a common place they use internet technologies get in touch with their team mates.

OBJECTIVES OF STUDY
1. This study explores the issue of effectiveness within virtual teams in the ever changing competitive environment.
2. To explore the challenges and opportunities in managing and leading virtual teams.

LITERATURE REVIEW
In all circumstances it is not possible to conclude that virtual teams are appropriate for all working arrangements.(Nemiro, 2002). Hossain and Wigand (2004) conclude that virtual teams would be effective with the support of ICT-enabled as compared with face to face communication and would lead to greater levels of

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satisfaction in collaboration. Much of the literature review points out that cultural differences create barriers to effective communication among virtual team members (Kayworth & Leidner, 2000; Sarker & Sahay, 2002; Van Ryssen & Hayes Godar 2000). Geister et al. (2006) highlights four major elements of motivation in Virtual team performance: valence, instrumentality, self-efficacy, trust (system/person). Geister et al. (2006) concludes that feedback is an important factor which has a positive impact on motivation, satisfaction, and performance in virtual teams and specially for the less motivated members feedback is important for increasing the morale . Pauleen and Yoong (2001) highlight that establish personal relationships with the rest of the team members is very important for the smooth working of the team. Watkins(2013) concludes that if you are succeeding a team, as a leader you should take the time to understand how your predecessor led it. Whether a team is virtual or traditional it is important that newly appointed leaders need to understand their team members. It becomes even more important to do this analysis when you lead a virtual team, because the structures and processes used to manage communication and coordinate work have such an important impact on team performance. Deloitte interviewed Dr Will Felps and MBA student, Virginia Kane, both from the University of New South Wales, Australia, about their recent research on best practice in leading virtual teams. The researchers found that the management practices managers apply to traditional teams cannot be applicable to virtual teams. When it comes to managing virtual teams ,managers must a have a different set of skills Tackling different time time zones, language barriers, cultural differences are the many challenges that are encountered while leading the virtual teams. Theory developed by McGrath [88] in the The Time-Interaction-Performance theory researched that an organization needs to provide for supportive group climate and group well-being are important in developing relationships in virtual teams. .

MODEL OF VIRTUAL TEAMS

1. Why

The very purpose of virtual teams is determined by defining intended objectives with an alignment of the team's objectives with enterprise goals. All the decisions are driven with purpose in mind.

2. Who

A manager is more adept at finding ways in managing a team of members situated in different physical locations these virtual leaders are able to juggle multiple responsibilities and priorities at the same time. The managing is extremely important in virtual teams as leading a virtual team is a true balancing **act**

3. How

The use of technology with the enterprise level support is a pre requisite for virtual teams .A virtual team can do their work from any location they want and use technology to ensure they are working as efficiently as possible.

Source: Hudson Research Consulting

BENEFITS OF VIRTUAL WORK TEAMS

- **Flexibility:** Virtual teams offer greater flexibility in terms of workplace schedule, where the best employees may be located anywhere in the world and work from remote places .
- **Freedom to travel:** People have the freedom to choose their physical work space and can access their virtual office from basically anywhere in the world.
- **Spend less money:** The organization saves money as by not having a physical location they save themselves from infrastructural requirements.
- **More comfort:** People experience comfort as they get the privilege of working from home or wherever a person chooses offers them greater comfort with their own schedule

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- **Better work-life balance:** Virtual organizations offers people with greater flexibility as they can strike a good balance between their work lives and personal lives.

KEY FEATURES OF VIRTUAL TEAMS

1. Trust

Any successful relationship is build on the foundation of trust is and it becomes more important when collaborating relationships in virtual teams as they hardly meet each other for face to face interaction. Research have been conducted out to examine the relationship between trust and integrity ,benevolence and abilities of team members (R. C. Mayer, J. H. Davis, and F. D. Schoorman,).In the absence of face to face contact virtual teams have to focus more on the element of building trust., as four main elements : dependability ,competence, care, and integrity. The trust element between virtual team members can be enhanced by displaying capabilities in their responsibilities, sincerity in their actions, developing cordial relationships with team mates , and dependability by following through on commitments.

2. Communication

Communication is the main key of leading virtual teams. Virtual teams which are successful perceive the importance of meaningful communication between members of a team. As Thomas, Kellogg and Erickson (2001) observe, instrumental communication can be achieved by expressive communication and it improves the overall human capital. It becomes extremely important for maintaining the standards of communication, work dedicatedly on their tone of communication, critical moments are monitored regularly to communicate with each other, and improve upon the perception of the emotional content of communication. For communication to be effective it's important that there should be regular communication for reporting both achievements and likely dangers to the team.

3. Powerful Conflict Management

Conflicts are an inevitable part of any organization. Conflicts arise among team members and solving conflicts in virtual teams becomes a challenge especially because members do not know and understand each other very well, there is a large probability for miscommunications while dealing a virtual team. Time, effort and energy that is invested in resolving the conflicts, can be saved if it is invested during recruitment & selection of virtual team members. Hiring right people with right attitude along with knowledge and skills is very important. There is difficulty of forming emotional connections between team members without any face-to-face contact which adds up to conflicting situations in virtual teams.

4. Political Influences

Team decisions are influenced by members of virtual teams who adopt different influence tactics to make their presence felt as all the team members are working in different geographical location with different culture and understanding of a particular project. For virtual team members it becomes difficult to understand the communication patterns and behavioral norms of other cultures therefore they apply political influences and power tactics to succeed in the teams.

5. Cohesion

Group cohesion refers to the extent to which members of a group express their desire to remain in that group and resist separation from the group. (Balkwell, 1994).The feeling of working with a team member whom you have never met personally is like just an interaction with an unknown person in a social situation. There may be similarity in attitudes which may help to foster interpersonal rapport building which is believed to rest on two psychological mechanisms. First, there is a longing for consistency between an individual's, attitudes and perceptions. Team members want the similarity of their perception matching with the perception of other team members. If a team member has a positive attitudes towards certain objects ,events or situation and discover that another member too has favorable attitudes towards the same objects, events or situation the cognition will be consistent if at all there is liking for that team mate(Newcomb, 1971) The standards of quality, excellence and expectations from your team members are important elements to be discussed for building team cohesion.

CHALLENGES IN MANAGING VIRTUAL TEAMS

1. Virtual Teams are different from traditional teams

Many organizations position managers with leading the virtual teams who previously used to lead manage traditional or same locations. For many managers hiring a virtual team is a crucial decision and they go extra cautious to hire best global talent. For these managers virtual team members should only be task centred but in reality it doesn't happens so as team members are not machines or robots .The use of Technology like webconferencing, emails etc is given more wieghtage by a large number of managers for the success of virtual teams.

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2. Leadership Style

Another common notion that many managers believe that virtual teams are independent and self-reliant.They believe that the virtual teams are self managed and they function best when left on their own. The presence of a strong leader with strong communication skills, patience and team dynamics is essential for the success of virtual teams. There is a dire need of strong and dedicated leaders in order to ensure positive results from the virtual teams and that they have the ability to put their focus on the project.

3. Cultural Barriers

Not only the team members differ in the degree of virtuality, but also in context of their national and cultural backgrounds which are as distant as the team members physically are. As such, a virtual team is considered global when backgrounds are culturally diverse, and members are able to think and work with the diversity of the global environment (DeSanctis & Poole, 1997; Jackson, Aiken, Vanjani & Hasan, 1995). For global team members from cultures that value direct communication and informal communication, the use of information and communication technology can encourage dialogue since it is similar to their own cultural framework. Virtual team members who give mileage to collectivism may be willing to work within a team setting and for them strong relationship building is crucial part of working in a team. But a feeling of isolation may creep in the ideology of collectivism since team members are geographically separated and the inputs may not be getting frequently. (Zakaria, Amelinckx, Wilemon,2004).

4. Managing Conflict

When technology rules the work environment being conscious of the existence of conflict is not so easy. Global virtual teams need to be aware of the fact of existence of conflict due to differences and opinion and promote protocols that effectively respond conflict or pre-conflict situations. The misunderstandings, inconsistencies, communication barriers are more prone to the virtual teams as there is a lack of well defined structure compared with the traditional teams which have clearly defined mechanism for resolution of conflict. “When there is lack of information, when people are uncertain about why someone has disapproved with them more probability of taking the disagreement on a personal level .(Lindred Greer).When appropriate tasks are matched with team members, goals are clear and rewards are given to teams the chances of conflict become low . In virtual teams, the achievement of the solution-orientation of compromise and collaboration behaviors should be associated with task centered behaviour, congruence of goal among members, enhanced participation, and therefore, accelerating quality of team performance (Townsend et al. 1998).

CONCLUSION

With the advent of globalization the future holds an important place for virtual teams. Efficient and effective management practices will help ensure they live up to their potential. Despite potential managerial challenges, virtual teams have become paramount structure for the modern organization, and those companies who can manage virtual teams will be having a competitive advantage. Inspite of having many advantages of virtual teams.A study conducted by the Aberdeen group has found, that software projects accounting for 50% to 90% executed by virtually teams fail to reach their objectives which is quite alarming. . For successful virtual organizations it is of utmost importance to have the elements of trust, collaboration, and cohesion among individuals. Cost reduction, improved morale, shorter cycle times, pool of talented workforce and work life balance are the by-products of virtual teams if used in the correct manner. In order to have effective virtual teams, the managers of virtual teams need to address the challenges and understand the differences in managing virtual teams and co-located teams such as those highlighted in this paper.

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EFFECTIVE EDUCATION POLICY

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ABSTRACT

In this article, we will discuss the design and implementation of Effective educational policies aimed at increasing the Educational level at the Global platform. The scope of educational planning has been broadened. In addition to the formal system of education, it is now applied to all other important educational efforts in non-formal settings. More attention is being given towards improving the overall quality of education rather than broadening the scope of the sector. Difficulties in implementing change in schools has been explained either by referring to the concerns of teachers or to the organizational dynamics of the school. This article presents a framework in which these two sets of factors are linked. It is suggested that the school, in responding to major policy change, triggers specific organizational issues that in turn will arouse specific concerns on the part of the individual teacher. The implementation of major change is seen as the resolution of these issues and their related concerns. The framework maps the interplay of organizational issues and personal concerns; it serves as a reflection on the dynamics of change and on the management of "the implementing schools".

Keywords: Organizational Dynamics, triggers, Educational Policies, Framework

I. INTRODUCTION

The history of education in India is more than 3000 yrs. old. Education was imparted orally, from the teacher to the disciple and was called as Shruti. Shruti was to hear, thus the disciples learned by hearing from the teachers. The knowledge was then passed on to the next generation on the basis of what had been remembered and this was known as Smriti. But the education system then had an objective and purpose making the students a learned one. That was to serve the society and to enter into a lifetime pursuit of attaining salvation

From the Vedic age onwards, the central conception of education of the Indians had been that of a source of light giving us a correct lead in the various spheres of life.

It was a sense of perspective and proportion in which the material and the moral, the physical and spiritual values of life were clearly defined and strictly differentiated. Education meant self-realization which was treated as "Mukti" or Emancipation. Education was imparted to know life and death and not the mere objective knowledge of the materialistic world.

During the epic periods, the conception of education was based on spiritualism and self-realization. It was not that students were not taught the modern education like medicine, chemistry, military, art or mechanics; they studied these programs during the course of the

The British East India Company arrived in India in the 16th century. At that time the system of primary education in India was managed by local village communities. These schools were called Pathshalas. The agents of the East India Company and the Christian Missionaries destroyed these communal schools and introduced the English and western system of education in the country.

When India got its independence in 1947, the education reform in the country was accelerated by the then national leaders like Pt. Jawaharlal Nehru, Dr. Sarvapalli Radhakrishnan, Maulana Abul Kalam Azad, Pt. Madan Mohan Malviya and eminent personalities like Dr. Vikram Sarabhai, Dr. J.C. Bose, Prof. Homi Jahangir Bhabha and many others and thereafter started a new era started in the System of Indian Education

II. OBJECTIVE

The objective of this paper is

1. To understand the existing educational policies.
2. **T**o understand the importance of effective educational policies, its opportunities and challenges in order to reach the zenith of success.
3. **T**o understand the Pro and Corns of present educational policy.
4. **T**o understand the role of effective educational policy in sustainable development at Global platform.
5. **T**o provide the adequate reform steps to improve the educational pattern.

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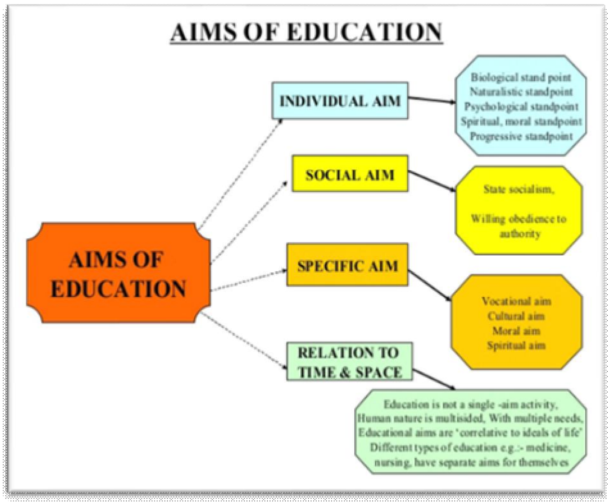

III. A GLANCE

The National Policy on Education (NPE-1968) was prepared to improve the quality of education in the country and was focused on providing education facilities to all the citizens of the nation. The policy has been reviewed in the subsequent years. It was further updated in 1992 to spread knowledge and freedom of thought among the citizens of the country. Despite education coming within the ambits of the central government, the state governments have generally played an important role at the grass root levels.

IV. NATIONAL POLICY OF EDUCATION-1968

The National Policy for Education-1968, formulated by the efforts of the Government of India, lists down certain principles towards development and growth of the state of education in India. **These principles are**:

1. **Free and Compulsory Education**

According to Article- 45 (Indian Constitution), education should be free and compulsory up to the age of 14. Steps should be taken to ensure that child who is enrolled in the school should successfully complete the course.

2. Education of Teachers

The teacher is the most important person to determine the quality of education in the country. He should be honored in the society. The quality of their emoluments and knowledge standard should be increased in compression to their responsibilities and qualifications. Proper attention should be given to teacher education. They should also get the academic freedom to write, to study and to speak on national and international issues. The constitution of India mentions freedom of expression to all.

3. Language Development

The policy had also emphasized on the development of Indian as well as foreign languages in the country. The three-language formula should be introduced in which a student at the secondary level should know Hindi, English and the regional language of his state. The language Sanskrit has been included as an optional subject in secondary level.

4. Education Opportunity for all

According to this policy, every child of the country should get education irrespective of caste, religion, region or whatever the case may be. Special efforts should be made towards providing an environment suitable for children belonging to the backward classes, minority children, girls and physically challenged children to avail the education facilities.

5. Uniform Education Structure

The structure of education should be uniform throughout the country. It should be a 10+2+3 pattern from higher secondary to college l

6. Education Structure should be uniform

During the course of study, each student should be promoted for sports and games as well as they should be given chance to develop the quality of work experience and Community services to understand the its importance in one's life.

7. Progress should be reviewed

The government should review the progress of education in the country from time to time and should present guidelines for future development.

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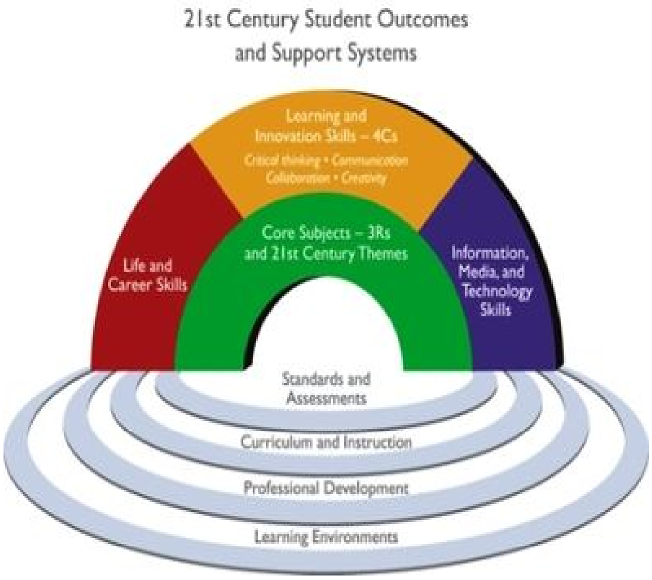
V. N.P.E-1986/92 (Revised)

The National Policy on Education-1986 was modified in 1992. It is a comprehensive framework to guide the development of education in the country. Few of the principles with positive points in the NPE-1968 are also included in the new policy with required modifications.

The new education policy was emphasized on retention of children in the schools at primary level. The cause of the drop out of the children from the school should be strategically handled by making plans. The network of Non-Formal education in the country was introduced and also the education should be made compulsory up to the age of 14.

- Focused attention to be given to the backward classes, physically and mentally challenged children for their development in education.
- Women education should also be on the priority to overcome the poor rate of illiteracy among female. The weaker area women and girls should be centrally focused in various educational institutes and special provisions will be made available for them in vocational, technical and professional education.
- It should be Institutions duty to provide basic as well as resources like infrastructure, computers, libraries. Accommodation for students especially for girl students. Teachers will have the rights to teach, learn and research.
- The Central Advisory Board of Education should keep check on reviewing educational development and also to determine the changes required to improve the education in the country.
- The State Advisory Board of Education at state government level should be established to look after the state's progress in education.
- Non-government organizations should be welcomed to facilitate the education in the country. At the same time, steps should be taken to prevent the institutions from the commercialization of education.



CHANGES REQUIRED IN INDIAN EDUCATION SYSTEM

Rabindranath Tagore has often, through his several articles, emphasised the need our education system. However, only a few things have changed. We do have established numerous schools of international prestige like our IITs or the IIMs, etc. However, the fight towards admission in these institutions remains prevalent as these school still find it difficult to absorb all the high achievers.

Rote learning is still a major problem in our country. The system of education introduced by the colonial government was centered around creating clerks and civil servants, a system which should have been immediately changed after the independence. However, the intention may have died, but the system still remains alive. For every center of eduaction excellence, there exists in our country a school that teaches their children to be and remain mediocre for the rest of their lives. The words of Mahatma, Nehru, Subhash, Mendela or Martin Luther King Jr to name some, inculcates the spirit within the hearts and souls of billions of people at a time that has the power of change the world. The textbooks of our times, however, fail to ignite that spirit.

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Allowing hundreds of schools and colleges to mushroom would not help solve the educational crisis as more attention is to be paid towards the quality of education. We often spend our entire life savings and borrowed money on education but still fail to achieve a standard education making it further difficult for our children to get the employment of their choice. Constant undirected competition and the exercise of rote learning not only crushes the creativity of students but also their originality.

Let's explore something else in this one: what should change in India education system? Here is my wishlist:

Focus on skill-based education
The education system at present is only focused towards teaching and testing knowledge at every level inspite to teaching skills. "Give a man a fish and you feed him one day, teach him how to catch fishes and you feed him for a lifetime." I believe that if you teach a man a skill, you enable him for a lifetime. Knowledge is largely forgotten once the semester exam is over. However, cramming still remains a popular exercise among the Indian Students. The best crammers are rewarded by the system,and this can be treated as one of the basic inadequacy of our education system.

Reward creativity, original thinking, research and innovation
Our education system rarely rewards what deserves highest academic accolades. Deviance is discouraged. Risk taking is mocked. There is a need to improvise our testing and marking systems so that original contributions, in form of creativity, problem-solving, valuable original research and innovation are better recognized and appreciated. Indian education system needs to be changed as above mentioned to get overnight successful results.

Get smarter people to teach
For way, too long teaching became the sanctuary of the incompetent. Teaching jobs are until today widely regarded as safe, well-paying, risk-free and low-pressure jobs. The performance of the teachers are never open to judge and correction in India. Therefore, being alloted a passionate teacher is a matter of luck for the students. Even further, these teachers are often not well-versed in their field leading to wastage of the nation's resources as well as the student's time.

Education for all
It is high time to encourage a breed of superstar teachers. Thanks to the Internet, performance of the teacher is no longer restricted to the boundaries of the classroom. Teachers can teach without actually being physically present in front of the teacher and at the convinience of the students. Also, the performance of the teachers can be reviewed by their past students forcing them to develop their skills. The better teacher will be more popular and acquire more students. That's the way of the future. This also enables the students to interact and learn from the very leaders of our country.

Implement massive technology infrastructure for education
Internet and technology can be great engines in the education sector. For the betterment of the standard of the education computers and internet are the important tools now a days, it makes sense to invest in technological infrastructure that will make access to knowledge easier than ever. These tools are really going to be very helpful to aquire the knowledge from all over the world that is deffinetly going to help the young learnes and also help in the sustainable development of our country.

Re-analyze the motive of the education system
No doubt we have infinite number of talents,large group of engineering student group in the world ,but if we compere it with the number of innovations, do we stand any where in comparission of any other developing countries? Certainly not. This is because, our education system presently working as a machine which is producing tools only which is only going to be fitted in the pre defined system ,it is not giving chance to the students to fly in their own unlimited sky.The most funny thing is that we are feelin very happy and proud in running and opening the call centers of other countries instead of new innovations and that is where our engineering skills end.

It's time to change the objective of our new education system , it should be a creater, innovators, artists, scientists, thinkers, and writers who can help in initiate the foundation of a knowledge economy rather than the call center service provider nation that we are now a days turning into.

Effective laissez faire
Now a days, an institute of higher education in India must be operating on a not-for-profit basis that could be discouraging for speculators and trailblazer who could have worked in these areas. However, many institutions are taking out the side path by clever restructuring to earn noticeable profits because of that sometimes these institutes become so costly and out of reach from most of the Indian students.

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Education sector of India needs to be re dimansionlised to become more effective to encourage the private sector, in order to encourage infusion of capital and those who provide or create extraordinary educational products or services.

Take uninspired out of the system

The present education system today encourages no great shakes – in students, in teachers, throughout the system and making easy to survive as a mediocre student or a mediocre teacher in an educational institution as comfortable zone resulting unproductive crowd in the system and frestation too . If we want excellence,we have to stop it's o.k attitude and mediocrity cannot be tolerated.Excellence should be appriciated,mediocares should be trained properly,otherwise be ready to get unproductive result.

Every child is unique, so should be their education

Assembly line education prepares assembly line workers. However, the drift of economic world is away from assembly line production. The common belief is that if something is good for one, it is good for all.

Some kids learn faster, some are comparatively slow. Some people are visual learners, others are auditory learners, and still, some others learn faster from experience. e can effectively decentralize education, and if the government did not obsessively control what would be the "syllabus" and what will be the methodology, there could be a boom of new and innovative courses geared towards serving individual interests of the students.

Take for example, the market for learning dancing. There are very different dance forms that attract students with different tastes. basically, different teachers and institutes have their different ways of teaching dancing. This could never happen if there was a central board of dancing education which enforced strict standards of what will be taught and how such things are to be taught.

Allow private capital in education

The government cannot afford to provide higher education to all the people in the country. It is too costly for the government to do so. The central government spends about 4% of budget expenditure on education, compared to 40% on defense.Actually, the government has crisis of enough money to spend on even starting new schools and universities ,other institutions, forget overhauling the entire system and investing in technology and innovation related to the education system. Even today, only non-profit organizations are allowed to run educational institutions apart from government institutions. Genuinely, the good money, coming from honest investors who want to earn from honest but high impact businesses do not get into the education sector as there is less chances of high income or profit.

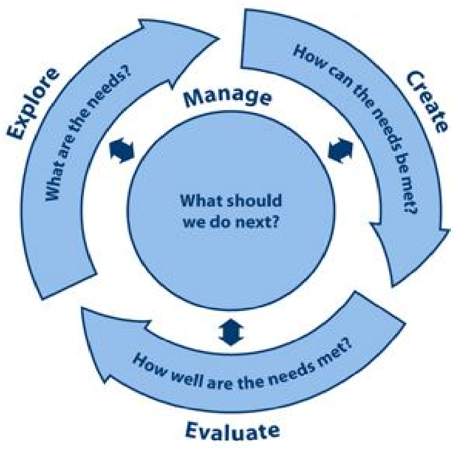
The government can effectively share its burden with the private sector.

Make reservation irrelevant

We have reservations in education today because education is not available universally. Education has to be rationed. This is not a long-term solution. If we want to emerge as a country built on a knowledge economy, driven by highly educated people – we need to make good education so universally available that reservation will lose its meaning.

Education reservation India

There is no reservations in Internet. It is equally avavilable to everyone. Today various International institutions provide free of cost online courses for people all around the world. This is the future, this is the easy way to beat reservation and make it inconsequent.



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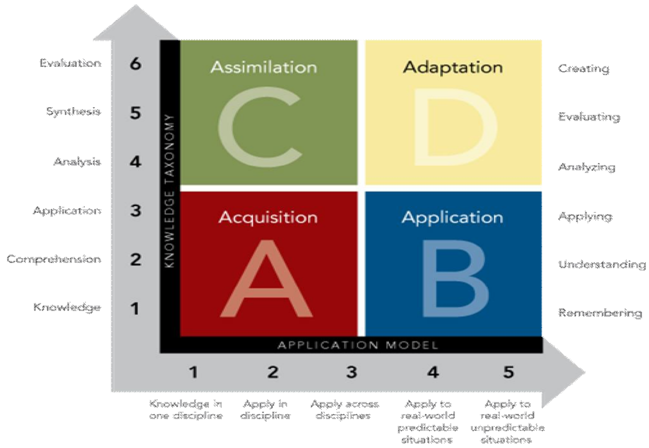
VI. TEN STEPS TO TRANSFORM THE QUALITY OF EDUCATION IN INDIA

Below are 10 initiatives that I believe can transform Indian education, if undertaken in a concerted way and sustained over at least a five-year period:



Initiative 1: Make the problem visible

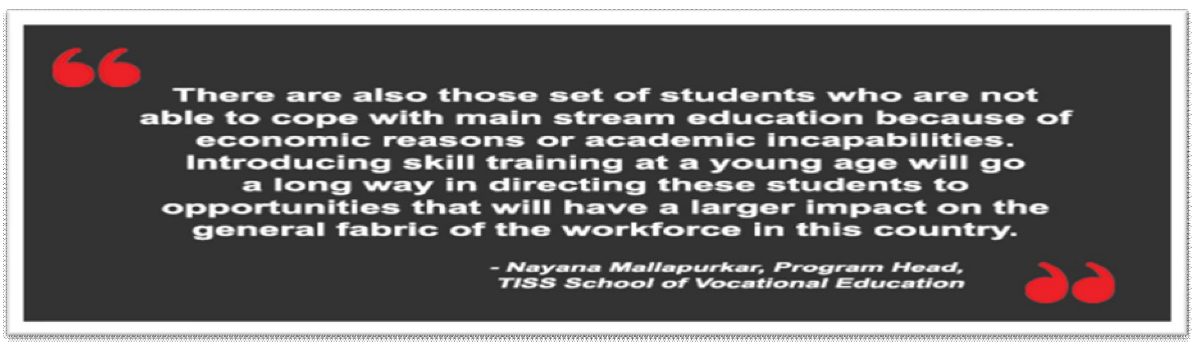
To keep on crisscross on progress in learning and make the current level visible regular assessments are needed. To keep our self-updated, regular international assessments like Trends in International Mathematics and Science Study and Program for International Student Assessment should be the part of effective curriculum to set goals and benchmark in performance and progress. The Student Progress Tracking System at all the platforms(National and District) should be upgraded which will track learning levels of each and every child and provide diagnostic data to serve as a basis for improvement to schools and teachers to provide periodic feedback.

Initiative 2: Build systemic and institutional capacity

The biggest problem in the educational system today is a severe shortage of capacity. Consider two initiatives – the Continuous and Comprehensive Evaluation (CCE) and the Teacher Eligibility Test (TET). Few people disagree that these initiatives are based on sound principles and good ideas. Yet, many – some may say most – well-intentioned ideas do not achieve their goals due to people across the system not having the required skills.

Strengthening research on learning is the first step and only long-term solution to this crisis. I recommend establishing a ‘science of learning’ center, either as a part of National Council of Educational Research and Training (NCERT) or as a separate institute, with a mission of promoting research on how children learn. This institute can undertake research on reading, elementary mathematics, intelligent teaching systems, and assessments.

Initiative 3: Establish skill development centers at the School level.



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The modern world provides and accepts various academic as well as artistic fields to work and excel in. However, the Indian thought process is more clued on to the typical traditional academic streams and careers in the field of engineering, medicine, accounts, MBA etc. A structural shift is required from traditional forms of education towards Skill development. Skill development should ideally begin at the age of 13 years, from the eighth standard, while in school Integration of skill development and education is essential for skilling to take wings. It has to be imparted in schools alongside Academics. If a student opts for motor repair as a skill development course while in school, at a later stage, he can opt for a diploma or degree in automobile engineering.

Initiative 4: Build teacher and head teacher capacity

Regular assessment of teachers needs to be done in order to provide them with the relevant and appropriate resources along with high-quality training programs for teacher training. Information and Communication Technology should be used as a tool to provide many of these courses on an on-demand basis.

The resources available with the National Repository of Open Education Resources (and other open education resources) including videos, teaching material, and assessment questions should be made available to every teacher. The needs to be restructured, rather than depending fully on government organizations like the NCERT to create educational material, this work should be carried out through ‘request for proposals’ that would allow talented individuals and organizations to participate and contribute.

Initiative 5: Change the goal post by reforming board exams to test understanding, not recall

The pattern of rote-based Board Exams in India are always observed as a source of the learning crisis , even in primary schools. The recently introduced CCE pattern should be replaced by the board examinations in order to encourage understanding rather than rote learning and I think it’s not a big task to do because there are so many other exams that can be taken as a milestone for this change.

Initiative 6: Invest in technology for education

Along with the educational research inherent in all the initiatives mentioned above, there is a need to research and develop methods to use technology in a manner that appreciates the desire we seek. The focus should not only be on installing hardware but also creating new, high-quality content such as intelligent teaching systems and tools that will help students to hone basic skills like reading and mathematics, and developing content in multiple Indian languages. ICT-based remediation programs should be encouraged, in which the service provider is reimbursed based on the measured student improvement. ICT should also be used to track teacher attendance. High-speed internet connections can be provided to all educational institutions by way of a simple scheme through which the government can reimburse the internet service providers directly.

Initiative 7: Introduce school-based practices for learning improvement

This includes initiatives like monthly tests in school and quarterly parent-teacher meeting days which encourage parents to visit schools thus appreciating a collaborative efforts of all the stakeholders.

Initiative 8: Work on mindsets through public education campaigns

Periodic workshops should be conducted to attract talented teachers and parents to make them aware of what constitutes a good school, the value of education beyond marks etc.; and at existing teachers to make them understand that every child can learn well if supported etc.

Initiative 9: Holistic development

Efforts should be made towards making students as well as the parents more aware and accepting areas like sports, art and culture as a career option.

Initiative 10: Implement legal and structural changes

A distinct Indian education services cadre at different levels with the ambit of the government should be created. Parents should be bound to send their child to school, and district education officials should be held responsible for the quality of both private and government schools. The participation of the private entrepreneurs should appreciated and encouraged to improve areas like providing teacher training both using traditional and distance/ICT methods, providing standardized assessments, running remedial centers etc. Today, the pre-school, elementary and secondary structures are governed by distinct bodies. They should be combined under a single authority, possibly the NCERT. Schools should be fragmented by combining them and providing cheap and alternative means of transportation to students who live farther away rather than building schools in close habitats.

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VII. CONCLUDING DISCUSSION

Future is uncertain, still one can predict it. If we talk about the future scenario of Indian education Improving the quality of education is a major challenge for the government to reach the target. The quality should get international recognition in terms of effectiveness of teaching, attainment level of the students, availability of adequate teachers etc. Other challenges are inadequate school infrastructure, high teacher-student absenteeism, a large number of teacher vacancies, poor quality of education and inadequate funds.

Other groups of children 'at risk', such as orphans, child-laborers, street children and victims of riots and natural disasters, do not necessarily have access to schools and major source of potential energy is getting waste without effective educational policies, it's time to come out from bookish knowledge and India as SKILL CAPITAL of the World.

To raise the literacy rate, all sections of the society will have to realize the value of education and hence should come forward to improve the Indian education system. So, here I can must quote **James Ross, who** *said that "The aim of education is the development of valuable personality and spiritual individuality. The true aim of education cannot be other than the highest development of the individual as a member of society."* Let education burn the individual flame, feeding it with the oil of society to help in the sustainable development of our society at global platform.

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JOB CRAFTING AS PREDICTOR OF EMPLOYEE ENGAGEMENT AND ITS CONSEQUENCES

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ABSTRACT
The research aimed at studying job crafting as a predictor of employee engagement and the relationship between employee engagement with organizational commitment and employee's intention to quit. Data was collected from 187 working professional in IT companies of Delhi and NCR. With the help of correlation and regression analysis, attempt has been made to find out whether job crafting predicts employee engagement or not. Results reveal that job crafting successfully predicts employee engagement. There exist a positive relationship between employee engagement and organizational commitment of employees on the on the other hand there exist a negative relationship between employee engagement and employee's intention to quit. Employee engagement successfully predicts Organizational commitment and turnover intention. The study will contribute towards the literature of employee engagement and job crafting in the Indian context where there is a dearth of literature.

Keywords: Employee engagement, Job crafting, organizational commitment, employee's intention to quit.

INTRODUCTION
Employee engagement shows the extent to which employees feel attached and are happy with their work. Although the concept has originated not from academia but from consultancies and survey houses, with times it has gained the interest of academia also (Rafferty et al, 2005). In today's business environment, skilled and committed employees are the major source of competitive advantage for any organization. This is the reason companies on one hand tries to invite and select talent by offering many attractive benefits, incentive schemes and on the other hand tries to retain them by providing variable pay, recognitions and awards based on their performance. Employee engagement has become one of the major challenge as well as an opportunity to organizations for sustaining in this volatile business environment. Results from researches however reveal that the state of employee engagement is not that well. Only 15%of the world's working population is engaged at their job (Gallup, 2018). The technology sector in India is fastest growing and most vital source of innovation for all other businesses also. And in an industry which is centering on information more than any other physical object, the most important source of competitive advantage is its employees, therefore it is as important to measure sentiments of employees as important the forecast for sales, revenue and evaluation of market. The IT industry is witnessing a number of challenges in the recent decade with turnover astounded to 15 to 20 %, soaring compensation and increased job hopping with eight out of ten IT positions get filled with qualified candidates placing the HR manager as well as whole organization under intense pressure (McNee *et al.* 1998). Existing literature reveals that investment in human capital will contribute to the success of the organization specifically by reducing the turnover of IT staff (Agarwal and Ferratt 1999; Roepke *et al.* 2000). With the changing demographics and psychographics of the workforce, employee engagement has become a top challenge and organizations are looking for the tactics and engagement initiatives and leveraging tools in this era of job hopping millennial. Many researches have been done on finding various predictors of employee engagement in the IT industry. This study focuses on the study of job crafting as a predictor of employee engagement as well as the consequences of engaged employee for IT industry in Indian context.

LITERATURE REVIEW
Researchers found that engaged workers perform better in terms of innovativeness and in and extra role performances (Bakker, Demerouti, & Verbeke, 2004; Schaufeli, et al, 2006). Various models unveiling antecedents of work engagement include job characteristics theory (Hackman & Oldham, 1980), job demands-resources (JD-R) theory (Bakker & Demerouti, 2008), demand-control model (Karasek, 1979), social cognitive theory (Bandura, 1989), conservation of resources (COR) theory (Hobfoll, 1989). This research focuses on JD-R model which classifies job characteristics into job demand and job resources. Job demands are the physical, social or organizational aspect of job requiring continuous cognitive and emotional efforts from employees and are associated with certain cost (Physical or psychological). Example include role conflict, time pressure, role ambiguity etc. job resources on the other hand are the physical, social or organizational aspects of job which help employees to achieve goals and reduce the burden of job demands and associated cost, thereby leading to personal growth and development (Demerouti et al., 2001, p.501). since engagement is associated with positive feelings and emotions, therefore employees who are engaged in their job likely to perform better than those who

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are not engaged (Bakker & Demerouti, 2008). The linkage is the consequence of the fact that employees who are engaged at job bring their full and authentic selves and experience internal motivation while at job.(Kahn,1992).

EMPLOYEE ENGAGEMENT

Employee engagement as a concept was propounded by Kahn (1990) and defined as the harnessing of organization's member self to their work roles. In engagement employees find themselves associated with their work whereas in disengagement they detached themselves from their job roles. Work engagement is a positive fulfilling work related state of mind which is characterized by vigor, dedication and absorption (Schaufeli, Salanova, Gonzalez-Romá ,& Bakker,2002). Vigor is high level of energy and resilience while working; dedication is characterized by the experience of enthusiasm, inspiration, pride, sense of significance and strong involvement in one's work. Absorption is fully concentrating and engrossing one's self in work, whereby time passes quickly and it becomes difficult to detach one's self from work. . Vigor and dedication are the opposite of core burnout dimensions of exhaustion and cynicism respectively (Maslach, Schaufeli, & Leiter, 2001). Engagement is the more pervasive and persistent affective-cognitive state of mind and is not focused on any specific individual, object or behavior. It is not momentary. Employee engagement, however is a two way process as it involve a mutual feeling of support from employer as well as employee side (Harrad, 2006).

JOB CRAFTING

Job crafting, coined by Wrzesniewski and Dutton, 2001, is defined as the initiative taken by employees to make some cognitive, social and psychological changes in their job to make it more satisfying and get a better person-job fit. Tims and Bakker (2001) defined it in context of Job-Demand Resource model(Bakker and Demerouti, 2008) as the changes an employee make in his job demands and job resources. Tims et al.(2012) argued that while job crafting employees may take four routes a) increasing their structural job resources, b) increasing social job resources, c) increasing challenging job demand and d) decreasing hindering job demands. Increasing structural job resources refer to mobilizing job resources like autonomy, opportunity for growth, skill variety etc on proactive basis. Increasing social job resources means seeking for feedback, supervisory support and other relational aspects which help in reducing the pressure of job demands, challenging job demand like job complexity and work pressure promotes mastery and future gains whereas hindering job demands are the constraints leading to blockage of success and progress at work. Example of hindering job demands includes role conflict and ambiguity. There exist a positive relationship between challenging job demand and work engagement whereas a negative relationship between hindering job demands and work engagement (Crawford et al., 2010). The current study will focus on overall score of job crafting of an employee.

ORGANIZATIONAL COMMITMENT

Commitment refers to the force binding an employee to the course of action which is relevant to achieve one's target (Herscovitch, 2001). Employees feel this force in three forms or mindset: Affective, normative and continuance (Meyer and Allen, 1997). Likewise there are three forms of organizational commitment. Affective commitment is the result of emotional ties an employee develops on the basis of his positive work experiences with the organization.it corresponds to employee's personal liking to organization and a strong belief in organizational goals and values. Normative commitment is the commitment due to an employee's perception of obligation towards the organization employees feeling normative commitment consider it to be their moral responsibility to be with the organization. Continuance commitment is the results of the perceived economic and social cost of leaving the organization. Employees having strong continuance commitment do not leave the organization as they feel it their obligation to be with company due to the benefits they reap from their job and the cost the organization can bear due to their discontinuance.

Previous researches proved that turnover intention among IT professionals is more due affective commitment (Igbaria and Greenhaus 1992; Igbaria and Guimaraes 1999). Therefore under this study affective commitment is taken only.

EMPLOYEE'S TURNOVER INTENTION

Turnover intention is rarely defined precisely in the previous studies as this practice is presumed to be self-explanatory by people Bester (2012). Many researchers defined it as the final step in employee's decision making before he actually leave his job (Mobley, 1982; Mowda et al, 1979). It is defined as the deliberate and conscious willingness of an employee eto leave the organization (Tett and Meyer, 1993,). Turn over intention is the subjective perception of an employee to quit the current job due to other available opportunities. Employee turnover in any form, voluntary or non-voluntary, can cause much disruption in organizational work, cost and image. Empirical studies on turnover intention reveals that behavioral intention constitute immediate determinant of actual behavior of employees (Fishbein and Ajzen 1975). Studies on IT industry have used

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substituted intention to leave rather than the actual turnover behavior (Baroudi 1985; Igbaria and Greenhaus 1992).
Various turnover models prove that positive or negative perception of organizational culture acts as a predictor and relates to the turnover intention (Jacob, 2005). In the current study focus is on employee engagement is taken as the predictor.

HYPOTHESIS
H1: Job crafting relates positively and predicts employee engagement

H2: There is a positive relationship between employee engagement and organizational commitment

H3: There is a negative correlation between employee engagement and employees intention to quit.

RESEARCH METHODOLOGY
The research is conducted in select IT companies of Delhi and NCR with self-administered questionnaire. Data was collected from 200 employees working in selected IT Multinational companies like HCL, TCS, Wipro, Accenture, Fujitsu India and some of the domestic and local IT companies**.**

INSTRUMENT FOR MEASUREMENT
Job crafting: job crafting is measured with the job crafting scale developed by Tims et al. (2012). Responses were recorded using five point likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The reliability of the current scale for current study is found to be (Cronbach's alpha) 0.91.

Employee engagement: Employee engagement is measured with the shorten version of Utrecht work engagement scale (UWES-9) developed by Schaufeli et al., (2002), consisting of nine items. Responses were recorded using five point likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The reliability of the scale for the study is found to be 0.88

Organizational commitment: organizational commitment was measured with an eight item organizational affective commitment scale developed by (Allen & Meyer, 1990). Responses were recorded using five point likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The reliability of the scale for the study is found to be 0.73

Turnover intention: employee's turnover intention is measured with a three item scale developed by Mobley, Horner& Hollingsworth theory (1978). Responses were recorded in five point likert scale where 1means strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree. Reliability of the scale is 0.86.

Overall reliability of the measuring instrument was 0.886.

RESULTS AND DISCUSSION
Total questionnaire circulated were 200 out of which 187were received making a response rate 93.5%. Respondents include 131(70.1%) males and 56 (29.9%) females. 18.2% (34) of employees served the organizations for less than 1 year, 52.4% (98) for 1-5years, 25.1% (47) for 5-10 years and 4.3 % (8) for more than 10 years. 61% of employees were graduate and 34.2% were post graduate. 112(59.9%)of employees were married. table 1 shows the correlation among variable under study. Job crafting is positively related to employee engagement (r=0.602, p<.001). Employee engagement is positively related to organizational commitment (0.307, p<.001) and negatively related to employee's turnover intention(r=-.086), However the correlation was not significant for turnover intention (p>0.oo1).

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

	Mean	SD	1	2	3	4
Job crafting	3.8223	.58487	1			
EE	3.7190	.66240	.602**	1		
OC	3.2039	.51011	0.096	.307**	1	
Turnover intention	2.9804	.99711	0.03	-.41**	.276**	1

**Correlation is significant at the 0.01 level (2-tailed).

Regression analysis was performed to understand the extent of variations in employee engagement was explained by job crafting and the extent of variation in organizational commitment and turnover intention explained by employee engagement. Results are shown in table 2

Table-2: Regression analysis for employee engagement predicting consequences.

	Organizational commitment	turnover intention
Employee engagement	0.287**	-0.19*
R Square	0.42	0.21
F	16.63**	1.374*

Notes: * *p = 0.001; p=0.01 and values in table are standardized beta coefficients

Employee engagement explained significant amount of variance in organizational commitment (r square=0.42, p<0.001) and turnover intention (p=0.24, i.e p>0.01). The results supported hypothesis H1 H2 and H3.

DISCUSSION AND IMPLICATION FOR MANAGERS

The recent year witnessed a great deal of interest in employee engagement by both consultant and practitioners. Much have been talked about the importance of employee engagement for better business results but this is backed by little empirical evidences leading to speculations that the topic can just be a management fad. This study provides an empirical evidence of predictor and positive consequences of employee engagement. Job crafting proved to be a strong predictor of employee engagement. Managers therefore need to promote a climate where employees are given opportunity to alter their job demands and resources. Some companies like Google has already implemented job crafting practices in their organization and results are quite fascinating. Employees ones engaged lead to positive consequences. In the study employee engagement resulted in increased organizational commitment and decreased turnover intention. The results are in congruence with the study of Saks (2006) which reported organizational commitment and turnover intention as a consequence of job engagement. The results are also supported by the social exchange theory (SET) which states that relationship evolve over time to mutual commitment and trust when the parties abide by rules of exchange (Cropanzano and Mictchell, 2005). When employees get proper economic and socio-emotional resources from their organization they feel obliged and repay in kind. Individuals who continue to engage themselves are likely to report positive intention and commitment towards the organization due to these reciprocal social exchanges.

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ASSET LIABILITY MANAGEMENT OF SBI AND ICICI WITH GAP ANALYSIS

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ABSTRACT
Assets and Liabilities Management is a broad structure that measures, monitors and manages the various market risks of the banks that are correlated to liquidity, interest rate, foreign exchange, equity and other risks adapted to banks. Therefore the banks have to effectively plan their strategies in order to minimize the risks. The research paper throws light on asset liability management of public and private sector bank by gap analysis and further verifying the significance by conducting t test. Gap management is a widely used techniques that requires management to perform an analysis of the risk sensitive assets and risk sensitive liabilities associated with the bank. This paper attempts to assess the interest rate risk that both the banks are exposed to, spread over a period from 2013 to 2017.

Keywords: Interest rate, sensitive assets, sensitive liabilities, banks, profitability

INTRODUCTION
This research paper brings into forefront the risks associated with the assets and liabilities of banks and the comparative analyses of the public and private sector bank. Asset and liability management is the procedure through which the banks can effectively manage their balance sheet in order to grant for alternate interest rate and liquidity outline. The risk primarily interest, credit and commodity can be mitigated through the effectively management of assets and liabilities. ALM takes into account not only balance sheet assets and liabilities such as deposits and lending's only, but also includes off-balance sheet activities such as swaps, futures and options. The objective of ALM is to make banks fully prepared to face the emerging challenges. The present study proposes Gap analysis model for asset-liability management, of SBI and ICICI along with the conduct of t-test to verify the reliability on the results achieved thereof. ALM can help the manager of the banks to associate with the proactive and predict the changes. The liquidity and interest risks have to be managed by the banks through assets and liabilities management. The research aims to study the importance of assets and liabilities in helping the Indian banking system. The study has taken into account advances, investments, deposits and borrowings of the individual banks which are interest sensitive in nature and the GAP model has been applied on them.

LITERATURE REVIEW
There has been good number of studies and plenty of literature is available related to asset-liability management in banks. The Basel committee on banking supervision (2001) proposed and formulated the broad supervisory framework and suggested required standards for bringing best practices in the supervision mechanism of banking system. Various researchers have made significant contributions in the field of asset liability management by studying it in different contexts.

1. **Kam Hon Chu (1994)** an Assistant Professor of Economics in 1996, presented a paper at the "Regulation of Financial Institutions" session of the 1994 American Economic Association annual meetings in Boston at the Memorial University of Newfoundland. The theme of the paper is "Is Free Banking More Prone to Bank Failures than Regulated Banking? Prof. Kam Hon Chu has made a very comprehensive practical study of the relative stability of three different banking regimes - a free banking system, a regulated banking system and a regulated one with the presence at a uniform premium deposit insurance pattern for the period 1935-64 and has come to an inference that free banking is not more prone to bank.

2. **Kaufman, G.G. (1995),** a Professor of Finance and Economics at Loyola University, presented a paper in 1995 at a conference on Public Regulation of Depository Institutions, in KOC University, Istanbul, Turkey on "Bank Failures, Systemic Risk, and Bank Regulations". The focus areas were on the different areas of interest rate related risks which affect the liability and assets of the banking institutions.

3. **Heather Montgomery and other (2004)** of Asian Development Bank with two others from Bank Indonesia - all four researchers - made a comprehensive study and statistical analysis of different financial and banking ratios related to bank failures in Japan and Indonesia in their study on "Co-ordinated Failure - A Cross-Country Bank Failure Prediction Model" presented by ADB Institute in Discussion Paper No.32. The statistical models, proved that their domestic bank failure prediction highlight the importance of monitoring banks' loan behavior for determining financial weakness of the system.

4. **Francis Jennifer (1991)** in his study of "Management Anticipation of Interest Rates: The Case of Commercial Banks", examines the accuracy of commercial bank forecasts of interest rate movements and

comes to an inference that although the Gap Analysis (issued by bank managements to anticipate the direction of interest rate movements.) insulates the bank's profits from interest rate risk, it ignores the exposure of the market value of the bank. He notes that superior methods like "duration analysis" protect the market value of the bank also and hence the regulatory authorities and bank managements should consider methods alternate to Gap Analysis.

5. **Dr.Ganti Subramanyam (1993)** in his paper "Banks' MOUs and Balance Sheet Management" explains the importance of Asset-Liability Management in banks and numerically demonstrates various methods for management of Liquidity Risk and Interest Rate Risk.

6. **P.K. Viswanathan, M.Ranganatham, G.Balasubramanian (1999)** published in Emerald with title "modeling asset allocation and liability composition for Indian Banks" commends that Asset liability management is a multi-dimensional set of activities. The model provides a comprehensive approach to asset allocation and liability composition built on past data throwing light on the preferences and priorities of the banks so as to set targets.The research paper has been able to create the optimal asset and liability mix that meets the goals assigned on the key drivers. The solution provided is realistic and compatible with the actual figures. The tool for sensitivity analysis or GAP has been used to determine the fluctuations that have been created because of volatile interest rate.

7. **Vaidya and Shahi (2001)** have done the work which is highly commendable and popularized among researchers in asset liability management in Indian banks. Interest rate risk and liquidity risk are two key variables in business planning process of banks. Study of asset liability management is conducted in top three banks from each group (i.e. public, private and foreign) operating in India by determining the liquidity position of banks in India through maturity profile for the year 2011.The criteria for selecting these banks is their asset size.

OBJECTIVES OF THE STUDY

i) To understand the assets and liabilities of SBI and ICICI and how they behave in volatile markets.

ii) To apply statistical tool (t- test) and (GAP) ALM technique in the banks, so as to know the significance level of the hypothesis formulated.

RESEARCH METHODOLOGY

Type of Research: This research is descriptive in nature generating results based on the past data.

Data Collection: Secondary data is used for the analysis.

Source of the secondary data: The research has been done on one public sector bank SBI and one private sector bank ICICI. The data for the study is collected from financial website such as moneycontrol.com and www.rbi.org for the sample banks .The research is essentially based on secondary data. In addition to the above sources, some more information was collected from different issues of Economic Times.

ANALYSIS OF ASSET – LIABILITY MANAGEMENT

1. SBI BANK

State Bank of India (**SBI**) is an Indian multinational, public sector banking and financial services company. It is a government owned corporate with its headquarters in Mumbai. On 1st April, 2017, the State Bank of India, which was India's largest bank, merged with five of its associate banks (State Bank of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala and State Bank of Travancore), and with the Bharatiya Mahila Bank. This was the first ever large scale consolidation in the Indian banking industry.

Gap management techniques require management to perform an analysis of the maturities and re-prizing opportunities associated with the bank's interest sensitive assets, deposits and money market borrowings. A bank can hedge itself by making sure for each time period that:

Rate Sensitive Assets (RSA) = Rate Sensitive Liabilities (RSL).

			SBI BANK		
	2013	2014	2015	2016	2017
Investment	350927.27	398308.19	495027.4	477097.28	765989.63
Advances	1045616.55	1209828.72	1300026.39	1463700.42	1571078.38
RSA	1396543.82	1608136.91	1795053.79	1940797.7	2337068.01
	13	14	15	16	17
Deposits	1202739.57	1394408.51	1576793.24	1730722.44	2044751.39

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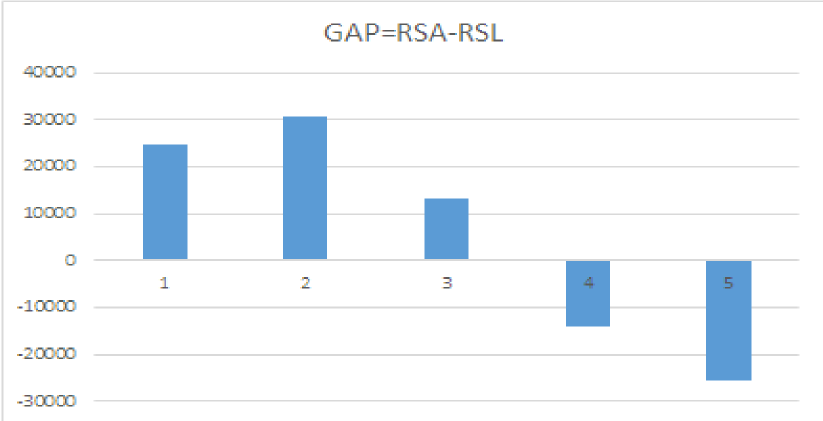
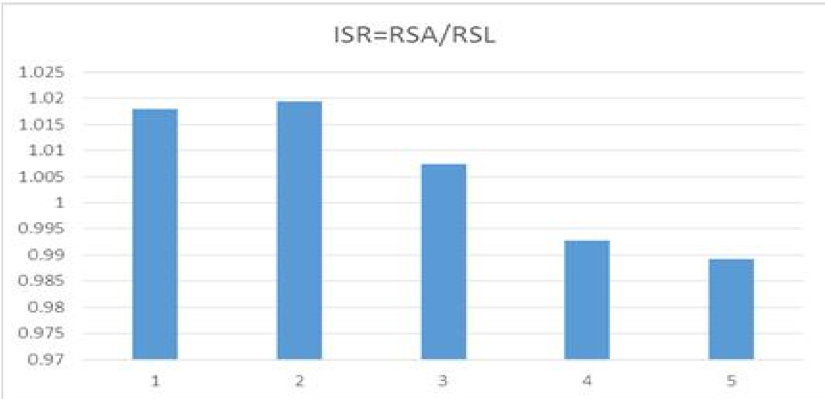
Borrowings	169182.71	183130.88	205150.29	224190.59	317693.66
RSL	1371922.28	1577539.39	1781943.53	1954913.03	2362445.05
GAP=RSA-RSL	**24621.54**	**30597.52**	**13110.26**	**-14115.33**	**-25377.04**
ISR=RSA/RSL	**1.01794674**	**1.01939572**	**1.00735728**	**0.99277956**	**0.9892581**





FINDINGS

Year	GAP Position	Type of GAP	Strength /weakness
1.(2013)	RSAs ≥ RSLs	positive	-Increase interest Sensitive Liabilities -Decrease interest sensitive Assets
2.(2014)	RSA>RSLs	positive	Same as above
3.(2015)	RSAs ≥ RSLs	positive	Same as above
4.(2016)	RSAs ≤ RSLs	negative	Increase interest Sensitive Assets -Decrease interest sensitive Liabilities
5.(2017)	RSAs ≤ RSLs	negative	Same as above

1. There is increase in borrowings to 317693.66 from 169182.71(148,510.95), which is very large in number giving rise to start of negative gap and the ISL sloping to 0 .99 from 1.
2. There is sharp increase in investments to 765989.63 from 350927.27 (415,062.36), which helps offset the increase in risk sensitive liabilities i.e.; borrowings.
3. A slightly positive duration gap offers reasonable immunization from interest rate fluctuations.
4. In practical terms, zero gap is not possible and certain positive gap is advisable.

T-TEST

It is the test for significance difference between assets and liabilities of state bank of India. This t-test determines significance difference between average value of sensitive assets and sensitive liabilities of state bank of India. The hypothesis being tested which are as follow:

Null H0: $\mu1 = \mu1$

Alt H1: $\mu1 \neq \mu1$

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Null H0: There is no significance difference between assets and liabilities of state bank of India.

Alt H1: There is significance difference between assets and liabilities of state bank of India.

Df	8.0
P(T<=t) two-tail	0.98
t Critical two-tail	2.31

RESULTS

1. T-test used with using at 5% significant level α = 0.05 and the degree of freedom is 8 (n1+ n2 – 2 = 5 + 5 – 2).
2. T-test investigates the significance difference mean of sensitive assets and sensitive liabilities for five year 2013 to 2017. Here null hypothesis tests that there is no significance difference between assets and liabilities of state bank of India at 0.05 significance level.
3. P-values for this two tailed t-test valued 0.98 which is greater than significant level α = 0.05. T test hypothesis acceptance region is -2.31 to + 2.31.
4. So, the null hypothesis that there is no significant difference between the means of sensitive assets and sensitive liabilities is accepted.

II. ICICI BANK

ICICI Bank was originally promoted in 1994 by ICICI Limited, an Indian financial institution, and was its wholly-owned subsidiary. ICICI's shareholding in ICICI Bank was reduced to 46% through a public offering of shares in India in fiscal 1998, an equity offering in the form of ADRs listed on the NYSE in fiscal 2000, ICICI Bank's acquisition of Bank of Madura Limited in an all–stock amalgamation in fiscal 2001, and secondary market sales by ICICI to institutional investors in fiscal 2001 and fiscal 2002.

Rate Sensitive Assets (RSA) = Rate Sensitive Liabilities (RSL).

ICICI					
	2013	**2014**	**2015**	**2016**	**2017**
INVESTMENTS	255666.68	267609.44	302761.63	286044.09	304501.74
ADVANCES	329974.13	387341.78	438490.1	493729.11	515317.31
RSA	585640.81	654951.22	741251.73	779773.2	819819.05
DEPOSITS	314770.54	359512.68	385955.25	451077.39	512587.26
BORROWINGS	172888.22	183542.07	211252	220377.66	188286.76
RSL	487658.76	543054.75	597207.25	671455.05	700874.02
RSA-RSL	97982.05	111896.47	144044.48	108318.15	118945.03
GAP=RSA\RSL	**1.2009234**	**1.2060501**	**1.2411968**	**1.1613185**	**1.1697096**

FINDINGS

Year	GAP Position	Type of GAP	Strength /weakness
1.(2013)	RSAs ≥ RSLs	positive	-Increase interest Sensitive Liabilities -Decrease interest sensitive Assets
2.(2014)	RSA>RSLs	positive	Same as above
3.(2015)	RSAs ≥ RSLs	positive	Same as above
4.(2016)	RSAs ≥ RSLs	positive	Same as above
5.(2017)	RSAs ≥ RSLs	positive	Same as above

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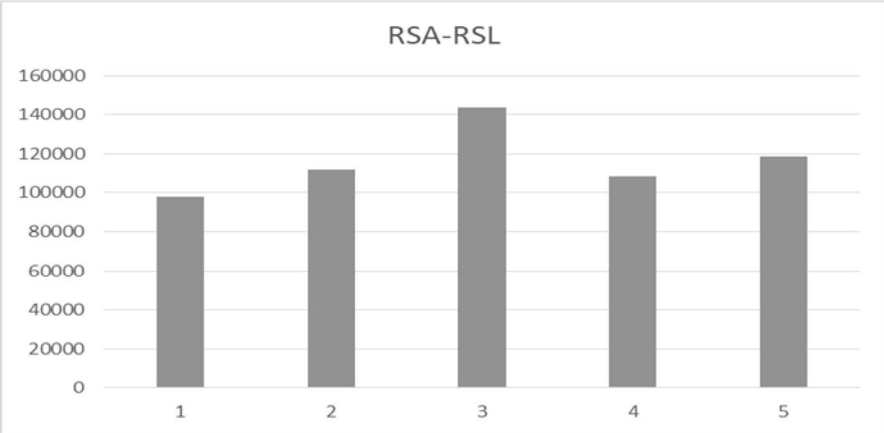

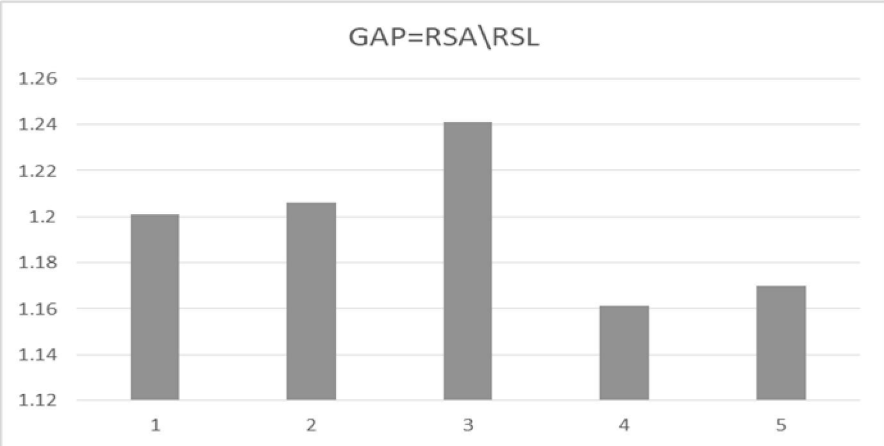

FINDINGS

1. Gap indicates the position of assets management in excess of the liabilities management of bank for 5 accounting year. Gap obtained resulting of compare sensitive assets and sensitivity liabilities of bank.
2. There is tremendous increase in advances 515317.31 from 329974.13 (185,343.18) which gives rise to positive GAP.
3. There is an equal rise in deposits 512587.26 from 314770.54(197,816.72) which makes the GAP ratio for 2016 and 2017 constant at 1.16.
4. ICICI bank has positive trend all over these accounting tenure. Positive gap of ICICI bank indicates that surplus of sensitive assets over sensitive liabilities.

T-TEST

Df	8.0
P(T<=t) two-tail	0.08
t Critical two-tail	2.31

RESULTS

1. T-test used with using at 5% significant level α = 0.05 and the degree of freedom is 8 (n1+ n2 – 2 = 5 + 5 – 2).
2. T-test investigates the significance difference mean of sensitive assets and sensitive liabilities for five year 2013 to 2017. Here null hypothesis tests that there is no significance difference between assets and liabilities of ICICI bank at 0.05 significance level.
3. P-values for this two tailed t-test valued 0.98 which is greater than significant level α = 0.05. T test hypothesis acceptance region is -2.31 to + 2.31.
4. So, the null hypothesis that there is no significant difference between the means of sensitive assets and sensitive liabilities is accepted.

COMPARATIVE ANALYSIS

SBI	ISR=RSA/RSL	1.0179467	1.0193957	1.0073573	0.9927796	0.9892581
ICICI	ISR=RSA/RSL	1.2009234	1.2060501	1.2411968	1.1613185	1.1697096

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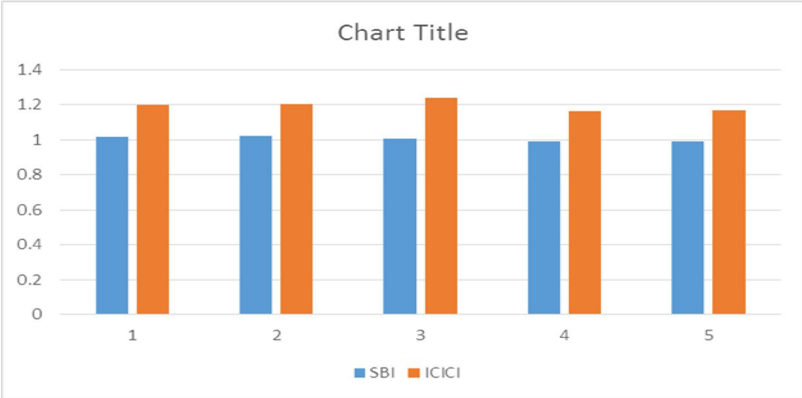

CONCLUSION

Post liberalization Indian banks are exposed to uncertainty related to changes in interest structure. This makes it imperious to have proper asset liability management system in place. With efficient asset liability management banks can avoid unprofitable sale of assets and reduce the borrowings from RBI and can establish itself as a safe bank. It enables the bank to curb on earnings volatility and gives opportunity to get benefited from changing interest rates.

After calculating through the Gap analysis and critically analyzing them, it is evident that both banks are performing according to their goals of ALM which they have set for themselves. SBI believes in a gradual shift towards long term liabilities which is signified by small positive duration gap. ICICI wants to stay positive with the assets by maintaining apt asset structure and that is shown by continuous positive gap. **On critical comparison between ICICI bank and SBI, the former is more profitable with good Asset-Liability Management strategy**. It is found that both the banks are exposed to interest rate risk. To fill the short term liquidity gap, banks resort to market borrowings at higher rate of interest which is the cause of reduction in the interest margin and profitability of banks.

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BLOOMING OF ACCOUNTING INFORMATION SYSTEM

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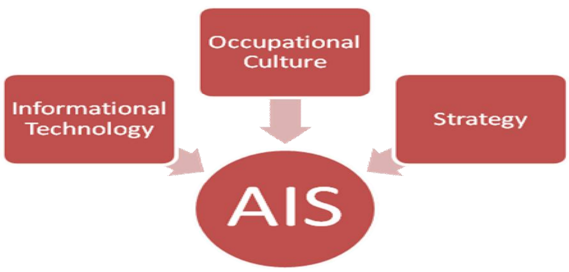
ABSTRACT

Everything is changed expeditious in this digitised world. Some of the changes giving better results and some of them give worse results. Efforts are also made in this business world to cope up with it. This paper will focus upon the comparison between traditional and modern accounting system. Accounting and information are two different concepts. Accounting is the language of the business and information system is the software. Traditional system of accounting system is replaced by introducing new Accounting Information System (AIS) by installing such software that helps the accountants and financial professionals to depict the true picture of the enterprise. AIS involve three factors people, business and Information Technology (IT). When more than two peoples involved and create an artificial group i.e. company and doing day to day transactions, which is recorded in the journal, classified in the ledger and summarised in the balance sheet is known as accounting and that accounting procedure depicts or shown with the help of IT or computer. For getting the knowledge of AIS one has to have the knowledge of computer. The focus of the paper is divided into identification of accounting challenges faced by accountants and the recent development in the accounting system. Further the career opportunities are also analysed.

INTRODUCTION

Accounting is the language of practical business life. It is the service function that seeks to provide the users with quantitative information. The globalisation of the economy, the explosion of technology, the complexity of business transactions and other forces has thrust the financial system into a new age. As the pace of economic accelerates, so does the need for reliable and relevant information. So, accounting is the initiator, with that an organisation show their transactions of trade through it and face their competitors. An accounting is the reflector of company's financial statements. Accounting provides the useful information to the management for decision making. As the scope of technology widened, American Institute of Certified Public Accountants in the USA has made a request to amalgamate the field of IT into the subject accounting, so that accounting professionals, expertise and their capabilities can be shown in better way. Earlier this system was designed for payroll function in 1970's.

Accounting Information System (AIS) is the combination of two words accounting and information system. It is mainly a computer based technique for starting all the accounting activities by taking help of information technology resources. It collects, process and report information related to the financial characteristics of business matter. It is the system that is designed to make the accomplishment of accounting functions possible with the help of software. An Accounting Information System is the collection of data and processing procedures that creates needed information for its users. Today accounting information system are more commonly sold in the form of software packages from large vendors such as Microsoft, Sage Group, MYOB, QuickBooks etc. AIS design is affected by information technology, the organisations strategy and organisations culture.



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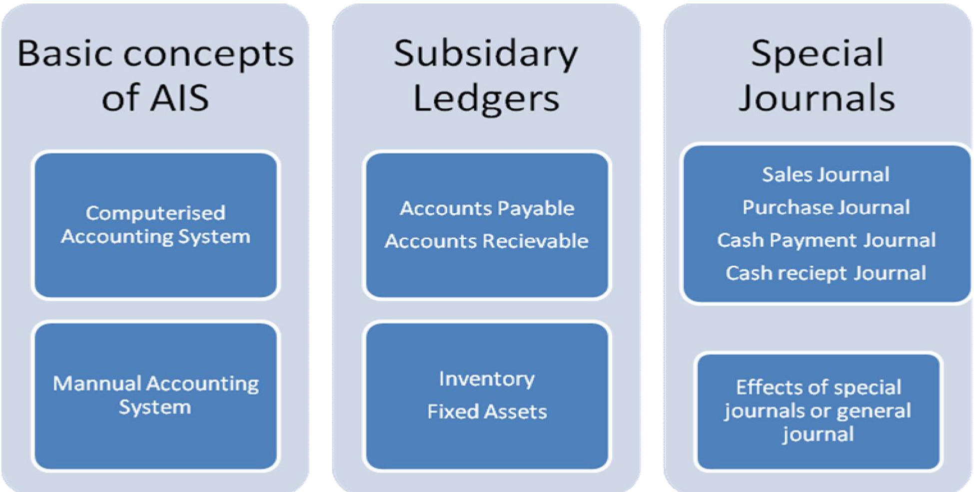
FUNCTIONS OF ACCOUNTING INFORMATION SYSTEM

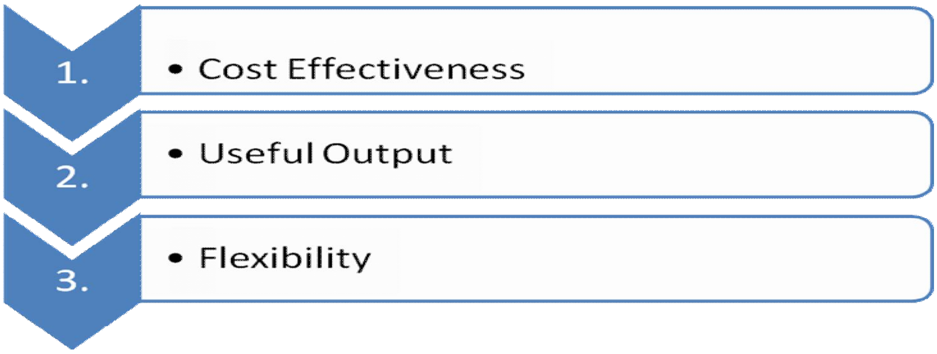
- An AIS is one that seize, stores, control and produce data about an organisations value adding activities in such a way to help decision makers in planning, organising and controlling the organisation.
- To safeguard the organisations fund and assets, regular collect and reimburse the money.
- AIS provide all financial information to proprietor, government bankers, investors and other interested parties.
- An AIS system should identify accountability and information usefulness.
- It helps in recording actual and fair transaction.
- It helps in classifying and recording the correct amount of the transaction.
- AIS provide financial as well as non financial data and information.
- Classifying the effects of same transactions, summarise and communicate the information contained in the computer system to users, interpret and record the effects of business transaction.

An example of Accounting Information System



As a result, AIS that were previously performed by human beings preparing registers manually are now handled by IT department. In manual accounting, work systems are very time consuming and boring which lead to inaccuracy of accountants. But with the help of IT one can get the data fast without wastage of time.

PRINCIPLES OF ACCOUNTING INFORMATION SYSTEM



Cost Effectiveness: - For getting the optimum output, the align information must be cost effective so that objectives of a person and organisation can be achieved effectively. It should also be helpful in talking decisions

Useful Output: - The architecture of AIS will provide useful output which has considered the knowledge of uses of a information. It should accurate reliable and understand able to user both external and internal users e.g. financial reporting

Flexibility: - For meeting changing demand of customers or users, an organisation must design the accounting information system taking into consideration time and various financial environment e.g. interim financial statement, additional accounting reports etc.

NEED OF THE STUDY
In the current scenario, information technology plays a very important role in a digitised world. So, there is a need to identify recent trends and updates in accounting information system and the challenges and opportunities of using this to a greater extent.

OBJECTIVES OF THE STUDY
The objectives of the study are as follows:

- To compare the traditional accounting with computer based accounting
- To identify the accounting challenges faced by the accountants
- To study the recent developments in the accounting system
- To examine the career opportunities in accounting information system

RESEARCH METHODOLOGY
Descriptive and exploratory research design is used in the study for collection of data. Secondary data has been used in the study. Information has been collected from different journals, websites, books and various research papers.

ANALYSIS AND DISCUSSION
The way of work in previous accounting is done manually by preparing various accounts in registers. But nowadays, organisations felt the need to maintain their accounts with the help of computers. Both the traditional and modern system of preparing accounts has differences shown as follows:

TRADITION SYSTEM OF ACCOUNTING
In manual accounting, accountants find out the source of documents and post all the accounting entries to the ledger accounts through source documents by use of a pen. Before the introduction of computers in accounting, all transactions were recorded manually in columnar papers and kept in registers. Under traditional accounting, there is a book of original entry called as Journal. There were subsidiary books like sales book, purchase book, sales and purchase book, cash book etc. The accounting is based on double entry system i.e. we record both the aspects of transactions. One is Debit (Dr.) and other is Credit (Cr.). This system is very important for the small business.

Golden Rules of Accounting

Types of Account	Debit	Credit
Personal Account	The Receiver	The Giver
Real Account	What comes in	What goes out
Nominal Account	All expenses and losses	All incomes and gains

Problems with the traditional view of Accounting

Problems	Example
❖ Missing of some transactions in account ❖ Does not consider the qualitative characteristics ❖ Reporting in periodical and not real time ❖ Current status of company cannot be identified ❖ Does not takes into consideration the time value of money	❖ Do not have account for customer complaints, machine breakdowns etc. ❖ Do not have account for product characteristics, moral values, employee abilities etc. ❖ Month/Quarter/Year convention. ❖ The accounts are prepared at the end of the period ❖ The profit shown in the balance sheet prepared at 2000 treated same as in the year 2018

MODERN ACCOUNTING
In Modern Accounting, accounts are prepared by the accountants with the help of computers, with that the wastage of time is avoided as occurred in manual accounting. The information technology has important impact on accounting. To communicate accounting data, accountants play an important role as they provide relevant and accurate information to the parties interested to depict the organisations performance. With the help of Information technology E-business also expanded, as much as conducting business over the internet or dedicated sole proprietary network. E-commerce a subset of E-business refers to buying and selling goods and

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services online. That's why modern accounting is also known as accounting information system which records the data fast and save it in safe place. For saving the data, there are number of software with which accounting challenges can be tackled through Enterprise Resource Planning (ERP), cloud computing, Artificial Intelligence (AI) etc. United Kingdom University of Bath conducted an online survey by the Chartered Institute of Management Accountants (CIMA) in June 2010. This survey is divided into 6 categories i.e. accounting operations, accounts payable and receivable, internal financial reports, external reporting, financial risk and taxes. This study showed that the latest trend in accounting professionals is the shift of accountant's responsibilities from traditional accounting operations to strategic management guidance and support. As a result of this, trend of the 2008 financial crisis, represents an increase of the value added to the organisations and the contribution performed by accountants.

The calibration of business and IT is still an important concern of both business and technological managers. According to Belfo and Trigo (2013), "Investment in AIS by small and medium enterprises, enlarge the area of action, conserve time in trips and dealing with banks, the central administration, minimising company's costs and increasing company's efficiency". Although, there is an interaction between the business and information technology, though accounting has to face many challenges as follows:

CHALLENGES FACED BY ACCOUNTING SYSTEM

Real Time Reporting- Reporting of a transaction when it occurs is known as real time reporting. In traditional accounting, accountant collects and report the data on monthly quarterly or yearly basis but with the help of AIS data can be collected and reported immediately. With this customer services are getting better.

Benchmarking- It assist evaluating the company goods and services against those of another companies goods and services that check what is best in another companies product and what shall we do to improve the quality of our product and how will be the processing of our company will be done to meet the challenge. So that any change leads to improvement in the company's product. There are two opportunities to overcome from this challenge as follows:

1. Continuous Improvement- Under which small adjustments has been taken place.
2. Dramatic Improvement- Under which re engineering the whole internal process.

Forecasting- It is another look that assist management in taking decisions regarding certainty of the future which is based on past and present data analysis of trend. Forecasting depend upon managers experience, knowledge and judgment.Techniques of forecasting are- Box-Jenkins models, Delphi model, trend projections and regression analysis.

Internal Auditing- Internal auditing means auditing and checking company's operations structure, behaviour of employee and information system. Sarbanes-Oxley Act 2002, has been enacted, with this act management can control the company's risk, identifying the problem before it become serious problem e.g. trying to copy or steal intellectual property, efficiency and productivity.

There are some technological systems that provide appropriate answers to these challenges which are the developments in accounting information system as follows:

DEVELOPMENTS IN ACCOUNTING INFORMATION SYSTEM

- **ERP (Enterprise Resource Planning)**: It is one of the accounting information system that supports to achieve the main objective and functions of an organisation and is applicable in almost all large organisations. It helps in reducing the human errors in maintaining accounts as compared to manual accounting information system. Accounting information system helps in generating profits by controlling costs and managing the resources efficiently. All accounting functions and activities including auditing, financial accounting and reporting, management accounting and tax performed by accounting information system.

- **Cloud Computing**: Approximately 40 percent of organisation access their accounts with the help of cloud based accounting package, as examined by Capter. It is relevant and advantageous to both client and workers.

✓ Helpful in increasing efficiency and productivity

✓ The users who are far away from their business place can use mobile devices

✓ Users can easily access and control their data by using this package.

✓ Data can be protected provided off-premises storage & security

✓ Technique of digital finger print and timestamp on every entry helps in reducing the risk.

Using cloud-computing systems helps to develop the organisation so that they can compete with the other organisations of the world.

- **Big data online services**: Due to digitisation of data, client demand easy way to get their accounting information online. According to PWC, financial services firms like banks, investment firms and insurers are increasing their investments in big data and data mgt on global scale.

- **Artificial Intelligence**: According to IBM, the world has generated 2.5quintillion bytes of data each day. Another research examines that they will generate 50,000 gigabytes per second by 2018. Traditional accounting which is as totally manual can now be digitised for getting accurate results and improvement of performance. AIS can help to improve the productivity, where time-consuming tasks can be computed within a second by using algorithm- rich software. Accountants can focus on preparing strategies like product enhancement and advisory roles that generate the importance of human involvement as the process heavy works like audit, account reconciliation, fraud detection, and predictive analysis done by computers.

- **Cyber Security**: Security of financial data is not new issue. Every year secret information of all companies of all types and sizes whether small or large companies is leaked. The biggest mistake they did that believing on information technology techniques which is not sufficient to stop security issues online. Human involvement is necessary to understand malicious tricks and threats in this case to get success over cyber crimes.

CAREER OPPORTUNITIES

System consultants

They are the outside professionals who solve issues concerning information system like selecting computers hardware and software, designing a new information system. Consultant's objective is to view that clients organisations goals and its process. AIS assist students as they have knowledge of accounting systems as well as how business process function can make the good system. Consultants assist various categories of organisation; professional service, organisations private corporations and government agencies. This system also include jobs and Value-Added Resellers(VARs).VARs helps in selling a particular line of software products and provide consulting packages by different software training and provide alternative software solution to co.

Information Technology, Auditing and Security

IT auditor's examines the risks related with AIS. Information systems assist financial auditors in setting time to audit each section of a organisations. They work for proficient service organisation, such as, price water house coopers, Ernst and young. They have a licence of (CISAs) Certified Information System Auditors-a certification disposed to professional information systems auditors by the Information Systems Audit and Control Association (ISACA) for AIS students, to become CISA one has to give exam and have specialized work experience. Occasionally, the best way to check the risks attached with computerised system is to enter or penetrate the system which is also known as penetration testing. These tests are conducted within the organisation system to check the securities issues. If any securities issues are, detected, done with help of penetrate testing or company with try to solve the problem fast to reduce their impact of security issue on the company.

CONCLUSION AND RECOMMENDATIONS

The last few years have witnessed some of the most starling changes in the uses and application of AIS which is beneficial to the organisation. AIS involve non financial as well as financial data and information that depicts that accounting system is not restricted to financial data. The recommendations are as follows:

- Determine the nature and timing of the outputs created by the AIS to its end users

- A computer can be programmed to look for (and reject) bad inputs
- Effective control system must be developed for auditing
- AISs must also organise and store data for future uses
- For getting the knowledge of information technology separate subjects should be introduced in the curriculum of students
- Duplication of data collection and processing must be avoided
- Integrate the data with their functions into large and seamless data warehouse

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IMPACT OF DEMONETIZATION ON SERVICE QUALITY OF BANKING SECTOR: AN EMPIRICAL STUDY

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ABSTRACT

The Indian commercial banking industry has been facing major changes in last few years. There has been a change in every conventional activity of banking function. To provide the best quality in all banking services, ensuring customer's satisfaction has become the winning mantra for customer's loyalty. The value of a nation's currency is the main indicator of its economic growth and development. It is among the major drivers behind the strong foundation of a nation's place on international front. Economics and currency forecasting are both very much inexact sciences. The value of a currency has always been an important source of indicating the economic growth and ensuring the nation's economic health.

The main aim of this research paper is to make the readers aware of current scenario and status of economy due to demonetization in India. This research paper will try to identify factors and issues involved in making India a cashless economy. This study also considers the impact of demonetization on service quality of banking sector in India with special reference to Faridabad, Haryana and focuses on the impact of futuristic digital trends in metropolitan cities. The present study was taken up with an objective to measure customer's opinions on the different attributes of banking services during demonetization era.

Keywords: Demonetization, Cashless Economy, Globalization, Digitalization, SERVQUAL

INTRODUCTION

The Indian economy has been witnessed as a developing economy since past many years. In this era of globalization, Indian economy is dependent on many other developed economies. Indian money and banking structure had experienced many major policy changes after 1990. The economic reform which is known as Liberalization Privatization and Globalization L-P-G has given Indian economy a boost on the international front. Many developed and underdeveloped nations have experienced few major economic downturns in the last 50 years. The current financial crisis provides a great opportunity to teach us new ways of fighting with problem.

Demonetization is basically an act of stripping a currency unit of its status as legal tender. It becomes necessary whenever the national currency changes. In this process the national currency is replaced with the new currency unit. The concept of demonetization is not new to the world, when the Euro was introduced; the old national currencies were stripped out, but for the smooth transition of the old currencies remained convertible into Euro for short period of time. On 8 November, 2016 Indian Prime Minister Shri Narender Modi declared that existing INR 500 and 1000 bank notes would no longer be accepted as legal tender to put a checkup on the parallel economy. Customer service quality is the driving force in both the traditional and modern business world. In today's dynamic business environment from the firm's profit point of view it is about building and sustaining a strong relationship with their customers by knowing the ingredients of customer delight. The main purpose of this research is to study the impact of demonetization on service quality of different banking services in Faridabad city.

The current study was taken up with a purpose of measuring the impact of demonetization on banking sector. The study was an attempt to examine different components involved in vendor's selection decisions and their role in purchase decisions. The samples were drawn from the population of 105 respondents, who were the faculty of various graduate and post graduate courses at a reputed university of Faridabad city. The study was carried out at a university located at Faridabad, Hariyana and data was analyzed using Chi-square test method using SPSS.

REVIEW OF LITERATURE

Many previous researches have been done since so many decades not only in India but across the world to investigate those factors that have a direct or indirect impact on an adoption of electronic mode of payment in service sector. Many earlier researches tried to find out about those responsible factors that play an important role in depicting customer's delight. Many investigators have identified the demand to establish and assess the criteria of service quality.

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According to Nithin and Sharmila (2016) demonetization has short term negative impact on different sectors of the economy and such impacts are solved when the new currency notes are widely circulated in the economy. They also argued that the government should clear all the problems created due to demonetization and help the economy to work smoothly. According to Choudhary (2008), the key dimensions of services quality in retail banking sectors are very important to be explored. He has conducted a survey and interviewed customers to know their perception and expectation regarding retail banking services.

Nikita Gajjar (2016) conducted a study on demonization and its relationship with black marketing in India. She described the framework, policy options and strategies that Indian Government should adapt to tackle with this issue and the future challenges to be faced by the Government.

Bedi (2005) has studied about the relationship between quality and customer satisfaction in selected banks in Chandigarh found strong and very positive on customer satisfaction.

According to Siddiqi, (2011), the retail banking sector has gained lots of popularity and a huge amount of attention by the research investigators who are willing to conduct their study focusing upon the relationship between the customer's support and different criteria of service product assessment.

According to Vijay and Shiva (2016) demonetization has an impact on financial inclusion. They felt that the rewards of demonetization are much encouraging and the demonetization is in the long-term interest of the country. They expressed that it had given temporary pain but it taught financial lessons. It influenced banking industries to do considerably investment on digitalization of banking services.

Tamimi and Amiri (2003) and Amin and Isa (2008) in their work have measured the different components of service quality exclusively of Muslim commercial banks in the gulf countries. Through their research findings it was found that customers prefer physical ambience and assurance factors most among the others.

Manpreet Kaur (2017) conducted a study on demonetization and impact on Cashless Payment System. He said that the cashless system in the economy has many fruitful benefits less time-consuming, less cost, paper less transaction etc. and he expected that the future transaction system in all the sectors is cashless transaction system.

Sweta Singhal (2017) carried out research on Demonetization and E Banking in India. It was a case study to check the awareness level of people of rural areas in India about e-banking facilities and how much it has increased after demonetization. A sample size of 100 was used with ANNOVA test to show that rural people differ much with urban people in their awareness level as well as usage level of e-banking. It was found that urban male youth have higher awareness and usage of e-banking. She felt that the study shall also helpful for banks to improve their e-banking facilities.

PROBLEM STATEMENT

The current paper is undertaken to examine and analyze the service quality of banking sector in Faridabad city during demonetization.

OBJECTIVES

1. To find out the impact of demonetization on service quality of banks.
2. To study the impact of demonetization on customer satisfaction during demonetization.
3. To study the impact of demonetization on the frequency of customer's visits at bank.
4. To study the customer buying behavior during demonetization.

HYPOTHESIS

On the basis of these objectives the following hypothesis were formulated and tested to get the results.

H01: Demonetization and service quality of banks are not related with each other.

H02: Customer's satisfaction is negatively related with service quality of banking sector during demonetization.

H03: Frequencies of customer's visits at banks are positively related with demonetization.

H04: Customer buying behavior get affected during demonetization

RESEARCH METHODOLOGY

The study is descriptive in nature. In order to collect primary data, self-administered questionnaire was used. The questionnaire was administered to about one hundred and thirty six people and out of which one hundred five responded correctly and completely. The survey was carried out at a reputed university of Faridabad during one month period from March to May 2017. Convenience sampling approach was adopted in order to collect the primary data. Teachers from different faculties were considered for the purpose of data collection. Faculty

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members irrespective of their designations i.e. Assistant Professor, Associate Professor and Professors and Dean or Directors were considered for data collection. Research Associates or fellow researchers were not the part of the study. The questionnaires were handed over personally to different faculties of university. All efforts in the form of reminders through telephone were made to ensure that maximum possible responses were received so as to make the total sample adequate and representative. In most of cases the filled up questionnaires were personally collected from the respondents. Out of the 136 questionnaires distributed, a total of 105 questionnaires returned after rigorous follow-ups on phone, and personal visits to the respondents. The questionnaire was divided into two parts, first part was based on demographic information and second part was based on the five components of SERVQUAL model. The SERVQUAL model is based on the following components.

a) Tangibility
b) Reliability
c) Responsiveness
d) Assurance
e) Empathy

RESULT AND ANALYSIS

This part of the study presented the findings, after application of procedures, data collection and data analysis. The results and analysis of the study are presented as follows with regard to the objectives and hypothesis of the study.

Demographic Profile of the Sample Respondents

The first part of survey questionnaire gathered information about the demographic profile of the

Respondents which included gender, age, designation, marital status, work experience, etc. Out of 105 respondents, 80 were male and 25 were female.

Table-1

Sl. No.	Demographic Variables	No. of respondents (n-105)	Mean	Stand. Dev.	Percentage
1	**Age** Between 20-30	41	2.48	4.229	52%
	31-40	29			36.2%
	41-50	19			4.8%
	51-above	16			7%
2	**Gender** Male	80	1.24	.428	76.2%
	Female	25			23.8%
3	**Marital Status** Married	51	1.5143	.50219	48.6%
	Unmarried	54			51.4%
6	**Income** 20000-30000	29	2.15	.998	27.6%
	31000-40000	47			44.8%
	41000-50000	13			12.4%
	51000 & above	16			15.2%
4	**Education**		2.29	.532	
	Graduate	35			36.75%
	Post Graduate	46			48.3%
	Doctorate	24			25.2%
5	**Designation**		2.38	.541	
	Assistant Professor	43			39.9%
	Associate Professor	26			27.3%
	Professor	28			29.4%
	Dean/Director	8			8.4%
8	**Experience**		2.31	3.132	
	0-5 yrs	38			33%
	5-10 yrs.	33			50%

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	10-15 yrs.	22			15%
	15-20 yrs	12			2%

HYPOTHESIS AND EVALUATION

H01: Demonetization and service quality of banks are not related with each other.

In order to test above hypothesis, Chi square test was carried out to know how service quality of banking sector is affected by demonetization. The results show that sig value is .163 which is greater than the critical value (P=0.05). Hence, Null hypothesis is accepted. This indicates that demonetization affects the service quality of banks. This result proves that during demonetization the efficiency of banking services gets affected.People complaint that they had to wait for long in lines during demonetization period.

H02: Customer's satisfaction is negatively related with service quality of banking sector during demonetization.

In order to test above hypothesis Chi square test is carried out to know that whether there exists any significant difference in customer's satisfaction level with service quality of banking services during demonetization period. Chi-Square value is 16.646 and the Asymp sig value is .151 which is greater than the critical value (P=0.05). Hence null hypothesis is accepted. This indicates that Customer's satisfaction is negatively related with service quality of banking sector during demonetization.

H03: Frequencies of customer's visits at banks are positively related with demonetization.

In order to know how demonetization affects customer's frequency of visits at bank, Chi square test was applied. Significant test result shows that the Chi-Square value is 5.356 and the Asymp sig value is .002 which is lesser than the critical value (P=0.05). Hence null hypothesis is rejected and it indicates that frequencies of customer's visit increase at bank premises during demonetization.

H04: Customer behavior get affected during demonetization

Chi square test was applied to know whether there is any significant relationship between customers overall behavior with service quality of banking services during demonetization. Chi-Square test was applied and chi square value is 69.031and the Asymp sig value is .000 which is lesser than the critical value (P=0.05). Hence the alternative hypothesis has been accepted and it indicates that customers behavior get negatively affected with banking service during demonetization.

- The findings show that female customers should be carefully treated in regards with tangibility and responsiveness dimension of service quality. Research reveals that females are more concerned about tangible and responsiveness issues of service quality dimensions.
- Bank should have a proper system of managing and dealing with customer database system. Sometimes customer does not receive the right message from the bank.
- The result findings also reveal that customers are not very happy with the long waiting hours in ques. On time delivery should also be accorded priority by the bankers as it majorly impacts business performance. The bankers are advised to pay proper attention on the prompt service delivery towards customers to ensure better services.
- The bank should concentrate on the reliability and empathy issues that may overcome by behavioral training of the bank staff. Most of the respondent's complaint that the bank staff is overburdened and get annoyed and irritated easily.
- The Bank should try to gradually reduce all service quality gaps and make every step to bridge the gap between customer's expectations and bankers commitments.
- It was also suggested that bank needs to take extra efforts to make customers aware and informed about bank policies during demonetization.

CONCLUSON

The study brought out some interesting revelations in the context of consumer buying behavior. Respondents do differ in nature like other previous studies and the satisfaction generally increases with age as a person experiences stability and maturity.The Indian economy experiencing a shock, because of a major decision taken by present government. The term demonetization leads a transition from cash to cashless economy. E-Commerce is going to play a major role in future business scenario. Today every common man has mobile connection and they prefer mobile phone for doing shopping and business transactions. Recent researches in India show the huge acceptance and success of digital mode of payments. In India all banking services have been accepting digital payment methods after demonetization through credit and debit cards.

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After demonetization, all transactions have been shifting into world of digitalization. Through the survey it was much cleared that customer's all transactions are shifting from cash payment to Mobile commerce. The entire research work revolves around figuring out the impact of demonetization on customer's behavior and degree of usage of E-wallet. The research findings reveal that among the e-wallets majority of respondents are using paytm for transaction. From the research findings it is clear that bankers should recognize the importance of service quality dimensions in determining the customer's satisfaction while designing their programs..Changes in consumer behavior can have long-term consequences on the economy as well as on the budgets and lifestyles and priorities of agents in the economy.

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A STUDY OF WOMEN ENTERPRISES IN MEGHALAYA: ISSUES AND CHALLENGES

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ABSTRACT

Meghalaya is a small state in North East India which has the matrilineal society. Meghalaya is the homeland mainly of the Khasis, the Jaintias and the Garos with a population of about 29 lacs where females constitute almost 50 percent of the total population. Women could generate more employment for the society and could help in poverty reduction and unemployment. The study was carried out with the sample of 75 women entrepreneurs with a focus on measuring their entrepreneurial performance. The physical performance of the women enterprises were analyzed in terms of increase in the number of employees and additional units created by women. Whereas financial performance included yearly turnover, sales growth, growth in investment, increase in the salary of employees and profit from the enterprise. The Result indicated that in initial year (when the enterprise established) 37.3 per cent enterprises were running only with the help of family members, whereas in the current year (when data were collected) majority of the respondents (85.3%) employed 1-13 persons in their enterprise. In respect to financial performance majority of the respondents (81.3%) started their enterprise with up to three machines, served only local market (97.3%), their yearly turnover was in between 1-6 lacs (56.0%), and stated their profit up to 50000 (64.0%) in initial year whereas in current year they had 13 and above machines (17.3%), exported their products had 50 to 70 lacs yearly turnover (4.0%), with a profit between 1.5 lacs to 10 lacs and 57.4 per cent entrepreneur's sales increased between 10.1-30% from the initial year.

Keywords: Entrepreneurs, Enterprise, Physical Performance, Financial Growth.

I. INTRODUCTION

The north east India comprises of eight states namely Assam, Meghalaya, Mizoram, Nagaland, Arunachal Pradesh, Sikkim, Tripura and Manipur. Out of these eight states Meghalaya is one of the most progressive state which covers an area of about 22000 Sq Km with a population of about 23 lakhs . This small population, comprising only about 0.2% of the nation's population, has made distinctive contributions to the national heritage as well as economy. The state has been the provider of energy to the region not only in the form of electric power and coal but also in form of food. The state of Meghalaya is termed as " Scotland of the East", and the state capital, Shillong can be termed as "Liverpool of India" for being the growth centre for jazz, rock and pop music since the days of the Beatles. Dance and music is a way of life in Meghalaya and there is no celebration without dance and music. Meghalaya being one of the state in North East India which is landlocked area with 98 per cent of the borders being international makes it strategically located with myriad openings for trade and commerce with ASEAN and SAARC nations. In addition, the North East Indian economy is agrarian in nature with ample scope for development of manufacturing and processing units for medicines, rubber goods, cycles and cycle parts, pharmaceuticals, edible oils, petroleum products, cement, cotton yarns and so forth (Ministry of Development of North Eastern Region, 2011).

There are bright prospects for tourism-related entrepreneurship. A number of micro and small enterprises have come up particularly in the tourist hot-spots of Meghalaya. However, there is scope for many more. Most of the enterprises are engaged in retail, café, restaurant, accommodation and transport. As these are the basic demands in tourism they provide an opening for improvements in quality of service, profitability, expansion and sustainability. Moreover, in light of the proliferation of tourism-related activities there are sound grounds for expansion of entrepreneurship into areas like recreational and fun parks, adventure comprising of trekking, mountaineering, mountain biking, zip-lining, rafting, paragliding bungee jumping and so forth, guide services, ecotourism, jungle tourism, culture and heritage and so forth. Lastly, as the global economy is technologically webbed it becomes imperative for the entrepreneurs to embrace information technology into their business systems and processes covering bookings, payments and itinerary and travel scheduling, queries, complaints and so forth.

The entrepreneurial scenario in India changed in the Eighties with globalization, liberalization, privatization, and concept of 'open economy' initiated by govt. of India. Many support programmes such as collateral-free loan up to certain limits, diversity supplier programmes, rewards for successful women, intervention strategies, start-up support, growth support, strengthening networks and match making with investors etc. are running by

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Indian Government to assist women entrepreneurs in starting up new business (ILO, 2010). In order to raise female status and participation in the economy, including training, gender budgeting, quotas for women in local councils, requiring women on boards in the 2013 Companies Bill and a Women's Bank,many creative programmes has been started in India (The Hindu, 2014). India has great entrepreneurial potential that's why in 2013, IBM spent 100 crores with women owned business (Kably, 2014). Around 61% of people in India consider entrepreneurship as a good career choice and a large number of women are getting involved in starting and owning-managing new businesses in the country around one-third or 32% are women (Das, 2014). Women Entrepreneurship plays a crucial role in industrial development. Dutta (2015) reported that the most active countries for successful female entrepreneurs today are India (49%) and France (42%).

In present scenario, more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. The MSME sector is an important pillar of Indian economy as it contributes greatly to growth of Indian economy with a vast network of around 30 million units, creating employment of about 70 million, manufacturing more than 6000 products, contributing about 45% to manufacturing output and about 40% of exports, directly and indirectly (MSME, 2010 and Neha, 2013).

The average female business ownership share has increased from 26 percent in 2000 to 37 percent in 2005. The rate of employment has also increased from 17 percent to 25 percent. States such as Karnataka, Kerala, and Tamil Nadu and Meghalaya have relatively high female business ownership rates in unorganized manufacturing, with an average female establishment ownership rate exceeding 45 percent. In contrast, Delhi, Bihar, Haryana, Jharkhand and Gujarat have low female ownership and entrepreneurship shares(World Bank, 2012 and Ghani et al., 2013). Keeping in view the above facts, the study was conducted to examine the performance of enterprises owned by women entrepreneurs in Meghalaya.

II. RESEARCH METHODOLOGY

To study the enterprises managed by women in the state of Meghalaya a sample of 75 women entrepreneurs were interviewed from three districts namely East Khasi Hills, Ri Bhoi, and West Jaintia Hills. The performance was measured in terms of physical and financial growth in initial (when the enterprise established) and current year (when data were collected). Physical parameters included growth in number of employees and additional unit created by women entrepreneurs. Financial performance incorporated yearly turnover, sales growth, growth in investment, increase in the salary of employees and profit from the enterprise. Primary Data were collected with the help of semi-structured interview schedule. Secondary data were collected from annual reports of Govt. of Meghalaya, websites, research journals and newspapers.

III. RESEARCH QUESTIONS

RQ1. What is the physical performance of women entrepreneurs in the state of Meghalaya?

RQ2. What are the roles of women entrepreneurs in generating employment opportunities and poverty eradication in the society?

IV. OBJECTIVES

Objectives of the study are

i) To analyse the physical performance of women entrepreneurs in Meghalaya.

ii) To examine the role of women entrepreneurs in generating employment opportunities and poverty eradication in the society.

V. FINDINGS AND SUGGESTIONS

Physical performance

To assess the physical performance of women enterprises, an increase in the number of employees were considered in the present investigation. Women entrepreneurs provide a large numbers of employment opportunities to the society and could help in poverty reduction and unemployment. This Table incorporate number of employees hired by woman entrepreneurs at the time of starting their business.

Table 1 (a) describes about the number of employees engaged in enterprises. More than half of the respondents (54.7%) hired 1-5 employees at the time of starting their enterprise, followed by those entrepreneurs who did not hired a single employee but worked with the help of family members (37.3%). 4.0 per cent respondents each employed 6-10 and 11 & above employees at the time of initial year.

Table-1 (a): Number of Person Employed (Initial Year)

Employment Opportunities	Name of the Districts			
	East Khasi Hills(25)	Ri Bhoi(25)	West Jaintia Hills(25)	Total with % (75)
With the help of family members	10(40.0)	5(20.0)	13(52.0)	28(37.3)
1-5	14(56.0)	17(68.0)	10(40.0)	41(54.7)

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6-10	1(4.0)	1(4.0)	1(4.0)	3(4.0)
11 and above	0	2(8.0)	1(4.0)	3(4.0)

Inference: It is evident from the table that 56.0 and 68.0 per cent respondents started their enterprise with 1-5 employees, followed by running the enterprise with the help of family members (40.0 and 20.0% respectively). Whereas among the respondents of West Jaintia Hills district, more than half of the respondents (52.0%) started their enterprises without any employee, followed by 1-5 employees (40.0%).

Table-1 (b): Number of Person Employed (Year of Study)

Employment Opportunities	Name of the Districts			
	East Khasi Hills(25)	Ri Bhoi(25)	West Jaintia Hills(25)	Total with % (75)
1-13 employees	19(76.0)	22(88.0)	23(92.0)	64(85.3)
14-26	4(16.0)	3(12.0)	1(4.0)	8(10.7)
27 and above	2(8.0)	--	1(4.0)	3(4.0)

Inference: The data presented in Table 1 (b) highlights that majority of the respondents (85.3%) had 1-13 employees engaged in their enterprise, followed by 14-26 (10.7%) in the current year. Only 4.0 per cent respondents employed 27 and above employees.

Financial Performance

Financial performance incorporated enterprises yearly turnover, sales growth, increase in the salary of employees and profit from the enterprises. This part also deals with yearly turnover of the enterprise in initial and current year i.e. year of study.

Table-2 (a): Enterprises Yearly Turnover (Initial Year)

S. No	Enterprises Yearly Turnover(In Lakhs)	Total (%)
1	1-6 Lakhs	56.0
2	Less than 1 Lakh	30.7
3	More than 6 lakhs	13.3

Initial year: It is evident from the results that out of the total sample 56.0 per cent enterprises' yearly turnover was1-6 lakhs, followed by less than one lakhs (30.7%) and more than six lakhs (13.3%).

Table-2 (b): Enterprises Yearly Turnover (Year of Study)

S. No	Enterprises Yearly Turnover(In Lakhs)	Total (%)
1	1-10 Lakhs	57.33
2	10-30 Lakhs	28.0
3	31- 50 Lakhs	10.67
4	Above 50 Lakhs	4.0

Current year: It is clear from the table that irrespective of districts 57.3 per cent respondents had less than 10 lakhs yearly turnover from their enterprise, 28.0 and 10.7 per cent respondents were earning 10-30 lakhs and 31-50 lakhs per year respectively. Surprisingly 4.0 per cent respondents were also earning in between 50 to 70 lakhs per year. Higher yearly turnover may be attributed to more experience of running an enterprise successfully.

Table-3: Sales growth of the Enterprises

Sales Growth	Name of the Districts			
	East Khasi Hills(25)	Ri Bhoi(25)	West Jaintia Hills(25)	Total with % (75)
Up to 10 %	13(52.0)	4(16.0)	5(20.0)	22(29.3)
11 to 30%	10(40.0)	14(56.0)	19(76.0)	43(57.4)
31 to 50%	2(8.0)	4(16.0)	---	6(8.0)
51 to 70 %	3(12.0)	---	1(4.0)	4(5.3)

Sales Growth of the Women Enterprises

With respect to the sales growth, 57.4 per cent entrepreneur's sales increased between 11-30% from the initial year. Interestingly in some of the units (5.3%) belonging to East Khasi Hills and West Jaintia Hills districts, their increase in sales growth were observed in between 51 to 70 per cent.

Percentage Increase in the Salary of Employees

As per data in the Table 4 majority of the entrepreneurs had no fix policy regarding increase in the salary of their employees, however, 58.7 per cent women entrepreneurs increased bi-annually the salary of their

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employees up to 8 per cent, followed by 10 per cent (25.3%) and 12 per cent (16.0%). When districts were taken into consideration, 48.0 and 56.0 per cent entrepreneurs increased their employees salary up to 8 per cent bi-annually, followed by 10 per cent (40.0 and 24.0%) and 12 per cent (12.0 and 20.0%) of East Khasi Hills and Ri Bhoi respectively. Whereas in West Jaintia Hills district majority of the entrepreneurs (72.0%) increased their employees salary up to 8 per cent, followed by 12 per cent (16.0%) and 10 per cent (12.0%) of salary.

Table-4: Percentage Increase in the Salary of Employees

Increase in Salary	Increase in Salary Districts wise			
	East Khasi Hills(25)	Ri Bhoi(25)	West Jaintia Hills(25)	Total with % (75)
Up to 8 %	12(48.0)	14(56.0)	18(72.0)	44(58.7)
10%	10(40.0)	6(24.0)	3(12.0)	19(25.3)
12%	3(12.0)	5(20.0)	4(16.0)	12(16.0)

Profit from the Enterprise

Profit of the entrepreneurs were calculated in terms of actual benefits of the entrepreneurs after deducting all type of expenditure of the enterprise.

Table-5 (a): Profit from the Enterprises (Initial Year)

S. No	Profit Segment	Total (%)
1	Up to 50,000	64.0
2	50,001 to 1 Lakh	14.7
3	Above 1 Lakh	21.3

Initial year: Analysis of the Table 5(a) indicated that in general 64.0 per cent women entrepreneurs stated with their profit up to 50,000, followed by more than one lakhs (21.3%) and between 50,001-1 lakhs (14.7%).

Table-5 (b): Profit from the Enterprises (Year of Study)

S. No	Profit Segment	Total (%)
1	1.5 to 10 Lakhs	85.3
2	11 to 20 Lakhs	9.4
3	21 to 30 Lakhs	5.3

Current year: The study revealed that majority of the respondents (85.3%) reported their profit between 1.5 lakhs to 10 lakhs whereas 9.4 and 5.3 per cent respondents had profit between 11 to 20 lakhs and between 21 to 30 lakhs respectively in the current year i.e. Year of Study(when data were collected).

VI CONCLUSION

The study concluded that women entrepreneurs plays a crucial role in poverty reduction. They provide a large number of employment opportunities to the society. They also have many functions to perform as performed by male entrepreneurs. Increased work burden and responsibilities due to dual role is one of the major problems faced by women entrepreneurs. Keeping this personal problems of women entrepreneurs in mind, family members should be sensitize to help and cooperate their maximum so that they spend time on expansion of their business. If women got equal opportunities they can contribute highly in economic development of the country.

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HUMAN RESOURCE FOR SUSTAINABLE DEVELOPMENT

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Human Being has been at the hierarchy; since our world has known the existence of the animal known as 'Human Being'. Right from the science to the myth every story about the world and civilization centers human being as the pivotal point of every happening whether it leads to the achievement or to the disaster. Generally as per the contemporary style the moment we utter the word 'Human', it is instantly paired with another word 'Resource'. And somewhere in this post modernism culture of human resource we have missed an important aspect, that is, 'Human Beings as Essential Resource' rather we have taken humans for granted as the 'Resource' only. The coinage of the word 'Human' and 'Being' together imparts an interesting meaning of the existence of the humans; who are considered as the anatomical modern version of the humans. The very term 'Homo Sapiens' is a Latin word which means 'Wise Man'. This very history of the humans scientifically proves the worth of human beings since the primitive age. Human beings are one of the most attractive and efficient resources in every terms in this world. Right from the glorious history of Indus Valley civilization to the present day, Human beings have been an incessant source that has been both used and exploited. If we roll back ourselves to the ancient period of Hindu mythology we get strong evidences of the importance and use of Human Resource. Taking references form one such famous mythological epic Mahabharata, we can easily assess the worth and value of effective use of human resource rather having a large number human power. The epic war of kurukshetra is one of the best examples of the wise use of human resource by Lord Krishna. This incidence as a reference to human resource may sound weird but it is as relevant as in the contemporary world of business and corporate sector. It is an established fact now that a company owing the maximum number of the employee can never assure the high productivity and success if the company does not have the skill to manage the human resource present with it. In terms of business, corporate sector and sustainable development the opening statement of mine may sound weird but this aspect will highlight the efficiency of human resource and the need to handle it sincerely. India possesses one of the most ancient cultures and traditions. Therefore our own past is efficient enough to teach us the use and management of human resource. This is one of the most important reasons that we all remember the great Kalinga war. It was the enormous bloodshed of the Kalinga War, which I would present here as the sheer wastage of human resource which in turn paved the way of Buddhism which brought the message of peace which is actually the concept of sustainable development. Although the emperor Ashoka had immense human resource, but the war ultimately brought depression to him just because he realized about the complete wastage of that resource which could have been used for the development. Human resource can only become an indispensible part of the sustainable development when it is dealt parallel to the human relations. In the contemporary society it is very important to identify the need of awareness to handle the human resource for sustainable development in the social and personal aspect apart from using the concept merely as the supplement in the corporate field, and of course, environment. When I looked to almost 384 to 322 B.C. back the concept of Aristotle about Humans of 'being a social animal' and later on in 'Hamlet' one of the famous plays of Shakespeare wherein Shakespeare mentions about 'Hoops of Steel' in human relationship I felt to have a Eureka. When I put Aristotle's and Shakespeare's concept together I was actually able to get a picture of sustainable development. Before stating the conclusion of the coinage of Aristotelian and Shakespearian concept it is important to discuss what these two scholars of their age actually meant by their statement. Aristotle's concept of behind saying that man is a social animal is that humans cannot stay all alone. He needs the social circle and a family. This is a major reason that even marriage is considered as an institution. It is the marriage that officially lays the foundation of the society since the primitive age. As society takes birth from the womb of the marriage therefore it has been accepted as the universal fact that human beings are the social animal. The concept of Shakespeare behind 'Hoops of Steel' is the strong bond between every individual so that the 'Social Animal' could survive and pursue his personal, social and professional life successfully. The beautiful concept of the "Hoops of Steel" has been presented as

"Those friends thou hast, and their adaptation tired, Grapple them to thy soul with hoops of steel"[1]

It clearly means that every individual should have the ability to understand those people and relations who are suitable to them and once it is done they should be kept strongly inside the hoops of steel. Thus, the concept of Hoops of Steel come up as the key to maintain the success and durability of human beings as the social animal. The similarity in the concept of these two geniuses who lived in different era, in different culture, nation, tradition and most importantly in an absolutely different social thinking clearly speaks up that the era, culture and society may differ but at the core the basic human thinking belief and value remains the same. The attribute

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of being social can only be maintained when we all will be inside the hoops of steel. One on hand being social enhances the aspect of sustainable development there on the other hand the concept of hoops of steel enhances the aspect of human relationships. The topic of human resource and sustainable development is equally deep and vast in the field of literature and philosophy. The twentieth century has witnessed, realized, and added another aspect to the 'Sister Thoughts' of Human Resource and Sustainable Development; and it is the corporate and business sector. The modern concept of sustainable development is derived mostly from the 1987 Brundtland Report, it is also rooted in earlier ideas about sustainable forest management and twentieth century environmental concerns. The idea that had generated with the mere thought process of protecting the trees later turned out to be a key factor for the economic and social development. The human world had been developing through different spheres long way back from Mesopotamian and Indus Valley civilization to the present day. In a way it is really sad from our part that the attitude of sustaining the resources; in every term; has been forgotten gradually with the development of the science and technology. The more we started to explore and conquer on this earth the more we boasted on our confidence and our intelligence. The 'Homo Sapiens' who are stamped out as the most 'Superior and Intelligent Beings' unfortunately started behaving more erratically as they went on enhancing their intelligence. The 'Green Revolution' which I believe would be justifies to call as the first and the foremost realization of human race towards his responsibility for the nature is in reality one of the well known and most experienced ironical awareness. The Green revolution has been a vital topic of talk after the Second World War. The initiative that has come with the increased growth of crops throughout the world to supply ample food to the fast growing population later brought out a challenge of its own kind. With the ability to grow and feed more, the confidence of the 'Superior and Intelligent Beings' got converted into over confidence and turned out to be fatal with the passage of time. The entire attention of the globe was towards feeding the growing population and amazingly the master plan which was required to control and manage the increasing number of the humans was very lately thought upon. The humans who have actually increased the productivity right from the agriculture, education, economy, science so on and so forth suddenly became the cause of the exhaustion of all the resources present on this earth. Thus, it has been suggested that sustainability should be viewed as humanity's target goal of human-ecosystem equilibrium known as 'Homeostasis'. The homeostasis condition made the humans to put themselves into the category of all the other living beings roaming around on this earth rather than segregating themselves as the master of the universe. The idea of equilibrium and sustainability together refers to the holistic approach and the process through which we can achieve the real goal of sustainability. But it is also an important aspect to consider that the ideal state of sustainability is just a myth, as it cannot be fully achieved. There are numerous things in this world which are made to be exhausted and this perspective renders the industrial revolution as a whole unsustainable. There has been certain debate in the support of idea that there is nothing like sustainable development rather it is mistaken by conservation management to economic development. To some extent it is worth to argue before jumping up on the conclusion related to sustainable development whether it is really possible to achieve it. The term 'Sustainable Development' in itself is an example of oxymoron. I wish to scrutinize the term in real literal manner before commenting anything whose basis is the definitions and theories mentioned in various research papers available on internet. There can never be any development possible without the consumptions of the resources available, and it is equally important for the human world to develop so that basic requirements can be fulfilled. Now in such situation it really becomes tough to choose the comfort which is supposed to come almost after 50 to 100 years later or the need which is the demand of the present. The answer is quite obvious, that is, the need of the present. Thus, it is very natural that in course of the planning and execution of the development the sustainability goes unnoticed and this is the real challenge in front of the contemporary world. This dual between the development and sustainability has been particularly witnessed by the commonwealth countries that had been under the British rule. South Africa is one such nation who had experienced the dark nights of imperialism and later apartheid. The requirement of development had become tough as the knowledge about managing, maintaining and sustaining human resource was yet to be learnt there. Nadine Gordimer; whose have been the light house for the South African and for all humans at various grounds and situation; has excellently unfurled the above mentioned inability about the human resource in novels, especially 'The Conservationist' and 'The House Gun'. On one hand where Mehring meets the unfortunate death in his own farm and fails to earn that recognition and respect among his own farmers as Jacobus had earned in 'The Conservationist' there on the other hand the Duncun Lindgard reveals the blank future of South African youth who have hardly any experience of rationality and practicality. Both 'The Conservationist' and 'The House Gun' compliment each other's ideology. While the former reveals the outcome of the mismanagement of the human resource the latter proves the fact that if the human intelligence and capability is not used wisely in the right direction then it can obviously go wayward. Mehring in spite of being the owner hardly knew about his own farm as much as Jacobus thus loosing the required recognition from and among his own people. Duncun

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on the other hand in spite of having well educated parents and an understanding and co operative guardianship ultimately commits murder thus undraping the social flaws both at the governmental and personal level. The word 'Resource' is very much like our Indian Mythology, the deeper one tries to understand it, the more vastness it reveals about itself. It is really a blessing to have the human resource, especially in the twenty-first century, when we have grown wiser in many perspectives. But this blessing can be fatal too if this resource, which is the 'Humans', is not used carefully, wisely and efficiently. The population of any nation is actually her human resource, hence, education, basic rights, facilities, comforts become indispensible for them, and then only they can be motivated to act or at least think positively. Our country possesses the maximum number of youth in comparison to all the other countries. The quality which globally considered as the weapon or a safe guard unfortunately we are not successful to use it and the root reason is lack of effective spread of education to all the section of society. Sustainability can only be maintained (apart from the conventional ways) with the innovative ideas. Due to the innovative ideas only we have achieved so much in our life and still hope to achieve more. There are certain things or I must call them the loopholes that need to be covered very properly if we dream to prove our accountability as the nation whose human resource is dedicated towards sustainable development. Before explaining them in detail I would mention them in a series. These loopholes are actually the root cause of those problems and troubles with which we are struggling to make sustainable development a reality. Stereotyped rules, lack of flexibility, insensitivity towards the future, lack of education, absence of the feeling of belongingness are some of the core problems. It is very important to believe that no rules are perfect and they need to be modified as and when required rather being stick to the stereotyped just because that rule has some emotional reasons or any past historical legacy to be followed. Every generation is smarter than the previous one just like the smart phones of same company. Every time a company launches a smart phone that phone has some added features and advantage and because of those added features and advantages the consumers get attracted towards it. The nucleus of the added features is the enhanced sustainability which is the ultimate reason of the buyer to buy that product. The same concept of advanced feature and technology is required in our society and business also so that our social and economic productivity could be enhanced. As for instance we all know that growing and saving the trees is very important. Although the reason for it are many but I will only mention the reason of control in global warming. It is the tree that brings rain and helps to maintain the normal course of water cycle on earth. It is such a common concept that even a student of primary section can talk and explain about it but here only lies the irony. The fact which is so well known by all has failed to maintain its existence. There has been numerous movements and campaigns in support of 'Grow Trees' but the fact is that a common man who struggles to earn a comfortable bread and butter for his family can hardly move out to plant trees. Another problem is the maintenance of those saplings which are planted in huge number on certain occasions but later on unfortunately forgotten to take care. Thus, ultimately the piece of land that has been covered with green saplings finally ends up as the dumping place, hence, making no difference. Rather pursuing the concept of go green in the above mentioned way if every individual simply plans out the concept of small but green and lively garden with particular specification of cleanliness, the contribution which is actually a drop will together create an oceanic effect. I have also mentioned about the lack of flexibility, which is again a serious threat in achieving in the sustainable development. It is high time for all of us to realize that we need to change ourselves as per the demand of the environment and society. In this changed situation and environment we cannot expect the same comfort which our granny had unless we do not take trouble for it. By lack of flexibility I mean to highlight the rigid attitude of man towards adopting and accepting the change which is the need of the hour to save and protect our environment. This rigid attitude makes the people blind about the future problems which are very likely to fall upon us in a few decades. Hence, a sheer negligence towards the prosperity of future generation is quite clear. We can segregate the hurdles in achieving the sustainable development in various sections but all the problems basically fall under the two sub-heading, that is, 'Absence of the feeling of Belongingness' and 'Lack of Education'. We never try to understand and accept that the whole world is our home and if any trouble falls on any part of the earth we all have to face its ripples either directly or indirectly. Education is the only solution and savior for the human race. The better we will educate ourselves the stronger will develop the sense of belongingness to the mother earth and then only we can understand that sustainable development is the need for the entire human race. It is very important that the concept and I must quote "Fashion" of 'Corporate Social Responsibility' should cross the limitation of marketing strategy. The feeling of CSR should come out of the premises of the MNCs and become an integral part of every individual's life. Human Resource is not only the matter of concern for the multinational companies rather of the entire society and individual so that the debate about the authenticity of achieving the Sustainable Development could come to an end. I have mentioned about the power of innovative mind that had been gifted only to the Humans, by using this God gifted skill we can plan out the best use of the human resource as we are doing by discovering various medicines in the field of medical science. We must understand

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that ability to fight against the chronic and fatal diseases has enabled us to protect he human resource but we still need to learn the skill of using this resource productively. One of the most important steps for enhancing the power of human resource is to control the population. By doing so the core problems in fulfilling the dream of sustainable development will be sorted out quite effectively. The controlled human population will help the man to avail all the opportunities and resources in the best possible way, thus, paving the way of a mentally, physically and intellectually healthy Human Resource who will have a deep insight about the need and importance of the Sustainable development. We have always taken the humans as the 'Master of the Universe' who can pull out anything from the mother earth; but in the present context of time we need to bring a little twist in our belief. No doubt we are still the master of the universe but rather being a tyrant master who only consume and exhausts the resources we need to become the 'Master Protector' who being at the hierarchy owes the responsibility to behold the sustainability of the Nature and make the best use of the most powerful resource of the world, that is, Human Resource.

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A STUDY ON THE IMPLEMENTATION OF INNOVATION IN AGRICULTURAL SECTOR FOR PROGRESSIVE INDIA

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ABSTRACT

The major driver of the growth of India is the growth in the agricultural sector. The reason being is that the agriculture is the main source of income in rural areas of India.

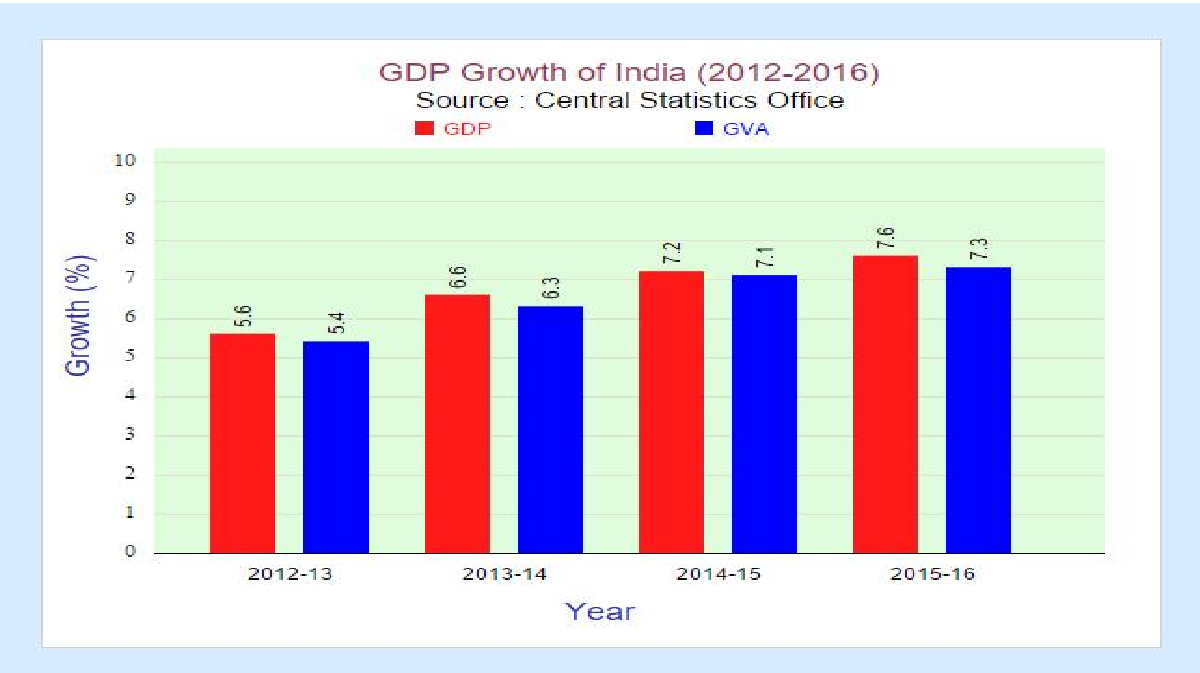
Most research on agricultural research and innovation has focussed on the role of government research institutes, the international agricultural research centres of the Consultative Group for International Agricultural Research and the private sector research and innovation.

The objective of this paper is to investigate and summarize issues that are critical for agricultural Research and Development (R&D) and economic growth in the Republic of India. It also reviews Indian policies that influence agricultural innovation.

The research has been conducted on the secondary data to highlight the role of government and private sector firms in improving the abysmal condition of the agricultural sector in India.

INTRODUCTION

The real GDP growth or Gross Domestic Product (GDP) growth of India at constant (2011-12) prices in the year 2015-16 is estimated at 7.56 percent as compared to the growth rate of 7.24 percent in 2014-15. Quarterly GDP growth rates are : Q1 (7.5%), Q2 (7.6%), Q3 (7.2%), Q4 (7.9%).GVA (Gross Value Added) growth rates of Agriculture & allied, Industry, and Services sector are 1.25%, 7.4%, and 8.92%, respectively. Manufacturing growth is at 9.3%. India has registered highest growth of 10.3% in 'Financial, real estate & professional services' sector and lowest 1.2% in 'Agriculture, forestry & fishing' sector.At current prices, GDP growth rates for year 2015-16 is 8.71%. Growth for Q1, Q2, Q3 and Q4 are 8.8%, 6.4%, 9.1% and 10.4%, respectively.At constant prices GVA, GNI (Gross National Income), NNI (Net National Income) growth of India is estimated at 7.2%, 7.5% and 7.6%, respectively. At current prices these figures is 7.0%, 8.7% and 8.7%.Data from 1950-51 to 2011-12 is from 2004-05 series and 2011-12 to 2014-15 is from 2011-12 series.According to IMF World Economic Outlook (April-2016), GDP growth rate of India in 2015 is 7.336% and India is 9th fastest growing nation of the world. In 2014, India was 14th fastest growing nation of the world with GDP growth rate of 7.244%. Average growth rate from 1980 to 2014 stands at 6.27%, reaching an all time high of 10.26% in 2010 and a record low of 1.06% in the 1991. In previous methodology, Average growth rate from 1951 to 2014 stands at 4.96%, reaching an all time high of 10.16% in 1988-89 and a record low of -5.2% in the 1979-80. In 4 years, Growth was negative.



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BUDGET 2017: A FOUR-POINT AGENDA BY FINANCE MINISTER ARUN JAITLEY TO BOOST FARM PRODUCTIVITY

Agriculture has been one of the most important areas in Budgets. The performance of the agriculture sector has remained to be worried about due to low productivity by absence of basic inputs.

The majority of the farmers do not have irrigation facilities and also they lack systemic information regarding the nutrient level of the soil and correct use of fertilizers.

Following steps have been taken by the government

1) Improving the soil fertility
2) Adoption of organic farming.
3) Allowing access to micro-irrigation

The Budget for 2017-18 should focus on the following areas

1. Cultivation of High-Value Crops

This budget take into reflection the international market mechanism, demand-supply dynamics and encourage the cultivation of high-value crops like pulses, oilseeds, etc. by offering better market mechanism. Usually, the majority of the farmers in India emphasis on water-intensive crops like rice, sugarcane, etc.

2. Cashless Transactions

Cashless transactions needs to be stimulated across the agriculture value-chain like purchasing the seeds, and fertilizers, etc. as well as shifting the incentives to the farmers.

3. Sustainable Income for Farmers

The budget needs to boost the sustainable income for farmers by allowing access to wider market connect and also setting up an ecosystem for the advancement of different allied activities

4. Focus on Research & Development, Technology, and Innovations

The budget should offer ecosystem care and promote the universities and companies that are eager to focus on R&D and innovations in the agriculture sector. Similarly, emphasis is required in the positioning of IT and technology based solutions for obtaining, growth of high-quality seeds, effectual modes of irrigation, better farming practices and online stand to connect farmers and consumers. Budget 2017-18 is anticipated to make a push beyond input factors towards restructuring the overall value-chain of the agriculture sector from procurement to delivery by providing better processes, capability building of the farmers, and technology platform.

LITERATURE REVIEW

There are some enterprises which are transforming Indian agriculture with technological innovations, making farming more maintainable and lucrative for farmers. The Minister of State for Agriculture (28 October, 2012), Mr. Tariq Anwar had said that as per estimates by the Central Statistics Office, the share of agricultural products/agriculture and allied sectors in the country's Gross Domestic Product (GDP), which was 51.9 per cent in 1950-51, has come down to 13.7 per cent in 2012-13. That contribution is abysmally low for a sector that employs about 50 per cent of the country's population. However, this is mostly due to the farmer's incapability to generate income from their crops and control their growing debt. Following are some innovations by the companies:

1. **BARRIX AGO SCIENCES**

A Bangalore based company which starts providing eco-friendly crop protection approaches that support organic farming for increasing crop production and quality with least spending.

Products produced

- **Barrix Catch Fruit and Fly Lure + trap:** Toxic pesticides dismiss water, soil and leave harmful residue in it. Barrix's pheromone-based pest control traps comprise artificial synthesised smelling agents that attract and traps pests. Instead of eating the crops, the pests are concerned to the pheromones in the traps.
- **Fly pest sticky sheet:** Barrix uses bright yellow and blue coloured recyclable sheets of wavelengths between 500 nm to 600 nm, proven to effectively attract and trap at least 19 high-risk pests.

2. ANULEK AGROTECH

Anulekh, Mumbai based, emphasis on increasing the richness of soil to achieve higher productivity and crop produce with minimum resource.

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Products offered

BIOSAT: BIOSAT (Biochar based organic Soil Amendment Technology), is a soil preservative, made up of biochar mixed with different organic nutrients. The product protects soil fertility, traps carbon emissions, preserves the topsoil strength and increases crop production, thus dropping dependency on fertilizers.

3 MITRA

A Nashik based startup, MITRA (Machines, Information, Technology, Resources for Agriculture) aims to progress mechanization at horticulture farms with the application of R&D and good quality farm equipment.

Products

Air blast sprayers: Developed for fruits and vegetables, pomegranates in particular, the sprayers, used to add hormones that help the development of crops, reduce the spending on manual labour.

4. CROPIN TEHNOLOGY SOULTIONS

CropIn Tehnology Soultions was founded by a software engineer based at Bangalore. It focus of farming technology solutions and provides agri businesses the knowledge and know how to generate a smarter and safer food supply for consumers everywhere the world.

Product

CropIn: CropIn offers information on a cloud-based platform, combined with a mobile app for Android. Called Smart Farms, it allows large food companies to monitor the growth of crops on farms around the country with particulars about what the crop is and the situations it is grown in to help companies remotely monitor farms, interact with farmers and make every crop transparent and traceable. It also assist farmers in adopting global agricultural practices and improves productivity.

5. ERUVAKA TECHNOLOGIES

An organisation based in Vijayawada, Andhra Pradesh, its mission is to quicken the use of technology in aquaculture, an area where farmers face problems due to unavailability of adequate technology to measure water health.

Product

Solar Powered Flouting Buoys: Eruvaka Technologies had developed a solar powered flouting buoys, that measure water parameters, such as oxygen levels, temperature and pH range which is crucial for the growth and survival of fish. The information is uploaded on the cloud and transmitted to customers through an Android app, SMS, voice call or the internet. Farmers can also remotely control automated equipment such as aerators and feeders.

6. SKYMET

Skymet is India's largest weather monitoring and Agri risk Solutions Company. They are the experts in measuring, predicting and limiting climate risk to agriculture, thus dipping losses incurred due to worse weather conditions.

Product

Skymet's weather website: This website is launched to help farmers, and provide services such as weather forecast, crop insurance and agri-risk management. Forecast of weather conditions can help prepare farmers for a drought or heavy unseasonal rainfall and support them take appropriate preventive measures, they also provide measure and forecast yield at the village level for any type of crop.

7. EKGAON

A Gujarat-based venture, Ekgaon Technologies is an IT based network started in 2001 that provides a technology platform which offers services to farmers in rural areas including financial and governmental assistance.

Products

- **Financial:** A mobile phone enabled financial services delivery platform, which provides information on microfinance institutions and banks for delivery of door-step services such as credit, savings, insurance, investment and mortgage.
- **Agricultural:**, This system uses mobile, voice recognition, interactive voice response system (IVRS) and web technologies to deliver information on weather, commodity market prices, soil nutrient and crop management. It is offered in Hindi, Gujarati and Tamil languages.
- **Citizen:** This applications help farmers to monitor the delivery of government programmes and services eligible to them.

8. DIGITAL GREEN

Digital Green is a non-profitable international development organisation that emphasis on training farmers to show short videos where they record their problems, share solutions and highlight success stories to improve lives of rural communities

Products

- It uses technology-enabled behaviour change communication that is cost-effective, measurable and brings researchers, development practitioners, and rural communities to produce and share relevant information through videos.
- Two social online games Wonder Village and Farmer Book: In the games, players simulate a village economy and relate with actual farmers that Digital Green works with, on the field. The players are placed in a limited resource setting in which they have to complete their levels such as set up paddy and maize farms and supply raw materials to the farmers' markets.

9. FRONTAL RAIN TECHNOLOGIES

The Bangalore-based agri-tech startup pursues to deliver affordable advanced technology solutions for developing companies and take technology to distant corners of the country.

Product

The company's offering Rain+, which is a comprehensive suite of products for agribusinesses. Rain+ can assist companies at every stage of the value chain starting from growing, processing, logistics, wholesale trade, retail trade and exports. The technology is accessible through mobile, desktop and tablet. The companies presently dealing with commodities like basmati rice, dairy, spices, herbs, animal feed, seeds and sea food.

10. AGROSTAR

A Pune-based 'direct to farmer' m-commerce platform, Agrostar attempts to provide quality agro inputs at the farmers' doorstep.

Product

AgroStar empowers farmers to procure a range of agricultural goods such as seeds, crop nutrition, crop protection and agri-hardware products by simply giving a missed call on the company's 1800 helpline number or through their mobile app to help the farmers regarding the unavailability of products, adulteration and duplication.

OBJECTIVES

The objectives to conduct the research on the Agricultural sector are for the following reasons:

- To identify the various sectors for the innovations in the Agricultural sector in India.
- To identify the various innovation techniques in the Agricultural sector for boosting up the farming.
- To recognize the growth rate in Gross Domestic Product (GDP) of India during different time stages.
- To point out the different policy measures introduced in the Agricultural sector in India.
- To suggest some areas to be focussed for the betterment of the life of small holder farming.

POLICY MEASURES IN THE AGRICULTURAL SECTOR IN INDIA

The important policy measures introduced in the agricultural sector in India for the betterment of agricultural sector are as follows:

1. Technological Measures

It is the primary measures to increase agricultural production to meet the growing needs of the population.To expand this programme to larger areas of the country, some steps were initiated to increase the production of high-yielding varieties of seeds, fertilisers and pesticides within the economy and supplement domestic production by imports whenever necessary. This results in the self-reliant country.

2. Land Reforms

Land reform measures to keep out the intermediary interests in land and transfer of land to actual tiller of the soil were expected to be taken up on a priority basis. Measures taken under this head included:

(i) Abolition of intermediaries.

(ii) Tenancy reforms to –

(a) Regulate rents paid by tenants to landlords;

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(b) Provide security of tenure to tenants; and

(c) Confer ownership rights on tenants.

(iii) Imposition of ceilings on holdings in a bid to procure land for distribution among landless labourers and marginal farmers.

3. Institutional Credit
Regional Rural Banks were set up to deal with the needs of agricultural sector. A National Bank for Agriculture and Rural Development (NABARD) was also set up.

As a result of the expansion of it, the importance of moneylenders has gone down and so has the exploitation of farmers at the hands of moneylenders.

4. Procurement and Support Prices
Procurement and support prices is established to ensure fair returns to the farmers so that the prices do not go down and farmers do not suffer losses.

5. Input Subsidies to Agriculture
The objective of this is to increase production in agricultural sector and productivity by promoting the use of modern methods in agriculture.

6. Food Security System
It helped to provide food and other basic necessary goods to consumers at cheap rates, the Government of India has built up a food security system in the form of Public Distribution System (PDS) during the planning period.

7. Targeted Public Distribution System (TPDS)
The Government has promoted the PDS by issuing special cards to people below poverty line (BPL) and selling essential articles under PDS to them at specially subsidised prices with better monitoring of the delivery system.

8. Rural Employment Programmes
It aided in large-scale poverty alleviation programmes in the form of rural employment programmes are required to provide purchasing power to the poor.

For this, the government introduced various poverty alleviation programmes particularly from Fourth Plan onwards like Small Farmers Development Agency (SFDA), Marginal Farmers and Agricultural Labour Development Agency (MFAL), National Rural Employment Programme (NREP), Rural Landless Employment Guarantee Programme (RLEGP), Integrated Rural Development Programme (IRDP), Jawahar Rozgar Yojana (JRY), Employment Assurance Scheme (EAS), etc.

CHALLENGES
Every innovation has to meet a number of challenges to be successful. So India is also facing a challenge known as LIP SERVICE from Government. Indian Government pay only a lip service to the agricultural sector, especially the smallholder farming.

Government's lip service to the agricultural sector
Most of the agricultural schemes and incentives do not reach the small and marginal farmers; they are cornered by the large and rich farmers and smallholder farmers continue to suffer. Deepen Parik has provided the list of all the schemes announced by the NDA government so far. But the ground reality in farming is very low.

For instance, the tomato price fluctuates between Rs. 5 a kilo to 50 a kilo. Right now in other states, the farm gate price for tomato is the lowest at Rs. 2 a kilo. It will not even cover the labour cost of picking up the tomatoes from the field. How will it affect the farmers? They don't harvest the tomatoes; just plough them down into the soil as organic manure.

Agrarian crisis
In India 85% of the total holdings (117.60 million) are both small and marginal, representing 44.5% of the agricultural land area. This works out to a mean holding size of 0.51 ha per farmer. In India, the customary procedure is to divide family land among sons and daughters. Thus, about 1.5 to 2.0 million new small, marginal farms are added every year. Small holders have little or no bargaining power in securing loans from scheduled banks (fewer than 4% of small holders have agricultural credit cards) and very few smallholder farmers carry crop insurance against natural calamities, etc.

All of the above makes an unprecedented agrarian crisis and over the last two decades it has resulted in most (87%) rural households suffering from extreme poverty and serious deprivations - more than 200,000 farmers have committed suicide in India.

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To overcome this fact, following steps can be taken into consideration:

- land consolidation – and an integration of smallholders within an agricultural value chain through the formation farmer producer organizations (FPOs)
- Aggregation and sale of agricultural produce grown under contract farming
- Production and sale of certified and foundation level seeds grown under seed production contracts with public and private organizations
- Supply of agriculture inputs and implements, including financial and logistics services.
- Crop planning to avoid glut in the market, especially for the perishables goods.
- Government-paid or subsidized crop insurance coverage for all smallholder and marginal farmers.
- Agriculture extension services, mainly for production of certified crops.

SUGGESTIONS

For improving the agricultural sector in India we have to educate the farmers regarding the use of technology. As we know that only few of Indian farmers are rapid adopters of technology, another is slow-going, and the rest are not likely to use modern technology at all. Companies have introduced start-ups that are innovating new technologies for the Indian farmer. The following five innovations can help improve India's productivity:-

1. The Venus flytrap

Kundal Mallareddy, a farmer in Karnataka's Bidar district, uses 50% less pesticide than he did until three months ago, when he has started using pest-control traps produced by Barrix Agro Sciences. This startup makes traps that use pheromones to attract crop-damaging pests and flies.

Vishak, another farmer based in Mulbagal district of Karnataka, says that using the fly traps has made it easier to ensure healthy crops during the monsoon. "During the rains the pesticides would get washed off and we would have to apply more and more pesticide. The fly traps work even then, which makes things easier,"

2. The Discovery

Sagar Bhansali, a Mumbai-based entrepreneur, set up Anulekh Agrotech, which manufactures a product called Biosat to farmers in Maharashtra and Gujarat in 50 kg bags. The product, is made using biochar, a soil additive, to improve fertility, thereby reducing dependence on chemical fertilizers. "The product itself is not an innovation. It's more of a discovery. Similar products were available elsewhere, "but we innovated on the side of supply chain and business model to make it more affordable for Indian farmers,"

Laxman Rajve, a farmer from a village named Karanjgaon in Maharashtra has used the product for two years now. "I have two plots of five acres each on which I grow grapes. The grapes have been bigger and healthier since I started using the product," he says. This, he adds, has helped him get a better price on the grapes, pushing up his profits by ₹ 700 ($11) per quintal.

3. Fruits of Innovation

In Maharastra, Nashik-based start-up Mitra is improving automation at horticulture farms. The company has developed sprayers for vineyards and for pomegranate farms. "Sprayers are used for adding hormones that help the growth of crops amongst other things," says founder Devneet Bajaj, previously a principal at a private equity firm specializing in agribusiness. "Farmers would otherwise have to use a process of manual dipping that needs a lot of labour." The machines his company has developed are up to 30% cheaper than sprayers available in other parts of the world and take half an hour for an activity that would otherwise require 10 to 12 labourers for a whole day.

4. Crop Control

In 2010, Bangalore software engineer Krishna Kumar set up a farming technology solutions startup called CropIn Technology Solutions. The technology is a cloud-based platform, integrated with a mobile app for Android, that allows large food companies to track the growth of crops on farms around the country. The software tags what is grown in the fields and the conditions in which the crops are grown at the farm level and enables companies to remotely monitor farms, ensure the farmers adopt better agricultural practices and make every crop traceable.

5. Fishing it out

Eruvaka Technologies, based in the coastal Indian city of Vijayawada in Andhra Pradesh, has also developed technology to track farm conditions remotely, but specifically for aquaculture farmers. "The solution allows

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farmers to measure the water quality, the levels of dissolved oxygen and the PH level remotely on a Smartphone" explains Sreeram Raavi, founder of Eruvaka Technologies. The device Eruvaka has developed, Floating Sensor Buoy, is placed in the farm and has sensors measuring the parameters that allow the maintenance of a healthy environment for growing fish and shrimp. The device has a battery and solar panel, as well as wireless connectivity through a SIM Card mounted on the buoy, and can alert the farmer of a drop in any parameter through a text or phone call. Raavi's technology also ropes in cloud computing and data analytics to help study the changes in water quality in detail to be able to predict an oncoming problem.

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IMPACT OF WOMEN LEADERSHIP STYLE ON ORGANIZATIONAL PERFORMANCE WITH SPECIAL REFERENCE TO INDIAN WOMEN ENTREPRENEURS

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INTRODUCTION
From past few decades, there is force of organizational change for growth as a result of this there is rapid economic and technological change, the invasion of women into the workforce, the economic shift of investment in market also emphasis on short term returns also focuses on redesigning organizations. This organizational change includes mainly organizational restructuring, trust in their leaders, team work, diversity and the origin of new form of leadership. A leader is one who manage the team effectively for organizational. As a result of this woman entrepreneurs have to be a good leader.

Purpose – Present study aims to examine the linkage between women entrepreneurs' leadership styles and organizational performance.

Design/methodology/approach – Dependent and independent factors involve in the present study. Independent factor is organizational Performance on the other side dependent factor is women entrepreneurship leadership styles. On the basis of these factors a questionnaire has been designed. Total 43 women's has been included in the research who responded. Out of 74 finally 43 women enterprise fill up the questionnaire.

Research limitations/implications – Questionnaires has been distributed to women entrepreneurs of Delhi and Pune. To assess the exact impact of women entrepreneurship styles on organizational performance, other areas of India should also be taken in to consideration. Present study is focuses on leadership roles of women entrepreneurs and their impact on organizational performance. In future other factor should also consider in the study

Originality/value –First time this research is used to examine the linkage between women entrepreneurs' leadership styles and organizational performance.

Keywords- organizational change, woman entrepreneurs, leadership styles, organizational performance

Paper type - Research paper

INTRODUCTION

In 1992, women-owned businesses were projected to surpass the Fortune 500 in numbers of people employed. Women are starting new businesses at two to five times the rate of men, in fact, women-owned business is one of the fastest growing segments of the U.S. economy--a current Small Business Administration (SBA) count tallied approximately 5 million women-owned businesses and predicts women will own nearly 40 percent of small businesses by 2000. In the next decade, fully two-thirds of new entrants into the work force will be women and, finally, the number of women in upper- level management has increased and is projected to increase well past the year 2000.

With this dramatic upsurge of women into the work place and into positions of leadership, a debate has ensured that question whether women have the same leadership styles as men. Earlier thinking on the subject typically perceived women, who had achieved leadership status, as being successful imitators of characteristics generally believed to lie solely within the male domain, such as toughness and aggressiveness

This research is totally focused on the impact of leadership skills of women entrepreneurs towards organizational performance. This section elaborates a background of the study i.e. Purpose, problem statement, aims and objectives of the study, Hypothesis and importance of the study were examined. If we talk about history the traditional concept of personnel management has been over taken by human resource management. Now, leadership with new approach engaged in the organization as macro level. This approach plays a vital role in the leadership and works in effective way towards their employee and also improves the employee performance. The efficient leader behaves according to the situation they face many challenges and also know how to cope the situation in respective manners. Different leadership styles are used that fit to employees on the basis of amount of directions, empowerment, and decision making power (Hersey, P., Blanchard, K. H., & Johnson, D. E.,1988). Organizational performance also reflects, if the women leadership or performance of the women leadership is satisfactory and if the performance is poor it also affects the performance of employees due to lack of proper guidance and direction. Most of the research focused that its impact on employee performance and also on the company environment especially in large medium enterprise. In current

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environment women leadership skills and how it affects the performance of organization, end of this century treating humans as machines and to achieve the goal the human capital is most important in different work task. With the vision of this leadership skill should be more strong and directive so that women entrepreneurs can do justice with their human resource.

CONCEPTUAL PERSPECTIVE

In this paper the dependable variable of the study is employee performance and independent variables are the other women entrepreneurs' leadership styles such as autocratic, democratic and participative leadership. A conceptual model is developed on the basis of their relationship with a view to analyze which one leadership style is most appropriate to improve the performance of organization. According to Armstrong, (2005), the performance was defined as: team management, work, team duties, goals and mission of the organization public relation, effective input and output. The concept of leadership is the ability to manage the employee and monitoring the whole employee process on the basis performance through this we meet our organizational goals (Cole, 1997)**.**

THEORETICAL PERSPECTIVE

The Fred Fiedler presents the theory of Fiedler leadership contingency model theory in which he proposed that effective employees performance depended upon the proper match b/w a leaders' ability to lead and according to situation the leader react and rectify the issue. This theory propounded that leaders should adopt that style which best to the situation and immediately stimulate the employee performance.

Leadership persuades a team of engineers that they must revise their procedures drastically in order to meet the scheduled delivery date in any program**.** The person who occupies a leadership position must transmit feelings and exhortations to followers by the process we can call communication. An effective leader has a responsibility to provide guidance and share the knowledge to the employee to lead them for better performance & make them expert for maintaining the quality. And become head of all team members is such a great responsibility. The introduction of the clear standards of leadership promotes the core values and maturity on their role and responsibility.

LITERATURE REVIEW

Sanjukta Mishra, (2009) has conducted a study on types of women entrepreneurs, supportive measures to develop women entrepreneurship, financial schemes, technological training, federations and association and the problems faced by women entrepreneurs. The study concluded that women today are willing to take activities that were once considered to be preserved for men, and have proved that they are second to no one with respect to contribution to the growth of the economy.

Dr Sunil Deshpande and Ms. Sunita Sethi, (2009), conducted a study on problems of starting up a business venture by women, and also suggested effective solutions for overcoming these problems. They further concluded that women 's pa rticipation in the field o f entrepreneurship is increasing at a considerable rate. At global effort also efforts are being made to enhance involvement of women in enterprises. They also discussed about the supportive factors for the development of women entrepreneurship like attitudinal change of society towards women, increasing literacy rate among women gender, government assistance and supports provide to this sector, etc.

Singh, (2008), identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by

The question, "Does a feminine style of leadership exist?" may be moot in the new millennium. There is increasing evidence that an androgynous style of leadership is emerging as a pragmatic style of leadership for the new millennium (Jacobs 2007; Stelter, 2008). This trend is examined in more detail in the section of the review entitled, "Rejecting binary gender norms". Currently, however, gender perceptions about leadership styles persist (Weyer, 2007).

Gender specific leadership labels abound, but in general terms, female leadership style tends to be transformational while male leadership style tends to be transactional (Weyer, 2007). Female leadership styles are typically described as communal with associated nurturing, facilitative behaviours while male leadership styles are typically described as agentic with behaviours associated with achievement behaviours (Applebaum, Audet & Miller, 2003) describes this gender leadership dynamic as "Men think 'can do, will do' while women

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think ‘have done, will do’” .These gender stereotypes contribute to considerable barriers to female leadership, including the proverbial double-bind dilemma.

Christmas and McClelland (2008) note that the “choice to move too far within or outside feminine social constructions can be detrimental to the perceived competence of the woman’s leadership” (p. 23). How far is too far is a question for further research.

Leading is the process of influencing others to accomplish specified objectives. A precise and comprehensive definition of leadership is that formulated by, Ramirez, J. J. (2013) who state that it consist of interpersonal influence, exercised in a situation and directed, by means of the communication process toward the attainment of a specified goals. They point out that leadership always involves attempts by a person (leader) to affect or influence the behavior of a follower (or followers) in a situation.

The effective leader gets other to act. He or she may impel them to action by any of numerous devices: persuasion, influence, power, threat of force and appeal to legitimate right. The person who occupies a leadership position must transmit feelings and exhortations to followers by the process we call communication. Communication involves both the sending of messages and understanding by the receiver. The successful leader is the one who can appeal to constituents in a meaningful way.

LEADERSHIP STYLES

Schmidt, C. (2004) stated the different leadership styles they observed that leadership style differentiate on different parameters through autocratic to Democratic to participative show the degree of authority and decision makes power of leaders and employees.

AUTOCRATIC STYLE

The autocratic style is to immediate response where business faces a crisis. In the autocratic leadership pattern the leaders spent a high portion of their time giving orders, making disruptive commands and criticism. Conversely, the democratic leaders spent much of their time making guiding suggestions, giving information and encouraging.

DEMOCRATIC STYLE

Democratic approach is an approach where employee have equal responsibility and each member have equal participation within organization.

PARTICIPATIVE STYLE

Participative leadership style perspective focused on all employee of a company and involves all members to identify the goal and rectify the issues with mutual understanding. It basically participate all members as a team and achieve the goal of an organization**.** For this approach everyone has contributing its role and participate instead of issuing order and other just follow.

On this way every one intellectuality and creativity would be apparent and it also improve the employee performance. The organization would also allow people to work as a team and provide equal opportunity to contribute every employee to show their own skill and ability.

THEORETICAL FRAMEWORK

An effective leader has a responsibility to provide guidance and share the knowledge to the employee to lead them for better performance & make them expert for maintaining the quality. And to become a head of all the team members is such a great responsibility. The introduction of clear standards of leadership promotes the core values and maturity on their role and responsibility.

There are three types of leadership styles according to Myron Rush & Cole (1997) and he also explains the different traits of each style that significantly affect the employee performance.

• **Autocratic/Authoritarian:** This type of leadership give order to sub ordinate and the sub ordinate must follow the instruction. Future plan and decision making is as top level the bottom line employee must fellow those plans.

• **Democratic/Passive**. It is a best type of leadership the democratic leader just ask about every employee about decision making an different problem rise or company face the problem democratic leader ask everyone how to resolve the issue because this type of leadership think that everyone responsible for this issue and every one as a team just resolve the issue .

• **Participative.** This type of leadership is in which employees take part in the decision making process and every employee participate individually.

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STATEMENT OF PROBLEM

The performance of organization such as organization productivity, participation of employee, employee's competency and effectiveness in doing work.Various organizations need strong leadership styles that stimulate the employee performance. Some organizations such as tractor factory face the problems: poor innovation, low productivity. This issue occurs because of the lack of strategy and adopts a specific leadership style. This problem is continuously affecting employee performance. That's why study investigates the best one leadership style that stimulates performance of employees.

It is believed that an effective organization rooted from the propellers or on the business leaders. The idea of effective leadership is also adopted in the world of technology. The employees also perceived that there is a need of a leader who should not only have to lead people but also be effective. So, they need an effective leader who can lead the people toward the changes and performance improvement.

OBJECTIVES OF STUDY

(1) To explore the women entrepreneurs' leadership styles that contributes to Organization performance.

(2) To explore women entrepreneurs' leadership styles impact on the performance of organization.

SIGNIFICANCE OF THE STUDY

This study is helpful and focused different types of women entrepreneurs' leadership styles on employee performance. The output of employee depend upon the behavior of employee which type of behavior a leader adopt and how they resolve the issues if it happen. Present study also helpful to other organization through the adoption of such type of behavior how the organization and women entrepreneurs' leadership style effect on organizational performance and how they deal with their employees.

METHODOLOGY

To determine the answers to the research questions, descriptive approach was used which includes quantitative survey method because it provides a cost-effective and efficient way of collecting data from large populations. The on-line questionnaire was adopted as the technique for data collection due to its advantages of low cost and high speed in sending and returning information. An on-line survey was conducted with 74 randomly selected women entrepreneurs of Delhi and Pune. A total of 43 women entrepreneurs completed the on-line survey with a response rate of 58.1 %. Reliability has been checked with help of Cronbach' alpha .value of alpha was .979 which shows that internal consistency was very high. .The secondary research includes the sources for data collection are articles, newspaper, magazines, reviews and other journal content and books. The analysis has done with the help of SPSS.

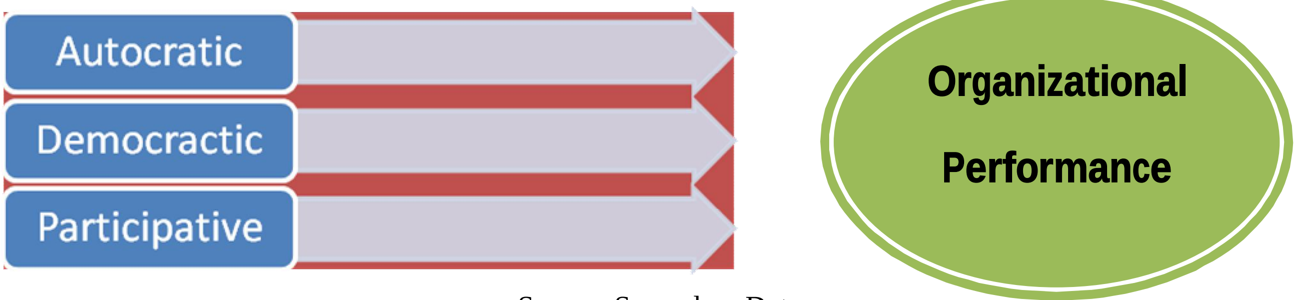
HYPOTHESIS

(H1): Leadership styles impact on employee performance.

(H2): Democratic leadership style impact on employee performance.

(H3): Autocratic leadership style impact on employee performance.

(H4): Participative leadership style impact on employee performance.



Source: Secondary Data

Data Analysis and discussion

Variables	Mean	SD	1	2	3	4
Organizational performance	41.033	1.5619	1.000			
Autocratic leadership	3.6833	1.3960	-0.337	1.000		
Democratic leadership	3.0833	1.0623	-0.186	0.224	1.000	
Participative leadership	4.7667	0.4265	0.215	-0.240	0.193*	1.000

P*<.5

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Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	27.274	1.057		3.098	.002
	Autocratic Leadership	.368	.089	.233	-4.117	.870
	Democratic Leadership	.122	.079	.003	1.545	.001
	Participative Leadership	-.289	.080	-.178	-3.622	.000

The predictor variables jointly explained 27.2% of the variance of organizational performance, while the remaining 72.8 % could be due to the effect of extraneous variables.

Autocratic leadership style (β = -0.368; t = -4.117; p>.5) has positive effect and insignificant on followers and performance.

Democratic style of leadership (β = 0.003; t= 1.545; P<.5) were significantly independent predictors of organizational performance. This implies that both have positive significant effect on followers and performance. This indicate that transformational and democratic styles of leadership focus on the development of value system of employees, their motivational level and moralities with the development of their skills and this induce employees to perform as expected.

Participative Leadership (β = -.289; t= 1.78; P<.5) this implies that Participative Leadership have negative significant effect on followers and performance.

Autocratic women leaders give decision the other just follow the orders they are not interested any kind of interference of employee in their organization. Decision making and plans are decided on the top level usually one person decides and the other must follow.These leaders don't take any type of consult from their employee. They believe that leaders only have to take decision and employees should have to follow only either they want to follow or not. This type of leadership is so much rigid and may be a cause of employees de-motivation.

Participative women leaders rarely make decisions; leave this portion on the employees. Mostly, these leaders delegate responsibility to their employees and offer guidance to trusted team members. This means that leadership's greatest benefits, motivating and developing people are ignored and this will not induce employees to perform as expected.

Democratic women leadership style focuses the management that provides guidance and help to its team and departments while accepting and receiving the inputs from individual team members. These leaders not reserve to their activities and authority only but in actual they bother about consultation of employees. when organization need creative problem solving, conducting meetings for organization or department, training people for leadership roles and performing the day to day organizational tasks. This style provides confidence to employees who will help them for meeting deadlines, and departmental goals, to provide efficient team inputs.

Democratic type of leadership that where sub ordinates discuss all major issues and try their best to rectify the issues, and this type other employee works as a family and also motivated and own the work with its Excellency performance that led to more commitment of employee to department goals, performance to meeting deadlines.

CONCLUSIONS AND RECOMMENDATIONS

Democratic leadership style, in which employees are allowed to have sense of belonging, carry out higher responsibility with little supervision, and followers are helped to achieve their visions and needs enhance organizational efficiency. Surprisingly autocratic leadership style also has positive effect on organization performance although is insignificant. Although autocratic style leaders only have the authority to take decisions in which employees' feels inferior in doing jobs and decisions.

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ORGANIC FARMING IN INDIA: THE WAY FORWARD

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ABSTRACT

Organic farming has grown out of the conscious efforts by inspired people to create the best possible relationship between the earth and men. Since its beginning the sphere surrounding organic farming has become considerably more complex. A major challenge today is certainly its entry into the policy making arena, its entry into anonymous global market and the transformation of organic products into commodities. During the last two decades, there has also been a significant sensitization of the global community towards environmental preservation and assuring of food quality. After almost a century of development, organic farming is now being embraced by the mainstream and shows great promise commercially, socially and environmentally. Organic farming is one among the broad spectrum of production methods that are supportive of the environment. Considering the potential environmental benefits of organic farming and its compatibility with integrated agricultural approaches to rural development, organic farming may be considered as a development vehicle for developing countries like India, in particular. This paper attempts to bring together different prospects of organic farming in India in the light of recent developments in organic farming.

I. INTRODUCTION

'Organic' in organic farming is a labelling term that denotes products that have been produced in accordance with certain standards during food production, handling, processing and marketing stages, and certified by a duly constituted certification body or authority. It should not necessarily be interpreted to mean that the foods produced are healthier, safer or all natural. It simply means that the products follow the defined standard of production and handling, although surveys indicate that consumers consider the organic label as an indication of purity and careful handling. Organic farmers use biological fertilizer inputs and management practices such as cover cropping and crop rotation to improve soil quality and build soil organic matter. By increasing the amount of organic matter in the soil, as nature does on a forest floor, organic farmers enhance the soil's ability to absorb water, reducing the impacts of droughts and flooding. Improving soil organic matter also helps it to absorb and store carbon and other nutrients needed to grow healthy crops which, in turn, are better able to resist insects and diseases. Organic farming is one among the broad spectrum of production methods that are supportive of the environment. Organic farming systems are based on specific standards precisely formulated for food production and aim at achieving agro ecosystems, which are socially and ecologically sustainable. Globally, there is growing awareness of the adverse impact of chemical inputs on the soil, environment and human health. This has prompted both developed and developing countries to shift towards organic farming and organic food products.

II. BENEFITS OF ORGANIC FARMING

The benefits of organic farming are widespread and important to multiple sectors of society. Organic foods can help protect what's most valuable to people that is their health. Eating a healthy diet rich in antioxidants, vitamins and minerals is a solid investment in preventative care. Preventing disease is much more cost efficient than treating disease. Organic foods can play an important role in keeping people healthy. In addition to the health benefits, the organic industry is important in many other ways. For investors, the organic farming sector is one of the few sectors with consistent growth over the last decade. During the current economic downturn, the growth of the organic industry has outpaced the food industry as a whole. Organic farming also retains the fertility of the soil for a longer period of time and thus allows the farmers to use the land for a longer period for cultivation. The plants grown in organic farms are more drought resistant and hence is an added advantage for the farmers. Organic farming not only promotes the fertility of the soil but also retains it due to the use of biological manures and useful microorganism that helps to increase the fertility of the soil by proper decomposition and stimulation of nitrogen fixation. For educators, the many economic, health and environmental benefits of organic farming offer opportunities to integrate organic farming practices into their agricultural programs to attract students. Demand for organic foods and materials such as cotton for clothing is strong and projected to increase in the near term. It is imperative that future farmers be trained in organic practices. In an organic farm especially in lowlands, a number of wildlife is supported and thus improving the entire ecosystem and ground water which is quite beneficial for agriculture practices.

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III. ORGANIC FARMING IN INDIA

Organic farming has spawned a vital industry. Organic farming provides economic benefit to food processors, wholesalers, and retailers and this sector also provides jobs for thousands of people. The popularity of organic products has captured investors, who are experts at analysing consumer trends. The investment community is acting on the public's desire for foods and products that protect their health and that of their families. The growth in the organic industry provides our nation with a unique opportunity where demand is outpacing supply. India is endowed with various types of naturally viable organic form of nutrients across different regions of the country which will be helpful in organic cultivation of crops. This will help substantially in organic cultivation. India has tremendous potential to grow crops organically and emerge as a major supplier of organic products in the world's organic market. In vast areas of the country, where limited amount of chemicals is used and have low productivity, it could be exploited as potential areas for organic agriculture. Properly limiting the decline of soil organic matter is the most potent weapon in fighting against unabated soil degradation and sustainability of agriculture in India, particularly those under the influence of arid, semiarid and sub humid climate. Application of organic farming is the only option to improve the soil organic carbon for sustenance of soil quality and future agricultural productivity. There is no doubt that organic agriculture is in many ways a preferable pattern for developing agriculture, especially in countries like India.

In India farmers face financial difficulty as because the prices for many commodities have been low, and the costs of inputs to maintain yield levels rise at a higher rate than average price levels. Relatively little attention has been devoted to input cost reductions or tapping into environmental markets with price premiums. Organic farming is usually more profitable. This is because of a combination of yield changes, input cost reductions, and price premiums. Gross margins in organic farming are at least as good as, if not better than, those under conventional ones. Interestingly, reduced mechanization and avoiding use of agrochemicals create employment opportunities and increase returns to labor. It is also found that the quality of labor is more positive in organic farming because the work is more diversified and less repetitive. Recently there have been issues pertaining to labor availability, given current difficulties faced by farm labors in many regions. In this respect organic farming can prove to be of great importance in curtailing the situation of unemployment.

In India rural development has been a pressing government priority now a day. Although much of the government's efforts to improve rural community viability could be complimented by more widespread adoption of organic farming. Organic farming puts the farmer at the centre of the farming strategy resorting a decision making role and guaranteeing their right to control on their own resources. Diversified production of quality products decreases the impact of crop failures and increases marketing opportunities. In reducing the use of chemical inputs, organic farming provides a healthier working environment for the farmers. In the present scenario, organic industry is considered as a blooming industry in India. After realizing the benefits of organic products to the environment and health of the consumers, people have started actively participating and accepting the concept of organic products. Indian government have been trying hard in creating awareness regarding organic farming among the people. Indian government also have designed several programs regarding educating the farmers about the new technologies of organic agricultural practices, certification, grading of the products. Recently the government is also providing the market analysis facilities for the producers to identify the buyers of their products easily which in turn will mainly help the farmers of the country in proper distribution of their organic products.

IV. CONCLUSION

Organic farming and organic consumerism is still at its nascent stage and the potential is yet to be explored. The organic farming has the capability to combat the environmental problems which are on the rise at every sphere of the globe. Organic farming is being recognized by the government and international institutes and gradually consumers all over the world are also accepting the benefits of the organic products in their lifestyle. Government is actively promoting the benefits and value of the organic farming and the extent it will contribute in the conservation of the ecology and human welfare. India has the potential to exploit the galloping demand for organic products at international level and can achieve its export target if the large part of unorganized domestic market is organized and follow a definite production and marketing strategy. India should focus in new product and market development to meet the demand of quantity as well as in terms of product variety. This in turn will develop competitive advantage for the Indian organic produce in the global market to explore the blasting opportunity. Organic farming is a sophisticated alternative agricultural system. Particular attention should be given to optimum approaches for conversion to organic farming. Information needs of organic farmers should be surveyed and information delivery systems should be tailored to meet those needs. Organic farming is an attractive alternative for both farmers and policy makers. With the development and delivery of better information, both will be able to make the best use of this alternative.

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DOES EDUCATION EMPOWER WOMEN?

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”When you educate a boy, you educate one individual, when you educate a girl you educate a nation” - Larry Summers

ABSTRACT

"To educate your women first and leave them to themselves, They will tell you what reforms are necessary." ---- Swami Vivekananda.

Now the question here arises is “Are women become really strong and is long term struggle has ended”. Countless programs have been implemented by the government such as International Women’s day, mother’s day, etc in order to bring awareness in the society about the true rights and value of the women in the development of the nation. Women need to be progressed in the number of spheres. There is an elevated level of gender disparity in India where women are ill treated by their family members and outsiders. The percentage of uneducated population in India is mostly covered by the women. The real meaning of the women empowerment is to make them well educated and leave them free so that they can be capable to take their own decisions in any field. Empowerment means moving from a point of obligatory powerlessness to one of power. Women empowerment through education is a key factor for there, prosperity, development and welfare. Education is found to be the dominant tool to eliminate disparity and to bring change in the lives of women. Discrimination of women from womb to tomb is well known. It helps in reducing inequalities and functions as a means for improving their status within the family. As we all know that education is must for everyone but unfortunately, in this male dominating society, the education of women has been neglected for a long time. Government has taken so many supporting measures to offer education especially to women.”Beti Padao Beti Bachao”is the campaign by the government ion 2015 to educate the girl child. The present study explores the role of education in women overall empowerment in Uttar Pradesh and the status of women education in India .Findings of the study shows that educational ability play noteworthy role in women empowerment and it concludes that if women's empowerment is to be effected, it can be carried out only through the medium of education. Hence, it is of leading importance to raise the level of education amongst women. It shows that the education is most important part in the life of every woman.

Keywords: Women Empowerment; Education; challenges and changes

INTRODUCTION

“Aid programs that provide women opportunities to better their health, education and wellbeing have effects far beyond a single individual” – USAID

Women empowerment has been an ongoing story form many years. We have seen that the role of a women have been conflicting throughout history. In India on one hand they were worshipped as Sita or Durga and with the passing of time they are also subjected to social evils like Sati, Child marriage etc.,in 21st century they are being raped and thrown on roads. Further women are even deprived of few basic facilities like food, nutrition, elementary freedom, freedom of education etc.,

Many international conferences were organised to study the impact of women empowerment in different paths of human life. There are many statesmen who struggled to empower women in Indian society. Empowerment is a multi task projects which needs active involvement of many well wishers in deloping countries.

The development of economy and Women’s empowerment are closely related. To elaborate more, in one way development alone can play a most important role in driving down inequality between men and women while in the other way empowering women may benefit growth.

Empowerment can be discussed as physical, social, economic, legal, political, spiritual empowerment.

Physical empowerment: food, nutrition, health, sanitation, life expectancy and growth.

Social empowerment: better status in the family, freedom for marriage, right to property, social mobility, social freedom, family welfare, social transformation and gender equity.

Economic empowerment: ownership and control of research right to property, employability, improvement in the standard of living, fulfilment of basic needs, entrepreneurship development and improvement of bargaining power of women.

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Legal empowerment: constitutional protection, fundamental rights, protection against gender based discrimination, women specific laws, women courts and other safety measures.

Political empowerment: political reservation, political participation and political leadership development of women.

Spiritual empowerment: emancipation from superstitions, misbelieves, customs, traditions and unhealthy practices that safeguard the interest of women.

Empowerment literally means 'To invest with Power". In the framework of women's empowerment the term has come to indicate women's increased in charge of over their own lives, bodies and environment. The UNO (2001: 04) has provided a meaningful conceptual framework of empowerment of women: Empowerment is defined as the process by which women take control and ownership of their lives through expansion of their choices. It is the procedure of acquiring the capability to make tactical life choices in a race where this ability has previously been denied. In the present times, state, civil society, universities, media institutions, social organizations, judicial organizations, non-government organizations and other institutions are called upon to work together to achieve the goal of empowerment of women in India. Series of intellectual, research and developmental initiatives are also developed with a view to empower women in all respects.

LITERATURE REVIEW

Malik and Courtney (2011) studied that how higher education offers empowerment to women. The economic independence and increased standing with the family were the benefits of higher education. It also enabled the women to impact the discriminatory practices. Noreen and Khalid (2012) explored the possibilities and opportunities for women empowerment and how the participants in the study understand the role of higher education in empowerment of women at home and at work. They found out that the women should continue higher education and career by strategizing and acknowledging the support of their family members. Banerjee (2012) studied the empowerment of women through higher education. She concluded that the empowered women challenged the man in their workplace and were seen in the powerful corporate positions. Kandpal et al (2012) studied the participation in community level female empowerment program in India increases participants physical mobility, political participation and access to employment. Murtaza (2012) examined the current status of women in higher education in Gilgit Baltistan. He examined the challenges faced by the women were harassment at work places and work load. The parents didn’t spend similar amount in educating their daughters as compare to their sons. Sonowal (2013) studied the effect of the SC and ST women in the rural areas of Sonitpur district. He found that the status of women in the present society, attitude of parents and guardians towards girl education. Taxak (2013) studied the disparity in education across the socio economic spectrum in India.

Oxaal and Baden,1997). Despite its widespread use and occasional abuse, there is some agreement (e.g. Kabeer, 1999; Malhotra et al., 2002; Mosedale, 2005) that empowerment:

- Is a multidimensional process of change from a condition of disempowerment?
- Cannot be bestowed by a third party, as individuals are active agents in this process.
- Is shaped by the context, and so indicators of empowerment must be sensitive to the context in which women live

OBJECTIVES

1. To study the role of education in women empowerment.
2. To study the impact of women empowerment.
3. To study the challenges and changes from education on women empowerment

METHODOLOGY

The present study is based on the collection of data from secondary sources. Secondary data is obtained from various published and unpublished records, books, magazines and journals.

EDUCATIONAL CHALLENGES OF WOMEN

The vast majority of the world's poor population is women. "Around the world, healthy, educated, employed and empowered women break poverty cycles not only for themselves, but for their families, communities, and countries too." According to United Nations World’s Women 2010 Trends and Statistics, two-third of the world's illiterate population is female.

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The problem of women's education in India is one which attracts our attention immediately. In our country, due to conservative traditionalism, women's status has, through ages, been considered to be lower than that of men. Through the later on part of the Vedic period the Aryans had sealed the destiny of women ethnically and publicly by denying them the right to study. More than half of the population was deprived of one of the most fundamental right to education.

They were regarded as the bond slave to men for their economic dependence on them. Even in today's scenario in spite of the acknowledgment of women's status equal to that of men, the majority of them undergo in prehistoric ignorance as ever before. Illiteracy and ignorance is common more in women folk than in men-folk and this evil is out of control especially in backward areas and communities.

The importance of women in matters of building the character of the citizens, economic reconstruction of the country and social reforms is being realized. The fast altering circumstances in the country in the recent times increased attention towards educating the women and various Committees appointed from time to time suggested for different solution of the problems related to women's education and for its growth, but even problems still persist in that field.

THE MAIN CHALLENGES FACING THEIR EDUCATION ARE

- Development of immorality;
- Suitable Curriculum for the education of girls;
- Lack of social consciousness among women;
- Scarcity of lady teachers;
- Lack of proper physical facilities;
- Unwillingness of lady teachers to serve in rural areas;
- Financial difficulties;
- Problem of transport;
- Problem of wastage and stagnation;
- Problem of co-education;
- Lack of enthusiasm and interest of the officials in charge of education.

The Indian Education Commission 1964-66, rightly emphasized, "For full development of our human resources, the improvement of homes and for moulding the character of children during the most impressionable years of their infancy, the education of girls is of greater importance than that of boys".

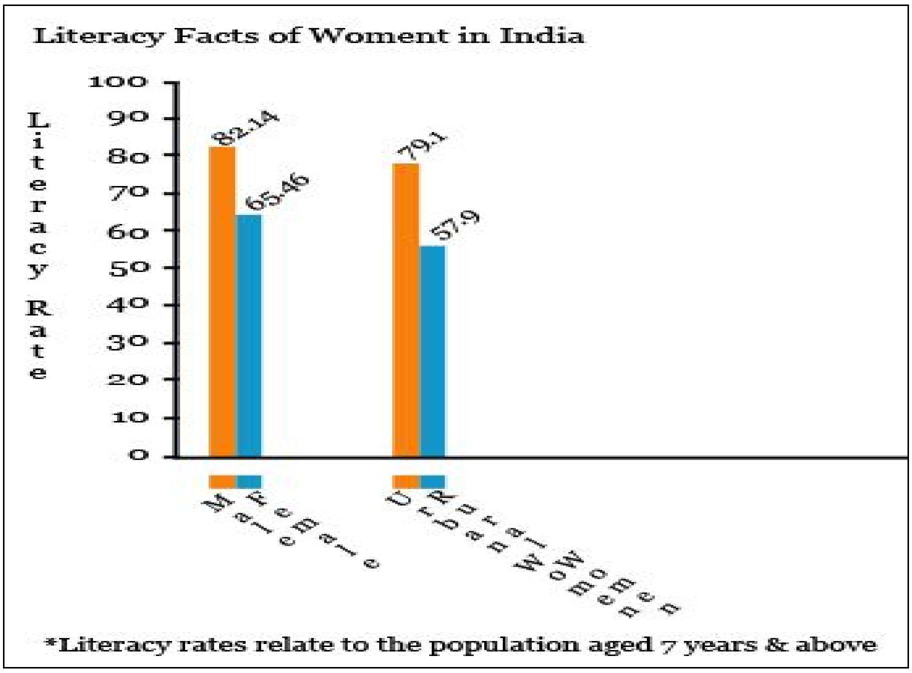

Figure-1: Showing the Literacy Facts of Women in India

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PROBLEMS OF WOMEN EDUCATION IN INDIA

The girls are very helpful at home for carrying out domestic duties and so mothers are unwilling to send them to school. When the choice comes for educating children, parents prefer to invest on the education of sons, rather than their daughter. It is believed that the sons will side with the father in old age and on the other hand after some time the girl will get married. She will go to some other family. Therefore, do not care much for women education.

Domestic Duty: Many societies and a vast population in India still believes that proper place for women is to remain at home, serve the husband and his family and give birth to the children. Especially in underprivileged section of the society they are required in bring drinkable water, take food to fields for parents occupied in work and look after their young siblings, as well some are required to work as paid and unpaid workers.

Social Factors: Due to socio-economical reasons, women in India are still not coming in as much in number in the educational institution. The task ahead is difficult. The very fact is also that education among women education in urban India is widespread and more and more number of women is going to school and colleges.

Conservation Mentality: In India, women education has been connected with service. In other words, the children are educated just because they will be earning their living. The conservative people are not in favor of sending their daughter for service this is the reason they do not feel the necessity of educating their girls.

Lack of Girls School or Co-educational Aspects: In our society, people still criticize and dislike the idea of co-education. They feel that when both boys and girls study together in a same educational institution, dishonesty is bound to breed. Thus they are not ready to send their daughter to a co-education schooling and in our country only girls college is difficult to find.

Lack of Adequate Education Facilities: Non-availability of a school within walking distance of the girls, particularly in backward areas and the unwillingness of many parents to send their daughter to mixed schools beyond the age of 9 plus. Be deficient in of separate sanitary amenities for girls in the schools and lack of suitable school buildings Also the crisis of girls' hostel near the schools.

Lack of Women Teachers: The shortage of women teachers in schools has also been an important reason for the low enrolment of girls especially in the backward states.It is an accepted fact that the primary schools should be staffed by women teachers. At present the proportion of women teachers to men teachers is very low**.**

Lack of Adequate Incentives for Women Education: The deprived enrolment position of girls, especially in backward areas, cannot be made better unless special incentives are provided. Although special schemes have been sponsored by the government of India but they do not cover a very wide area and the total results thus fall short of expectation.

Women Trafficking: We see women trafficking as a form of modern-day slavery, where people profit from the control and exploitation of others. Every country is affected by trafficking, whether as a country of origin, transit or destination. This is also one of the reason why parents do not send their girls outside home.

Child Labour: The term girls' child labor is often used synonymously with 'employed girls child' or 'working girls child'. In this sense, it is co-extensive with any work done by a child for a gainful purpose. Children are engaged in various forms of activities ranging for help in domestic work; work in a household enterprise to wage work.

THEORETICAL AND OPERATIONAL FRAMEWORK

Gender Gap index 2013 (GGI) measures the gap between men and women in four fundamental categories – economic participation & opportunity, educational attainment, health & survival and political empowerment. India ranks among the lowest 101 in 136 Countries, below Countries like China, Sri Lanka and Bangladesh. This mirrors the status of women in India and gender discrimination in all aspects of life-education, economic activity and empowerment. Education is the basis for the full promotion and improvement of the status of women. Amartya Sen makes a compelling case for the notion that societies need to see women less as passive recipients of help, and more as dynamic promoters of social transformation, suggesting that the education, employment and ownership rights of women have a powerful influence on their ability to control their environment and contribute to economic development (Sen, 1999). Literacy and educational levels are increasing for Indian women still there is gap between male and female literacy rate which can be seen in the following Table:

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Year	Persons	Male	Female
1901	5.3	9.8	.07
1911	5.9	10.6	1.1
1921	7.2	12.2	1.8
1931	9.5	15.6	2.9
1941	16.1	24.9	7.3
1951	16.7	24.9	7.3
1961	24.0	34.4	13.0
1971	29.5	39.5	18.7
1981	36.2	46.9	24.8
1991	52.1	63.9	39.2
2001	65.38	76.0	54.0
2011	74.04	82.14	65.46

Source: Census of India (2011)

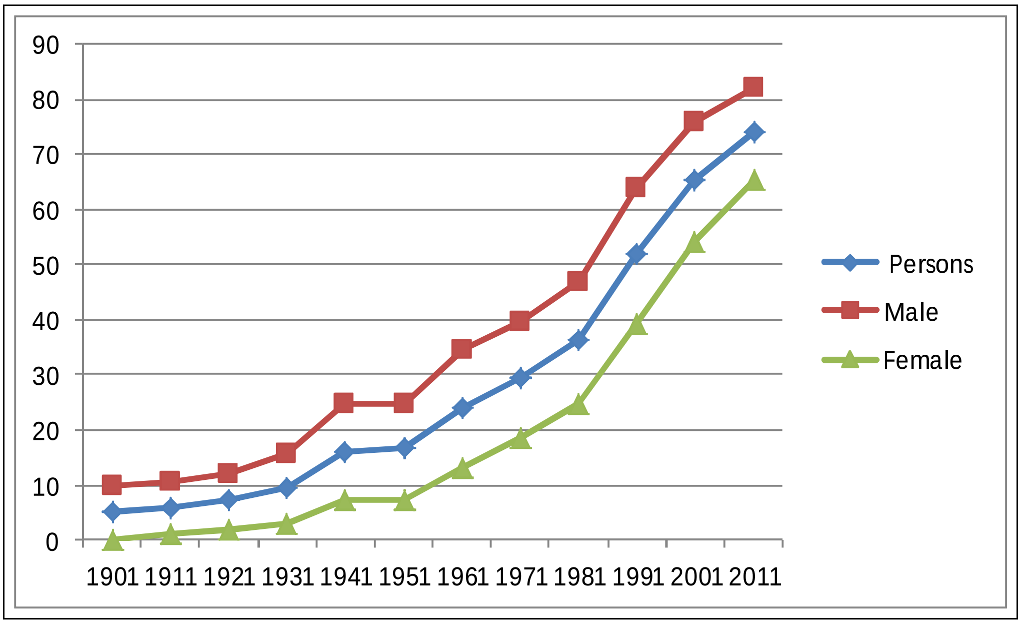

Figure-2: Showing Male and Female Literacy rate

As Table 1 shows the pre-Independence time literacy rate for women had a very poor stream in comparison to literacy rate of men. This can be witnessed from the fact that literacy rate of women has risen from 0.7% to 7.3 % while the literacy rate of men has risen from 9.8 % to 24.9 % during these four decades. The literacy rate of male has almost tripled over the period e.g. 25% in 1951 and 76 % in 2001. Government has undertaken various programmes to increase literacy rate. Surprisingly the female literacy rate has increased at a faster pace than the male literacy during the decade 1981 -2001. The growth is almost 6 times e.g. 7.9 % in 1951 and 54% in 2001. From this analyse one can infer that only half of the female population are literates are wadding behind three fourth of the literate male population.

EDUCATION: A SOCIAL RIGHT AND A DEVELOPMENT IMPERATIVE

The benefits of female education for women's empowerment and gender equality are broadly recognized:

- As female education rises, fertility, population growth, and infant and child mortality fall and family health improves.
- Increases in girls' secondary school enrolment are associated with increases in women's participation in the labour force and their contributions to household and national income.
- Women's increased earning capacity, in turn, has a positive effect on child nutrition.[8]
- Children — especially daughters — of educated mothers are more likely to be enrolled in school and to have higher levels of educational attainment.
- Educated women are more politically active and better informed about their legal rights and how to exercise them.

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WHY IS IT IMPORTANT TO EDUCATE WOMEN?

According to UN Women′ OXFAM′ UNICEF′ USAID′ SIDA′ UNFPA′ WHO′

- Empowerment enables women to acquire knowledge, skills and techniques which will help them in their personal and social growth as well as foster in them sensitivity towards problems in the society.
- Special efforts are required to be taken for education, health and employment of women.
- Economic empowerment is essential for improvement of female sex ratio but economic empowerment is possible only when women are educated.
- The benefits of empowering women are not exclusive for the women.
- Women’s education go beyond higher productivity for 50 % of the of the population Women’s education are intimately correlated with poverty, gender biasness and economic growth.
- **An increase of 1 per cent in the number of girls who have completed secondary education boosts annual** per capita income growth – the rate at which the whole country’s economy is growing – by 0.3%. So if girls are educated entire economy can be raised from poverty more easily and quickly.
- Empowering women is the only pathway for achievementof the millennium goals.
- An extra year of education boosts a girl’s future wages by 10 to 20 percent, while an extra year of secondary school boosts them by 15 to 25 per cent.

CHALLENGES FOR WOMEN EMPOWERMENT

- **Brutality:** It is the key factor which opposes women’s empowerment. Physical, emotional, mental torture and agony are innate in the society from histories which are reasons for decline in female sex ratio.
- **Gender inequality**: Women empowerment is not only limited to economic independence of women; gender equality is the other side.
- **Family restrictions:** Illiterate guardians who are not willing to send their female children’s to educational institutions.
- **Early marriages**: Early marriages results in dropouts from school. Lack of education among female also create unawareness among them.

Women’s own perception of themselves and on their empowerment must be changed. They should also strive to change their image as weak, dependent, passive and try to become independent, active, strong and determined human beings.

EDUCATION AND EMPOWERMENT

- Improvement in status of women through education has been on the agenda for development because of the poverty reduction prospective that education offer increasing access to economic prospects.
- The positive impact of education for the individual, family, society has also been recognised.
- Study by the International Centre for Research on Women confirms, "women are more likely to control their own destinies and effect change in their own communities when they have higher levels of education".
- Education is one of the main pathways for achieving another development goal for girls' and women's empowerment.
- As the International Conference on Population and Development programme of action states: "Education is one of the most important means of empowering women with the knowledge, skills and self-confidence necessary to participate fully in the development process."
- Experiences show that the connection between education and empowerment is not as simple as it appears; while education is certainly a key element contributing to empowerment.

GOVERNMENT INITIATIVES FOR WOMEN EMPOWERMENT

- Beti Bachao Beti Padhao Scheme
- One Stop Centre Scheme
- Women Helpline Scheme

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- UJJAWALA : A Comprehensive Scheme for Prevention of trafficking and Rescue, Rehabilitation and Re-integration of Victims of Trafficking and Commercial Sexual Exploitation
- Working Women Hostel
- Ministry approves new projects under Ujjawala Scheme and continues existing projects
- SWADHAR Greh (A Scheme for Women in Difficult Circumstances)
- Support to Training and Employment Programme for Women (STEP)
- NARI SHAKTI PURASKAR
- Awardees of Stree Shakti Puruskar, 2014 & Awardees of Nari Shakti Puruskar
- Awardees of Rajya Mahila Samman & Zila Mahila Samman
- Mahila police Volunteers
- Mahila E-Haat
- Mahila Shakti Kendras (MSK)

HOW TO EMPOWER WOMEN?

Empowerment of women here means to sanction powers or enhance the overall situation, position and state of women in every steps of life. Empowerment of Women would result in better and more developed society. If females put in equally along with males for the societal benefits, the world would be a better place to live. Today more and more females is studying in schools and colleges and also go abroad for higher studies. Women are increasing commanding better position in the society. Following are the parameters through which we can enhance the position of women in socitey:

1. **Construct better workplaces:** empowerment can be created through the creation of safe working environment. The workplaces should be safe for women so they can work without fear in the society. People will like to send their daughters and wives to work if they are assured of safe environment at workplaces.
2. **Educate Women:** By educating women, economy of the country increases. It has been observed from few decades that contribution of education among women in diversified activities helps economy to move towards economic and societal development.

- Female education also contributes towards health and well-being of the family.
- By getting education, women also contribute to the national income of the country.
- Quality of nutrition can be offered by women to their children.
- Education among women also contributed in politics as well.
- They know their rights and are able to defend themselves better.

3. **Can reduce gender inequality:** gender inequalities can too be reduced by educating the women in all sectors of the society particularly in education sectors.
4. **Job skills (Vocational training):** Proper training should be provided to women's for better results.
5. **Create more part-time job opportunities:** There should be greater number of part-time job opportunities. In the countries like India, mainly women are housewives so they do not get any chance for full-time work. Hence, more part-time and flexible jobs should be created so that more and more women get engaged into commercial activities.

CONCLUSION

- Education must be armored by the improvement of confidence in lift girls from the inferiority complex which is created by society for them without education and without deveoplement of confidence among girls there cannot be empowerment as all of these factors go together.
- Over the past decade, education for women's empowerment has been intensively discussed. The reason lies in the disappointment over the theoretical aspects literacy programmes. They are described as unsatisfactory and limited to a handful of "income-raising skills" and certain "life quality" components.
- Educational program should be designed for women empowerment which inculcates literacy, skill development, work oriented projects it should be introduced at school level.

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- It is yet too early to discuss the impact of this training programme which could only be assessed in terms of how it influences changes at the national level. What is required that the stone of education for women empowerment has been kept. No doubt, many problem areas will occur but understanding of these problems will help in improving the efficiency of the programme which will eventually help encourage women's as "empowered" in the society.
- Empowerment of women aims at striving towards acquiring higher literacy level and education, better health care for women and their children, equal ownership of productive resources, increased participation in economic and commercial sectors, awareness of their rights, improved standard of living and to achieve self-reliance, self-confidence and self-respect among women.
- Recently the NDA Government has launched *Beti Bachao, Beti Padhao* scheme which aims at making girls independent both socially as well as financially and which will help in generating awareness and improving the efficiency of delivery of welfare services meant for women. Such schemes should be implemented nationwide to bring the desired changes. What should never be forgotten is that women like men need to be proactive in the process lifelong learning. That is true empowerment. From "women for development" the time has come to shift focus to "women in development", with the cooperation of men through group engagement and management.
- Until and unless the state of mind of males in the society is changed" STOP PUTTING WOMEN DOWN" and this movement is to be started from our homes by training our boys first. This issue is not only in India in fact globalised matter it is.

"Education is a human right and an essential tool for achieving the goal of equality, development and peace" – Bejiing Platform for Action

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SOCIAL AND STRUCTURAL INEQUALITY IN HEALTH: CHALLENGES AND PROSPECTS OF SUSTAINABLE DEVELOPMENT

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ABSTRACT
India, along with other countries, has committed itself to adopting the Sustainable Development Goals (SDGs) to be fulfilled by 2030. In this context India Niti Ayog assessed its social progress and stated that the "Health of its population is central to a nation's well-being and productivity. While India has made some significant gains in improving life expectancy and reducing infant and maternal mortality, our rates of improvement have been inadequate as a nation. The Goal number 10 of sustainable Development is "to reduce inequality within and among countries". In context of health, social inequality indicates towards differences in health based social determinants and indicators of health. These determinants are associated with different levels of social structure and position of individual in a social hierarchy of any given society. Social marginalization and inequalities in health push people to lower strata of the society as they already disadvantaged by belonging to particular social groups and communities. As per Census 2011, the population of India is 1210.19 million comprising 586.47 million (48.5%) females. Females have a share of 48.1% in the urban population and of 48.6% in the rural population. The women and children not only considered as vulnerable due to various socio-economic factors but women and children belonging to marginalized groups also exposed to multiple marginalization when it comes to attainment of good health. In this context the paper is an attempt to identify the Social and structural inequality and challenges and prospects related to Goal No 10 of the Sustainable Development Agenda.

Keywords: Social Inequality, Sustainable Development, Challenges, Social Determinants of Health

INTRODUCTION
In the Indian context social inequalities indicate the differences in health status of population. These inequalities and differences in health are prominently visible in terms of divide on the basis of rural and urban area, on the line of religion and caste, and economic background and gender divide etc. Out of the total of 1210.2 million population in India, the size of Rural population is 833.1 million or 68.84% of the total population than the Urban population 377.1 million or 31.16% (Census 2011). In India, an important determinant of socio-economic inequities in nearly all spheres of well-being is caste. The official classification defines four categories of caste: scheduled castes (SCs), scheduled tribes (STs), Other Backward Classes (OBCs), and others. The SCs, the lowest level in the hierarchy, are a large percentage of who live in rural areas and are landless agricultural labourers. The STs, or adivasis, often like SCs, suffer economic and social deprivation. (Baru R. 2010, EPW). According to the 2011 Census, SCs and STs together account for about one fourth of India's population. Among the two most deprived groups, the Schedule Caste (SCs) account for about 17 percent of the total Indian population, and the Schedule Tribes (STs) for about 8 percent of the total Indian population. As per Census 2011, the population of India is 1210.19 million comprising 586.47 million (48.5%) females and 623.72 million (51.5%) males. Females have a share of 48.1% in the urban population and of 48.6% in the rural population. The women and children not only considered as vulnerable due to various socio-economic factors but women and children belonging to marginalized groups also exposed to multiple marginalization when it comes to attainment of good health.

The findings of NFHS-3 shows that individuals lower in socio economic status in the society have poorer health in comparison to the population higher in socio-economic status. As of now, NFHS -4 shows a better picture in comparison to NFHS-3 but that needs to be critically analyzed in terms of equal distribution of resources and services among all. The paper is focusing on health inequalities based on rural, urban, education, caste and economic status background.

The state of inequality indicates the differences in social milieu in terms of social status, hierarchies, availability, and accessibility of resources and services. Social and structural inequalities or social positions can be understood by distribution and allocation of resources and services among different categories of population. These categories can be seen in terms of rural and urban divide, economic and class divide, religion and caste these categories create differences in accessibility of services and attainment of appropriate health status. In context of health, social inequality indicates towards differences in health based social determinants and indicators of health. These determinants are associated with different levels of social structure and position of individual in a social hierarchy of any given society. Social marginalization and inequalities in health push

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people to lower strata of the society as they already disadvantaged by belonging to particular social groups and communities. The ideal efforts of any government and society to reduce social inequality in health and for attainment of sustainable development would reflect in its inclusive policy and willingness to give justice and protection of human rights equally to all. With this context the present paper focusing on the issue of social and structural inequality in health in view of existing challenges and prospects of sustainable development.

The Goal number 10 of the Sustainable Development agenda is *"to reduce inequality within and among countries"*. The data presented globally showing that, on average – and taking into account population size – income inequality increased by 11% in developing countries between 1990 and 2010. A significant majority of households in developing countries – more than 75% – are living today in societies where income is more unequally distributed than it was in the 1990s.Children in the poorest 20% of the population are still up to three times more likely to die before their fifth birthday than children in the richest quintiles. Social protection has been significantly extended globally, yet persons with disabilities are up to five times more likely than average to incur catastrophic health expenditures. Despite overall declines in maternal mortality in the majority of developing countries, women in rural areas are still up to three times more likely to die while giving birth than women living in urban centers. The Gini Coefficient of income inequality for India has risen from 33.4% in 2004 to 33.6% in 2011(UNDP, India).

India, along with other countries, has committed itself to adopting the Sustainable Development Goals (SDGs) to be fulfilled by 2030. In this context India Niti Ayog assessed its social progress and stated that the "Health of its population is central to a nation's well-being and productivity. While India has made some significant gains in improving life expectancy and reducing infant and maternal mortality, our rates of improvement have been inadequate as a nation. India has achieved significant economic growth over the past decades, but the progress in health has not been commensurate. Despite notable gains in improving life expectancy, reducing fertility, maternal and child mortality, and addressing other health priorities, the rates of improvement have been insufficient, falling short on several national and global targets. Furthermore, there are wide variations across States in their health outcomes and systems performance"(Niti Ayog GOI, 2017).

One of the most striking and profound findings in epidemiology is that individuals lower in socioeconomic status (SES) have poorer health than individuals higher in SES. This relationship holds true whether health is measured as the prevalence rate of illness, the severity of illness, or the likelihood of mortality, and it is true for most types of diseases, as well as for many risk factors for diseases. This finding has been reported for many countries, including those with and those without universal health care. And it has been demonstrated across the life span, from childhood to older adulthood (Adler et al., 1994; Anderson & Armstead, 1995; Chen, Matthews, & Boyce, 2002), (Edith Chen).

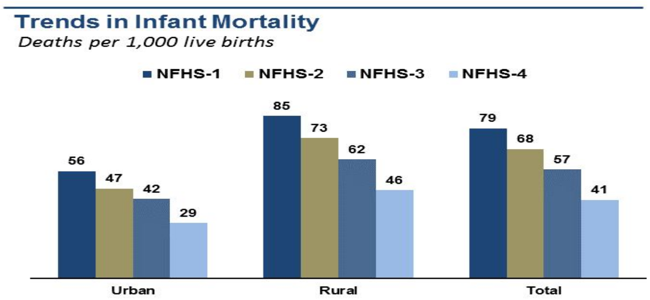
SOCIAL AND STRUCTURAL INEQUALITY IN HEALTH

The report of NFHS-4 shows that differences in social positions in the society have poorer health in comparison to the population higher in socio-economic status. The assessment of inequality in this paper is based on some important health indicators and data of NFHS-3 and NFHS-4 which are crucial for protection of mother and child health and important from view point of sustainable development. For the precise selection of health indicators from NFHS- 4 Report, Infant mortality, under five mortality, institutional births , antenatal visits, child immunization and child's nutritional status are reviewed.

1. Infant Mortality

Infant mortality is one of the prominent indicator for assessment of achievement in health status of population of any nation. The figure 1.1 shows comparative picture of all the report of NFHS-it shows that differences in social positions in the society have poorer health in comparison to the population placed in upper strata.

Figure-1.1: Trends in Infant Mortality



Source: NFHS-4

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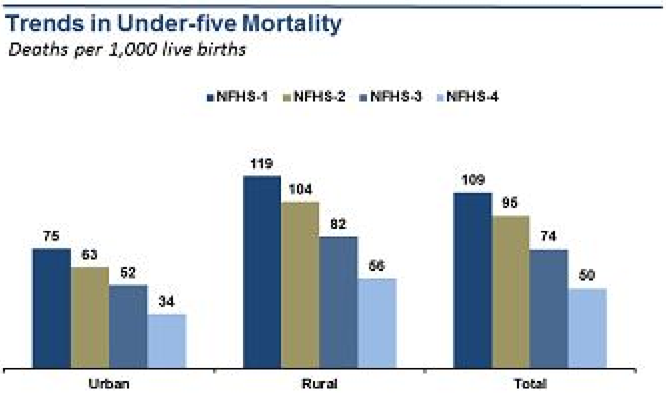
The trends in Infant mortality shows comparative picture of rural and urban divide it clearly shows that as per NHFS-4 in urban area IMR is reduced to 29 while it is 46 in rural area. The reasons of high IMR in rural areas are clubbed with poor infrastructural arrangements, lack of human resources, transportation and poor state of education and awareness.

Figure-1.2: Trends Under five Mortality

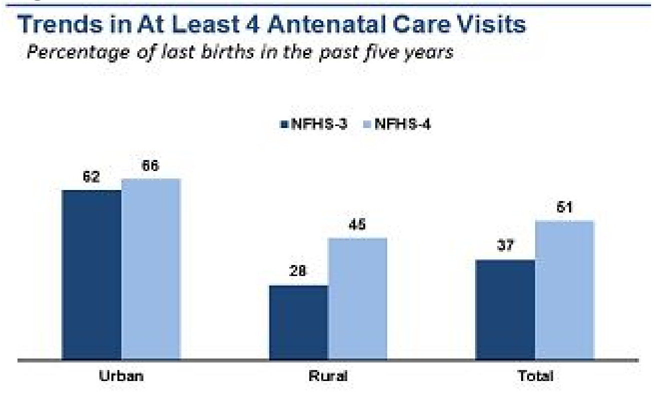


Source: NFHS-4

Trends Under five Mortality indicate that in urban areas it is 34 deaths per 1,000 live births but in rural areas it is 56 deaths per 1, 000 live births, which is again indicating towards situation of inaccessibility and availability of institutional health services, low level nutritional status of rural children, lack of education and awareness for health among rural population.

2. Availability and Accessibility of Institutional Health Care

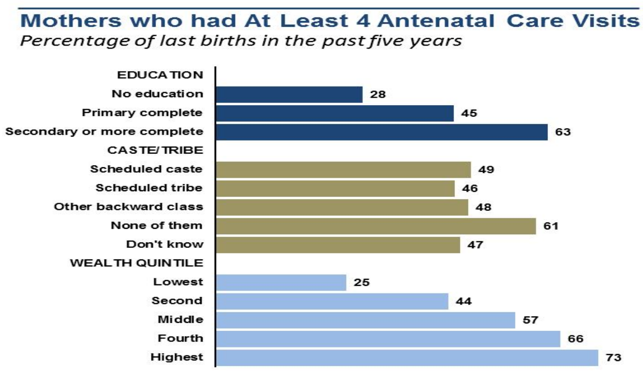
Figure-2.1: Trends in at least 4 antenatal care visits



Source: NFHS-4

In case of trends in at least 4 antenatal care visits made by women of urban and rural areas in India, NFHS -4 data shows that in urban areas it is 66 whereas, in rural areas it is 45 percentage of last births in the past five years. if we further analyse that data of mothers who had at least 4 antenatal care visits as per educational, caste and economic background the clear differences can be noted.

Figure-2.2: Mothers who had at least 4 visits antenatal care visits



Source: NFHS-4

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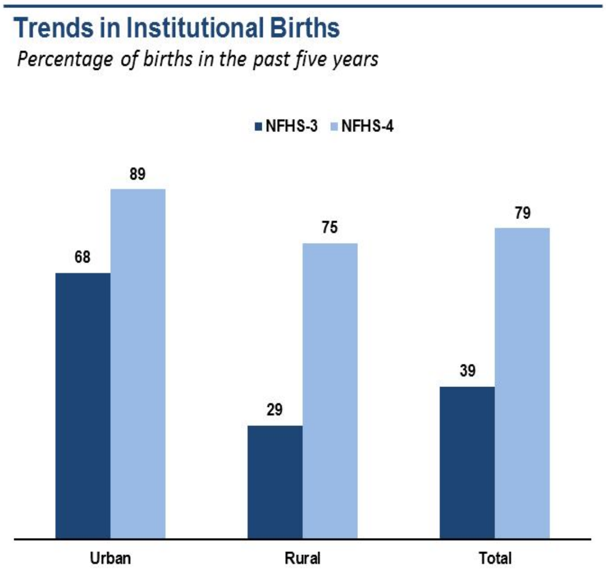
The figure 2.2, is showing that the women who had no education had 28, primary 45 and secondary or more had maximum visits i.e upto 63. In case of caste inequality the differences in at least 4 visits antenatal care can be observed SC had 49, ST 46, OBC48, and none of them or general recorded 61 visits. Similarly in Lowest quintile it is 25, second 44, middle 57 , fourth 66 and highest is 73 which is almost three times of lowest quintile. It clearly indicates towards reduction of these inequalities to provide equal services to all without any barrier and immediate need of more attention to lower status and marginalized communities women.

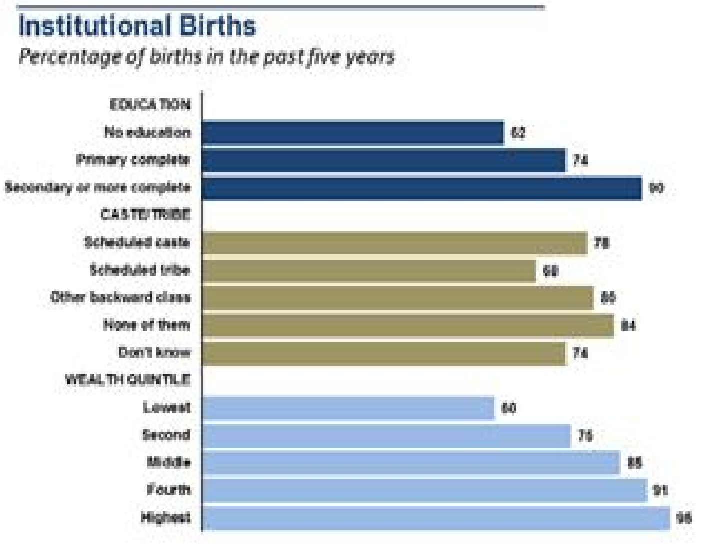
Figure-2.3: Trends in Institutional Births



Source: NFHS-4

If we look at institutional birth situation the figure 5 is showing that in urban areas it 89% while in rural ares it is 75% . Though it is showing huge rise from NHFS 3 to NFHS 4 but urban rural divide is clearly observed and need to look more carefully in terms of other forms of inequalities based on education, caste and economic status.

Figure-2.4: Institutional births based on education, caste and economic status

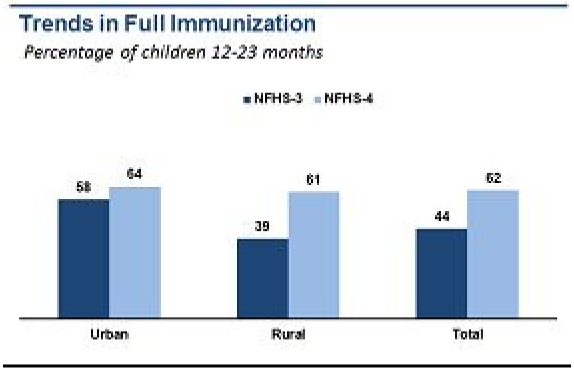


Source: NFHS-4

NFHS 4 report data on Institutional births based on education, caste and economic status has shown that institutional births are higher among the women having education secondary and above (90 %), primary education holders had 74 % and with no education had 62 % institutional deliveries. Even caste based inequalities are quite visible it is observed that ST having lower status 69 % , then SC 78% OBC 80% and None of them 84% which actually highest among all the caste categories. Even economic inequality create difficult situation for women to go for institutional births the above figure shows that there is35% difference in lowest(60%) to highest(95%) economic strata.

3. Children's Immunization

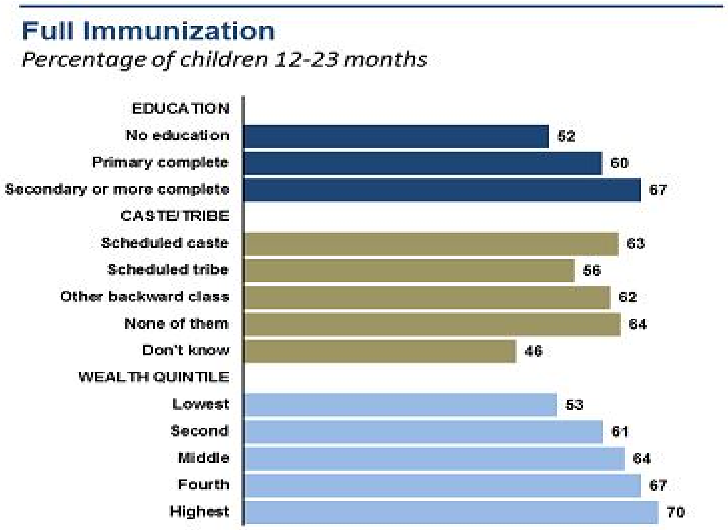
Figure-3.1: Trends in full Immunization



Source: NFHS-4

The data shows that there is increase in immunization trends from NFHS 3 stage to NFHS 4 stage but urban and rural divide is visible in Immunization trends. In urban areas it is noted upto 64% but in rural area it is 61 % as against to 62 % of the total status of India. This indicates to put more efforts to approach rural population in more strategic way.

Figure-3.2: Trends in full Immunization based on education, caste and economic status

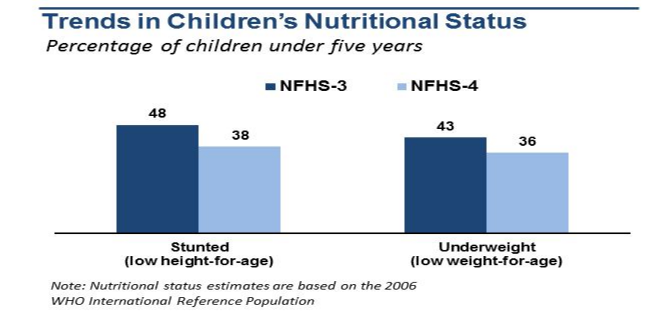


Source: NFHS-4

Figure 3.2 shows trends in full immunization based on education, caste and economic status. It has shown that trends in full immunization is again higher among the women having education secondary and above (67 %), primary education holders had 60 % and with no education had 52 %. Even caste based inequalities are quite visible it is observed that ST having lower status 56 % , then SC 63% and OBC 62% and None of them 64% which is slightly highest among all the caste categories. Even economic status showing differences for full immunization it shows that there is 23% difference in lowest(53%) to highest(70%) economic strata.

4. Children's Nutritional Status

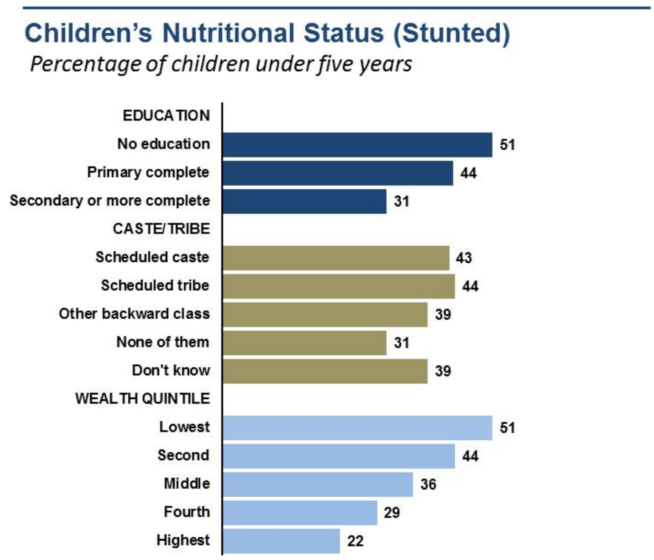
Figure-4.1: Trends in Children's Nutritional Status



Source: NFHS-4

If we compare NFHS 3 and NFHS 4 data for stunted and underweight children there is reduction in percentage of cases in both the NFHS data time period. In stunted category NFHS 3 shows 48% children while NFHS 4 shows reduction upto 38%. Similarly the Underweight category also shows reduction of percentage i.e 36% in NFHS 4 from 43% in NFHS 3. Though the progress being made through various schemes and programmes but still the inequalities in children's nutritional status are recorded as per social background and inequalities existing within Indian society.

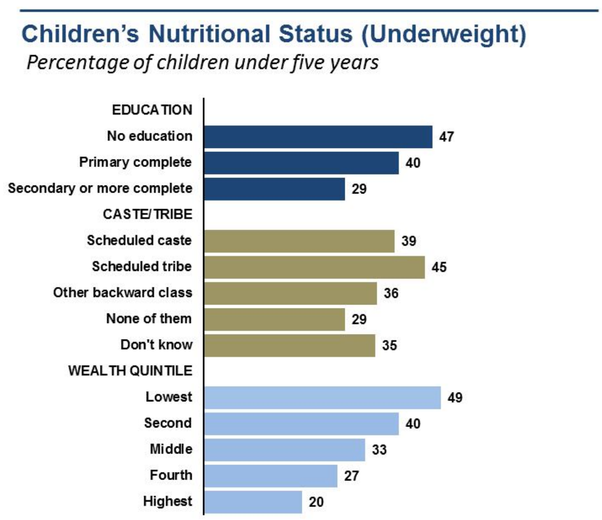
Figure-4.2: Children's nutritional status (Stunted) based on education, caste and economic status



Source: NFHS-4

Figure 4.2 shows children's nutritional status under stunted category based on education, caste and economic background. It has shown that stunted children are more in families having no education i.e 51 % in primary education holders it is 44 % and in secondary and above it is 31 %),lowest among all. Caste based inequalities are also visible it is observed that ST having higher percentage it is 44% than SC 43% and OBC 39% and None of them 31% which is lowest among all the caste categories. Even economic status showing differences for stunted children's nutritional status it shows that there is around 30% difference in lowest(51%) to highest(22%) economic strata.

Figure-4.3: Children's nutritional status (Underweight) based on education, caste and economic status



Source: NFHS-4

Figure 4.3 shows children's nutritional status under underweight category based on education, caste and economic status. It shows that higher the percentage of underweight children among the family having no education i.e 47%, primary education holders had 40 %, and secondary and above had only 29% , which is lowest among all the categories. Even caste based inequalities are quite visible it is observed that ST having

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highest underweight children it is 46 % , than SC 69% and OBC 36% and None of them 29 % which is lowest among all the caste categories. Even economic status showing differences it shows that there is 30% difference in lowest(49%) to highest only (20%) underweight children among all economic strata.

It is clearly evident from the data that people who belong to upper strata of the society are more privileged than the people who are at the bottom level in the society. Hence there is need to address the issues of women/mothers and children health through various policies and programmes. India need to make changes in policy and programmes in order to provide the facilities to marginalized and economically weaker sections of the society.

CHALLENGES AND PROSPECTS FOR SUSTAINABLE DEVELOPMENT

Health inequalities are result of social and structural inequalities that exist in our India. These structural inequalities are not only creating huge differences in status and health outcomes of the population but also creating barriers for future interventions. The health of women and children are crucial for growth and development of India. Though various health policies and schemes have been designed for promoting for health of women and children but data indicates that the results are not satisfactory. Clearly, there is a need to take a careful look at these policies and schemes not only in terms of broad and specific objectives but also in terms of how it would help planners and service providers to reduce social and structural inequalities.

The NFHS 4 data clearly revealed that the prime suffers are rural poor and particularly the tribal poor, economically weaker section of the society, scheduled caste and other backward section. In spite of several special nutritional programmes designed for women, children, and the poor in the country, they have not been able to come out of these structural barriers to access these services. The important areas that need support for promoting health of rural and marginalized people could be improvement of health infrastructure, generation of livelihood so that people would be able to spend money on their needs to sustain their lives. Education and Awareness generation Programmes, could be another area to upgrade. This wide variation and inequalities are due to different forms of inequalities these are not only important to address but also there is a greater need of understanding towards these inequalities and to know how these inequalities are posing challenges in terms of creating positive environment for development. Therefore enhancement of social values and commitment among service providers is required. The ongoing efforts need to be scaled up through a comprehensive approach, which will cover all these factors with support of sufficient funds and institutions. Efforts of any government and society to reduce social inequality in health and for attainment of good health status should reflect in its inclusive policy and willingness to give justice and protection of human rights.

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THE CHALLENGES OF CRYPTOCURRENCY WITH SPECIAL REFERENCE TO BITCOIN

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ABSTRACT
For the endurance of life since ancient time we all need some medium of exchange. Earlier we had barter system but slowly and gradually with the developments, money came into existence as medium of exchange. And to further easy our life, digital currency came into picturewith use of technology like credit card , debit card ,etc. And nowadays with further advancement we hear a new type of currency known as crypto currency which has catch the interest of investors . Among various crypto currencies around the world the currency which has created buzz in the world is bitcoin. As everyone aims to invest in assets which provide maximum returns. This paper will help them to know the best way to invest with maximum returns. This paper will aim to tell about pros and cons associated while investing in bitcoin .It will also show the unique features of bitcoin which has made it widely popular among investors. It also throw some light on impact of bitcoin with context of India.

INTRODUCTION
Over last few years we all are witnessing a new word in finance world known as crypto currency which is becoming essential to people who value privacy and who like the idea of using cryptography to control and distribution of money.

CRYPTO CURRENCY
Cryptography is the art of writing or solving codes. When system of cryptography is used to control creation of coins and to verify transactions then it is known as crypto currency. For securing its transaction cryptography is used in crypto currencies which is used as medium of exchange. It also control creation of additional units and also verify the transactions. As there are many crypto currencies in the market but the one which gain popularity among people is bitcoin. Currently there are around1037 different kinds of crypto currencies out of which 626 have listed market caps. At the top of the list is, of course, bitcoin, with a market cap of $55 billion. And it is the first decentralised digital currency launched in 2009

Various types of crypto currencies
1. Litecoin (LTC) Litecoin, launched in the year 2011, was among the initial crypto currencies following bitcoin and was often referred to as 'silver to Bitcoin's gold.' ...
2. Ethereum (ETH) ...
3. Zcash (ZEC) ...
4. Dash. ...
5. Ripple (XRP) ...
6. Monero (XMR) ...
7. The Bottom Line.

RATIONALE OF STUDY
1 To know the future implication of bitcoin

2 To understand bitcoin in India

3 To study about investment pattern of bitcoin in India

4 To study risk associated with bitcoin trading

WHAT IS 'BITCOIN'
The world in which we live today is a world of digitization. As no field or era of our live remain untouched without it so are our finances. The need of the hour brings into existence various digital currency credit card debit card or bitcoin (R. Grinberg 2011). But among all other digital currencies bitcoin come with unique feature which made it popular medium of exchange It is a first crypto currency. As a leading crypto currency, bitcoin accounts for 36% of total value of all crypto currencies. The total market value of bitcoin is USD 231 billion. In 2018 the whole market of crypto currency hits it highest value at about USD 700 billion

Bitcoin is a digital currency or virtual currency which is used commonly nowadays as a medium of exchange. It is a peer to peer currency which can be made by anyone or mine it (Nakamoto, S2009).It is created in 2009. It follows the ideas set out in a white paper by the mysterious Satoshi Nakamoto, whose true identity has yet to be verified. Satoshi is a unit of bitcoin similarly as we have small units in money. It is not controlled by any authorities like central banking authorities or national government. It has a cryptographic security feature to ensure that owner of it can only spend it The Bitcoin network is secured by individuals called miners who verify the transactions and are awarded with bitcoins which are newly created. These transactions are recorded in a public ledger.

BITCOIN MINING

Bitcoin is a code or digital document like word doc, email which are encrypted similarly it has two keys one to send and another to recognise. To secure and verify bitcoin transactions on a decentralised network—bitcoin mining is used which is a peer to peer computer process. With bitcoin, miner use special software to solve maths problem and issue number of bitcoin in exchange. Mining added transaction data to public ledger (Courtois, at all 2014).. Since miner are required to approve transaction moreminer means more secure network. Each group of transactions is called a block. The public ledgers in which past transaction are recorded is known as block chain. Block chain is used by bitcoin to distinguish lawful Bitcoin transactions to avoid re usage of coins which are earlier used in any transaction

CHARACTERISTICS OF BITCOIN

Decentralised

Behind every currency there is a hand of government or sovereign to publish it like central government. But bitcoin is a currency which is independent and has no authority to regulate it or publish it(O. Coutu.2013).It is like an online version of cash and can be used to buy goods and services

Privacy

IF you don’t like to share your personal information then bitcoin solves your problem In it there is no mandatory requirement to submit your personal information

Transparent

The anonymity of Bitcoin is only relative, as every single BTC transaction that ever happened is stored in the Block chain. All confirmed transactions are recorded in public ledger which avoids fraud and easily identified if manipulations are done in the ledger (Back, at all 2014)

Easy and Quick

Transaction in bitcoin takes a friction of seconds either the amount to be received or need to be pay. Whereas if same transaction is done with banks it will take two or more days to complete it therefore it is very easy and quick way of doing transactions

Anonymous

We all know KYC norms of banks where all personal information are provided like addresses, contact numbers, credit history, etc. But if you are a person who wants that your finances should be governed without sharing your personal details then doing transaction using bitcoin is the best answer for you. In bitcoin there is no requirement of sharing your personal information. It is hidden and cannot be use in wrong activities

HOW IT WORK

1. A user generates request to transfer a bitcoin value from their account to another using a mobile device/computer
2. Request float on bitcoin network until network users called miners pick it up for processing
3. During mining process, transaction are packed into data blocks and are randomly assigned with a header
4. Miners compete to match the blocks header with a nonce –an arbitrary number used only once to get a short alphanumeric code called hash
5. The miner that successfully generates the hash accepted by bitcoin network is rewarded with bitcoins
6. Hash values are then added to the next blocks header creating a block chain- a general ledger of long list of blocks

There are always pros and cons to any situation in life. To be able to make a good decision, you need to weigh the good and bad thoroughly before finalizing your choice. Do the same for Bitcoin. Understand what it is, and decide what you want to do with it

BITCOIN ADVANTAGES

Freedom in Payment

It helps in sending and getting money anywhere in the world without any time boundation. Control remains in our hand as there is no central authority in its network . Various barriers like crossing borders, bank holidays, etc are no cause of worry while receiving or making payment.

Tansactions are secured

Bitcoin provide security as users are allowed to have control over their transactions. (Androulaki et al, 2013)Extra charges cannot be levied on consumer by merchants without their consent. No personal information need to be provided while making payments of transactions Bitcoin protect against the theft from frying eyes as personal information is hidden Bitcoin can be backed up and encrypted to ensure the safety of your money.

Information is Transparent

All transaction s are public transaction and personal information is hidden. But it is transparent as each transaction is recorded in public ledger. It is a open ledger so that same transaction cannot be made to avoid fraud. With the block chain, all finalized transactions are available for everyone to see, however personal information is hidden.

Verification of transaction is easy in bitcoin block chain. As bitcoin is secure cryptographically its protocol cannot be changed by any person, firm, organisation or government

Very Low Fees

One of the important advantage in using bitcoin is it required either no fees or very low fees while making transactions. Even fee is not required for international payments exchange. The fee charged by Digital Currency exchange in bitcoin transaction is generally lower if compare it with the fee charged by credit card and PayPal services

Fewer Risks for Merchants

As personal information it hidden in bitcoin transactions and transactions cannot be reversed merchants are save from frauds which can create huge losses to them. Frauds are very difficult in bitcoin transaction due to public ledger made in it. Bitcoin helps to do business easily at places where crime or fraud rates may be high

No PCI Standards

PCI stands for Payment Card Industry and it denotes the debit, credit, prepaid, e-purse, ATM and POS cards and associated businesses. When using Bitcoin, PCI standards are not required to follow. It help users to explore new markets or places where fraud is more or credit cards are not allowed to make payments

Easily convertible into multiple currencies

There are many exchange centers where bitcoin can be easily convertible into different currency like dollars, euros and other currencies, which again make it popular among people.

BITCOIN DISADVANTAGES

Lack of Awareness & Understanding

Bitcoin is not much used by many businesses if we compare it with physical currency. As many people around the world are still not aware about the existence of bitcoin proper knowledge need to be provided to create awareness. The workers need to be educated on Bitcoin so that they can help the customers.

Legal questions

Bitcoin is that digital currency whose legal existence is a question of debate. Its legal existence is different in different countries. In international market some countries it is widely acceptable while in some countries it is not allowed or banned.

Risk and Volatility

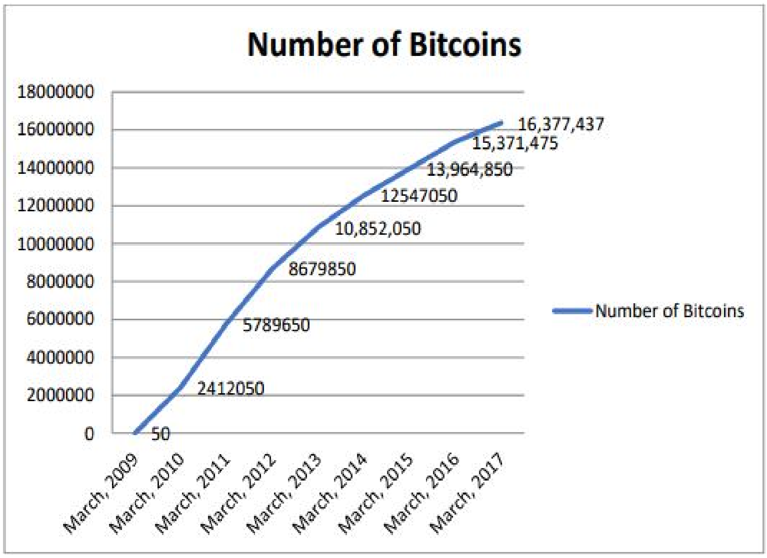
If we look into the past figures of bitcoin price it keeps on fluctuating at vary fast rate which make this currency highly volatile in nature. But it is expected that as time and its acceptance among businesses, trading centers, etc will increase its volatility will also decrease. It is highly risky as it is not backed by any lawful authority and if some fraud is done then u cannot claim your money as it does not include any intermediary

PROSPECTS OF BITCOIN IN INDIA

Bitcoin grow almost 79% in the year 2016 as compared to Russia's Ruble and Brazil's Real, the world's foremost hard currencies. In 2017 bitcoin prices fluctuate vary rapidly, ie from USD 1000 recorded in January to USD 19000 in December but in upward direction which make it more attractive among investors. If talk about India, where there is no regularity clarity and oversight on crypto currencies and Bitcoin exchanges in

India, a recent survey conducted by the Income Tax Department on major crypto exchanges in India shows 500,000 high net worth individuals trading on Bitcoin in India. Due to its growth it is considered as better option for investor to invest. Bitcoin has attracted whole world towards it and India is also a part of it. In international market it is so popular that country like Japan has accepted it as a form of currency. The current value of 1 Bitcoin in India is Rs 78,941 but due to its volatile nature and decentralised feature government of India keeps on warning its investor about the risk related with it. In the three notifications that the RBI has issued so far on Bitcoin, it has chosen to take a cautionary stance advising the public on the risks of these currencies and the lack of authorization and licensing in this space so far in India. After repeated circulars many inter ministerial committee were set up in India to study the legality of bitcoin in the country but until now nothing conclusive has come out..But the picture is very clear after our new budget 2018 in which it is clearly stated by our finance minister that it is not considered as legal tender money in India and those who are investing in it will do it with their own risk as it has no back support of government**.** The use of crypto assets in financing illegitimate activities is eradicated by government by taking various measures.

BITCOIN IN CIRCULATION



Source: https://www.unocoin.com/charts dated 8th June 2017

CONCLUSION

So after analysing all pros and cons related to bitcoin a current techno revolution we can conclude that, Bitcoin transactions are fundamentally computed with the process of mining. It is new innovations in our monetary policy with unique features .Its price are highly volatile so one should invest carefully in it. It can be a bubble which if burst will lead to huge losses if timely actions were not taken. Currently, there are about 15 million bitcoins in existence, the number of bitcoins that ever could be in circulation is hard limited to 21 million units. Hence, bitcoin reduces the uncertainty of money flowing in the system mathematically. It is a good option to invest but with high risk as it decentralised. But in Indian after the announcement of our budget one should not invest much in it as our government has not considered it as legal tender money and it could lead to money laundering. The biggest challenge with bitcoin is that it is still in developing stage and if once data is lost it cannot be retrieved.

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STRATEGIC MARKETING OF AGRO-TOURISM IN THE ERA OF GLOBALIZATION

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ABSTRACT

Strategic Marketing of Agro Tourism is the need of the hour to meet the twin need of the framers like Farming along with additional Income and it must be addressed so that farmers of a developing or under developed countries can reap the benefits of Agro-Tourism Marketing for their economic growth and development. In this paper, we have tried to implement Strategic Marketing Mix with Strength, Weakness Opportunity & Threats for Agro Tourism Sector and its implementation and controlling for delivery of economic benefits to the society at large.

Keywords: agro-tourism, marketing, strategic, SWOT

1. INTRODUCTION

Sustainable Development is a great need of the present world and it has mammoth possibility in the area of Agro-tourism and Multi-activity in agro tourism through which the visitor has an opportunity to have firsthand experience with agricultural occupations and activities, rural products, traditional and cultural. Sustainable tourism as “tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essentials ecological processes, biological diversity and life support systems”. Agro tourism is a direct expansion of ecotourism, which encourages visitors to experience agricultural life at first hand. Agro tourism is gathering strong support from small communities as rural people have realized the benefits of sustainable development brought about by similar forms of Nature tourism. Agro-tourism is a specific form of rural tourism with close relation to nature and country side of rural areas and direct relationship to agricultural activities. It includes the scope in the area where Flowers, Grapes, coconuts, pineapple, sugar cane, corn, or any agriculture products are widely grown. Agro Tourism can create a new market for farmers who are still engaged in conventional system of cultivation and harvesting and farmers can reap the financial as well as non financial benefits from promotion of Agro Tourism. It includes the concept of visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of refreshment, enjoyment, first hand learning, or active involvement. A few private initiatives have been recently taken in some parts of the country by farmers. In India, 85% of the population is directly or indirectly based upon agriculture and it has 184 million hectares of arable land, produces third largest that is annually 204 million tons of food grain, second largest in fruits & vegetables that is 150 million tones and producing highest milk in the world 90 million tones and largest livestock population with 485 million. World and Travel and Tourism Council estimated the growth of agro tourism by 10.7% in the year 2017.

The objective of the study is to find out the scope of Agro-Tourism and its strategic marketing in tourism sector. It focuses on integration of marketing mix to fulfill the requirements of Strategic marketing based on Environmental factors. It considers the integration of marketing mix in a strategic manner along with formulation of Strategic Marketing for better planning in Agro-tourism sector. It also highlights some issues in Program implementation and controlling of Agro Tourism and its impact on rural economy. This is basically a concept paper.

2. ENVIRONMENTAL FACTORS ANALYSIS AND AGRO-TOURISM

There are a number of factors playing vital role in the promotion of Agro Tourism like Macro level factors Like Social, Technological, Economic, Political, Demographic, Global and Natural Factors and Micro Level Factors include infrastructure and Marketing Mix of the specific Farm which is offering services in the field of Agro-tourism. It is important to notice the role of nature and Geographical conditions in the development of Agro tourism in India to attract number of present and potential tourist who are inclined to go for Agro- tourism. If most of the factors are favorable to the concept of Agro –Tourism, there will be huge market for Agro Tourism. At the same time focus must be given to micro level factors from product and service designing to pricing and promotion.

3. MARKETING MIX AND AGRO-TOURISM

Agro-tourism marketing mix includes seven P’s that are Product, Price, Place, Promotion, Process, People and Physical Evidence. They are discussed as below:

(i) Product plus Infra development and Services

First of all several questions must be answered like- what will be my product proposition? Will I be able to provide Right value of money to the consumers, travelers visiting farms? Where will I provide the services? What will be my Package and Cost of Package? Once most of the questions are solved thereafter the farm owner can create a product as per the need of the present and potential market of Tourist in the field of Agro Tourism. Organic food Facility and other facilities must be included in the package as discussed under pricing policy. Development of quality of product for small scale enterprises through institutions like NRC, CFTRI, etc. to adopt the latest quality measures like Practices (GMP), Hazards Analysis Critical Control Point (HACCP), ISO 9000, Good Laboratory Practices (GLP), Food Labeling , Food Packaging and Total Quality Management etc.

(ii) Pricing policy

It includes cost of Facility creation like Accommodation facilities, Farmhouse with rural look, Drinking water, Gas connection Electricity and power backup facility, Indian food including breakfast, lunch and dinner ,Cooking equipments Medical care with first aid box, well or lake or swimming tank for fishing, fruits, corns, groundnuts, sugarcane and other agro-products, folk dance ,swimming, E-Rickshaw, Bullock cart, cattle shade, rural games to the tourists , culture, dress, arts, crafts, festivals, rural traditions telephone, Internet facilities local birds, animals and waterfalls etc apart from it, Getting Financing from the bank and cost of finance along with reasonable profit must be taken in to account to spell out the pricing.

(iii) Place

The place of agro-tourism centre must have pollution free environment to the tourists along with easy accessible by Air, roads, water transport and railways. Tourists can enjoy some Traditional, Monumental or historical or natural tourist places along with first hand experience of agro-tourism. Hence, it should be developed near of these tourist places with accessible place at affordable cost. So it can deliver twin benefits to both tourist and farmers.

(iv) Promotion

Promotion is vital factor in Agro Tourism business it can be promoted with the help of (a) advertising specific e-tools are face book or twitter and online sales (b) sales Promotion (c) Personal Selling (d) Publicity must be used and try to create interest about the culture of village for the future tourism business. Introduce the tourists with imminent persons of your village and try to create interest among the present and potential tourist who are keen to know rural life of India.

(v) People

People are the heart of Agro Tourism so it is vital to employ well-trained staff with good communication skill to entertain the tourist. Effective Communication can be dividend for the farm to work out environmental policy and sustainable environmental matters as well both skilled and non skilled manpower to provide quality of services with personal touch. Agriculture Universities should provide some innovative ideas regarding to the Agro-Tourism to develop man power skills.

(vi) Process

The modus operandi of transferring tourist from bus stand / railway / air port or Fund Transfer or provide additional facilities to their requirements of the tourist for the better satisfaction. Providing tourist agency services like ticketing package design and help of tourists in easing the whole process of his/her stay at spot.

(vii) Physical Evidence

Printed package details its cost, charges for additional services must be provided to the tourist whether it is manual or telephonic or online booking system or online payments. Proper Money receipt and all the legal formalities must be updated to have hassle free stay of tourist at the farm.

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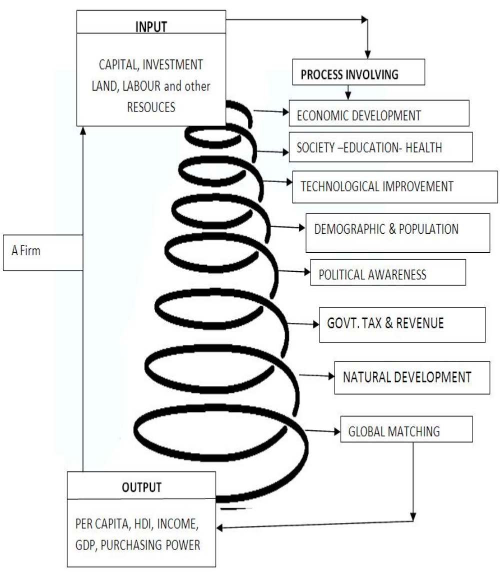
4. SWOT ANALYSIS OF MARKETING MIX IN AGRO-TOURISM

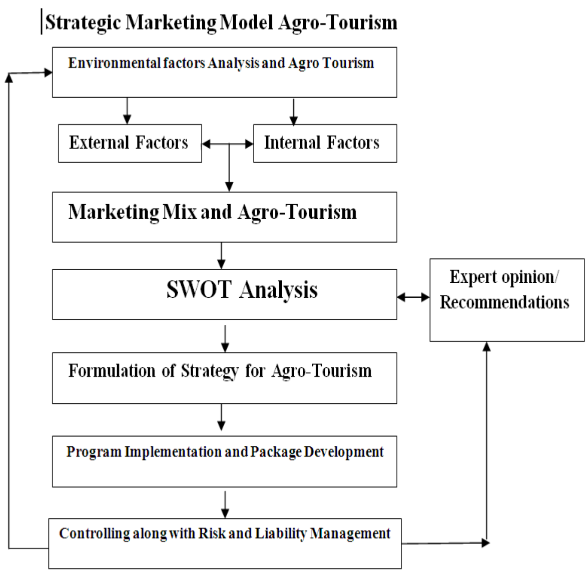
Strength	Weakness
• Source of Income and Higher Income • Employment, • Rural Development • Rural opportunity • Modern tools and technology • Tax benefit • Price of Land will be high • Growth in Local economy • Government Revenue, • Modernization of Rural India • Local artisans get benefited. • Healthy and hygienic environment • Healthy issues with proper sanitation, roads, electricity and telecommunication	• High Investment in Infrastructure creation • Slow Growth, • Farmers are mostly low educated so they need training • Lack of government support in the form of subsidies • Less number of agro- tourism training centre in India • Exploitation, • Dependence on investor • Food, drink are not produced locally • Entertainment tax • Under paid Manpower • Competition the local handicraft and farm produce products will be sold at rational price. • Demand for items will increase the price of local agro products.
Opportunity	**Threat**
• Sustainable scope of Growth • Farming attractiveness, • Retired manpower can be productive, • Government support can increase the outreach of this tourism, • Government owned land can be cultivated and converted to facilitate	• Climatic conditions • Rampant migration from farming to other sector • Over-exploitation natural resources • Infrastructure can cause environmental distortion or natural beauty. • Hunting and its negative impact on local wild life.

5. FORMULATION OF STRATEGY FOR AGRO-TOURISM

The Ministry of Agriculture, Food and Fisheries can have Public-Private Partnership Model tie-up for development of agro-Tourism and both can provide Direct and indirect support to agro-tourism which can lead to spiral growth. Government with Private partnership can develop and formulate strategy for development of agro Tourism in most lucrative lactations from the point of view of Agro Tourism. The same kind of schemes or programs can be developed at five tiers that are National, State, District, Block and Panchayat level for the launching of program or Schemes of Agro-Tourism as below given in the diagrams.

The below given models explain the Strategic Marketing of Agro-Tourism with Spiral growth in the Era of Globalization and its implications at five tier approach:





(Source: Dr. S.K.Pareek)

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6. PROGRAM IMPLEMENTATION AND PACKAGE DEVELOPMENT

In the context of Agro-Tourism, Government can launch schemes or programs at five tiers that are National, State, District, Block and Panchayat level with the help of TE Matrix (Techno-Economic Factor). These schemes or programs can be launched by Government of India with Public-Private Partnership for initiation of agro-Tourism in the different parts of the country with time bound and target based results. Systematic support to such Agro-tourism ventures will enhance farm income and generate employment if a range of activities, services and amenities should be provided by local communities to attract urban tourists with Government support.

7. CONTROLLING ALONG WITH RISK AND LIABILITY MANAGEMENT

Controlling is required to meet the risk of financial and non financial liabilities of the farm which is intended to drop in the business of Agro-tourism. Risk and Liability Management including Hazards Analysis Critical Control Point, ISO 9000, Good Laboratory Practices (GLP), Total Quality Management (TQM) are highly required in Agro-tourism which is related to life risk of tourist to financial liability which is loan taken from Banks.

8. SUGGESTION AND CONCLUSION

India has huge possibilities in the field of Agro tourism for meeting the goals and number of issues must be addressed at different platforms like- Sustainable growth, safety and security, Standardization quality, Updated technology, protecting natural resources, local heritage and lifestyles, sharing information to make better business decisions, Communicating more effectively, working out environmental policy, Collaborating on information requirements and Training of both skilled and non skilled manpower to provide quality of services with personal touch. In the state of Maharashtra there has been large number of projects implemented successfully in the field of Agro Tourism. In conclusion, we can say that a well co-ordinate approach is highly desired from all spectrums of the society to address the issues and search out a positive way to march ahead in the field of Agro Tourism for economic and non economic benefits of farmers.

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DESIGNING AND DELIVERING EFFECTIVE ONLINE INSTRUCTION

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ABSTRACT
Online education is expanding with many colleges and universities embracing this technology. Many professors today will find themselves teaching online during their career; however, they may have never had training in course design, course development, or even in education. They may know a quality online class is different from an on campus class, but have no idea how to proceed. This paper discusses online education from one professor's perspective. The paper highlights the author's experiences in developing and teaching online. By examining these experiences, both successes and failures, others may find how online education might work effectively within their discipline.

INTRODUCTION
Many professors have never had instruction in course design or course development. Many have never taken a class in education. Yet, since we have advanced degrees it is assumed we know how to develop and teach a quality class. There is some truth in this. We do have years of experience as a student and by the time we graduate should know, from personal experience, what works and what does not. When faced with developing our first set of classes, it may be this experience we look to for guidance. A new instructor to online education is often faced with a new set of challenges. The first of which is having no role models.[1] Even though they know a quality online class is different from an on campus class, they may have no idea how to proceed. In fact, most instructors have never taken an online class.

Online instruction is radically changing the way we consider higher education. Norman Miller (1999) effectively states: "Professors and teachers are about to be faced with a new dilemma, either learn how to teach utilizing the new technological mediums or watch others replace us. A new era of educational competition is being ushered in, like a tsunami wave approaching a beach, and we don't want to be caught standing on shore." In a report for the Department of Education (Lewis, et al., 1999, p. vi), states: "In the most general terms, it finds that distance education appears to have become a common feature of many postsecondary education institutions and that, by their own accounts, it will become only more common in the future." It would seem that many professors today will find themselves teaching online sometime during their career.

Online instruction does not have to be inferior to traditional on campus instruction. In a report outlining results of a year-long faculty seminar at the University of Illinois, it was found that, " ... online teaching and learning can be done with high quality if new approaches are employed with compensate for the limitations of technology, and if professors make the effort to create and maintain the human touch of attentiveness to their students." Many of us may agree; however, we may have no idea how to accomplish these objectives.

Online education is not limited to a 2 or 4-year postsecondary institutions, but is also an excellent media for educational training leading to professional certifications and corporate workshops. With online instruction, location is no longer a barrier. This paper discusses online education from one professor's perspective. It will highlight the author's experiences in developing and teaching five different online business classes. The author recognizes that there is no correct or best way to teach online. Each subject area has its own set of demands and limitations. Also, each instructor has his or her own unique instructional style. These differences must be recognized in the development of an online class. However, by examining one professor's experiences, both successes and failures, it is hoped that others will consider how online education might work effectively within their discipline.

CHALLENGES TO ONLINE INSTRUCTORS
Online instructors are faced with a different set of challenges than those faced by instructors teaching on campus. These challenges can be broken into three broad areas: 1) course design issues, 2) personal issues and 3) institutional challenges.[2]

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[1] There are beginning to be some very good books providing information regarding online education. An example is Moore, Winograd, and Lange (2001).

[2] Even though the main focus of this paper will be online instruction, some of these online tools and techniques can be effectively used in an on-campus class.

COURSE DESIGN

It is fairly easy to post your assignments and notes on the internet and call it an online class. Yet few of us would call this a quality class or one we would like to be associated with. One of the first challenges an online instructor faces is how to make an online class more than just a computerized correspondence class. Different teaching strategies are needed for online instruction.

In the traditional correspondence class, material is covered at the student's own pace. Even though there might be others taking the class at the same time, the student was often unaware of their classmates. Also, contact with the instructor was often limited. There was no community of learners; you were on your own. Regardless of these failings, correspondence classes were essential for those wanting to continue their education and who were unable to continue in a traditional classroom environment. To the concerned student, when given an option, correspondence courses were a last choice. With current technology, distance education can be much more than these correspondence classes. The challenge is how to accomplish this.

Another important issue to be addressed by an online instructor is how to pull the student into the class and create a community of learners. The development of a community of learners is critical if we want more than a computerized correspondence class.

It is also important that the quality and rigor of the online class be the same as a similar classes offered on campus. This does not mean that everything is done the same, but we should strive toward the same student outcomes. This may require the instructor to determine what works best in both environments and not assume that since one mode of teaching worked effectively face-to-face that it will work equally well online. Just because an instructor is a good face-to-face teacher does not mean they will excel in an online environment.

PERSONAL ISSUES

An important issue an online instructor may face is how to control personal time commitment. Studies have shown that instructors will spend 1.5 to 3 times the amount of work with an online class versus a face-to-face class. Yet, is this same amount of work necessary when the class is taught a second or third time online?

With a traditional class you have a set class meeting time, as well as office hours when you are available to meet with your students. It is possible to confine your teaching involvement to these time segments. As many instructors (both online and traditional) are finding, with the advent of e-mail, students now have even more access to us. In fact, there are instructors teaching online that view their classes as a 24 hour a day project. Are there ways to be available and involved in the instruction of an online class without having it take over all of our time?

Another challenge is an understanding of the technology. Even with technical support, you need to be aware of what can be done online. This is where it is critical that you either enjoy technology or have an experienced online instructor that you can look to for mentoring. Even though not recognized by many administrations, the success in developing an online class may be first rooted in the understanding of technology.

What about issues of reappointment and tenure? Even though these issues vary from one institution to another, they still need to be considered. Online instruction can be very challenging and often personally rewarding, yet extremely time consuming. Will your institution consider your involvement in distance education when you come up for reappointment or tenure?

INSTITUTIONAL CHALLENGES

Not only is the individual faced with challenges, but the institution is as well. Perhaps the biggest challenge is a general lack of understanding of the unique needs of online instruction, including issues of funding, technical support, recognition for the online faculty and even the question of ownership of the online class.

Even the resources needed by an online instructor are different. As an example, a traditional instructor needs a well-equipped classroom. An office is also a requirement. A computer and phone are nice, but are not as critical as traditional "bricks and mortar." What about the online instructor? They need access to their class. This requires a computer, as well as a reliable internet connection. Adequate software is much more important for an online instructor than those who teach on campus. A phone and a reliable e-mail system are also critical. Technical support is a must. Traditional "bricks and mortar" are not needed. An online class can be developed and taught from one's home or even from another part of the country.

QUESTIONS TO BE ADDRESSED

Before attempting to develop an online class, the instructor needs to answer several questions. The answers will determine how the class will appear once developed or even if the attempt to develop the online class should be made.

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1. Do you have the support of your institution? Your immediate supervisor?
2. Are you going to use an online provider?
3. What about technical support? Do you have access to it? Is it available to your students? Is it available 24/7?
4. What about registering your students? Advising? What about advertising and PR?
5. Will this class be part of your teaching load or will it be taught as an overload? Will you be teaching the class on a regular basis?
6. What about enrollment limits?
7. Do you want to base the class units on course material or time?
8. How much flexibility are you going to provide your students in covering the material?
9. Are you going to allow your students to complete the class at his or her own pace?
10. What unique features are you going to use in this class? Can your on campus assignments / projects be translated into an online environment?
11. Is the class going to be 100% online or have a campus component?
12. What about class policies?
13. How are you going to handle testing? What about cheating? How about online testing support?
14. Are you going to have assignments turned in? How often? How?
15. How are you going to involve your students in the class?
16. Are you planning to use multimedia in your class? If so, to what degree?
17. How much time are you willing to put into the development of the class?
18. How are you going to control your time?
19. How are you going to maintain communication with your class? Or are you?
20. What about ownership issues?

The list of questions can go on and on. Those with online experience know there are no correct or common answers to these questions. However, the answer to each of these may result in set consequences. For example, there appears to be a direct correlation between time spent on class development and instructional time. The more carefully the class is thought out and developed; the result is fewer changes when the course is taught again. Also, a well-developed class tends to "teach itself."

PERSONAL OBSERVATIONS

I do not have all the answers; however, what follows are my personal observations, many of which were gained through trial and error.[3]

CREATING A COMMUNITY OF LEARNERS

I believe the success of a class is involving each student. This can be accomplished with interactive discussion between the students and the instructor if the class is forced to move through the material together. As a result, I feel the students should have a set schedule and not be allowed to move through the class at their own pace. Also with a set schedule, it is easier for the student to know when material is due and when the next unit will be available.

For discussion, I rely upon threaded discussion.[4] I expect the student to introduce themselves at the beginning of the semester in these threads. As part of each unit of material, I post two questions I want them to respond to. Involvement in the threads is part of their grade. I have found I get more discussion of issues in this

[3] I have been teaching online since spring of 1999.

[4] This is an asynchronous environment where students can post comments at any time. This environment is similar to a bulletin board.

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environment than I have been able to in a classroom.[5] Also this environment involves all students and is not dominated by a small few. Even though students are initially hesitant to be involved in the threads, they open up fairly quickly.

For my part, I also get involved in the threads. I avoid answering the threaded question, but want to be visible. I am also in constant communication with my students through e-mail and posted messages at the class web site. Keeping my class moving through the material together and with the use of threaded discussion, I have more of a community of learners than I have experienced in many of my face-to-face classes.

CONTROLLING TIME

A critical aspect to success, from a personal standpoint, in online teaching is learning to control one's time involvement. Even though I am still learning, I have developed some ideas that might help control time commitment.

1. In developing a class, I spend whatever time is needed to develop the class right the first time. By doing so, I avoid major revisions when the class is taught again. I have also learned little tips like avoiding reference to dates in the individual units. By doing so, less editing is needed in the future.
2. I have found, if not controlled, e-mail can be overwhelming. To deal with this potential problem, I use a separate e-mail account for my online students. Not only does this insure that their e-mail does not get mixed in with my other mail, but also permits me to access this e-mail account only when I want. I typically check this account once a day and deal with all correspondence at that time. This way I can respond to all e-mail within 24 hours, yet still control my involvement.[6]
3. I attempt to develop my class so it teaches itself. This is possible in different ways. One idea is having the tests computer graded and posted directly into the grade book. It helps to show on the graded exam how calculations are done or where the answer can be found in the text. I also avoid having weekly assignments turned into me or committing myself to respond to each threaded discussion post. Also by having a well-developed class, my daily involvement is not critical to the success of the class. In fact, there are many ways to have a rigorous quality class without the need of heavy personal involvement.
4. I arrange assignments so the students depend on each other. For example, I have assigned cases / problem sets where the final assignment needs to be an individual effort; however, I have a threaded discussion area where students can discuss the individual questions. As a result, those who understand the material can help those who do not. Students seem to appreciate this approach and it avoids me having to answer numerous questions through e-mail. I do monitor the threaded discussion area and if it looks like my class is lost, I step in to help.
5. I grade threads based on involvement rather than quality of the answer. I make this clear to my class at the beginning of the semester. As a result of this manner of grading, I have found that students seem freer in their comments and are involved in the discussion more. Further, grading time is significantly cut.

There are many other ways to limit your time involvement in an online class without impacting quality. Remember, the hours you spend teaching an online class may have little to do with the quality of the final product.[7]

TESTING

In testing, I use a portfolio assessment system. I have the class grade based on several different components. In my business classes I use threaded discussion, online quizzes, and several cases / problem sets that are turned in. I also feel that the use of a portfolio assessment system helps cut down cheating. Since little weight is placed on any one component, to effectively cheat, someone would have to have another person completely

[5] I also post a "general comment" area where my class can discuss anything they wish. I have witnessed some lively discussion about where to buy the text cheapest online, what is the BEST financial calculator or even the success / failure of their favorite sports team.

[6] As an aside, once I reply to an e-mail I delete the original. As a result, my in box only contains messages I still need to deal with. During the semester, I do not delete either my sent mail or waste basket. These e-mails are kept as a record of correspondence. I have often gone back to these e-mails to check out what I may have told a student.

[7] Spend time to learn the features of your course management system. Each system is different and may have some unique features you can use that may help your design your class that may make it easier to control your time and also improve the outcome of your class.

take the class for them, an unlikely situation.

My online testing is based on one quiz per unit of material. I allow each quiz to be taken three times - the final score is the average of their attempts.[8] Each quiz attempt is immediately computer graded and the student can see their results online. Often clues to where the answer is in the text or how the problem is solved are also provided on the graded quiz. I encourage my students to use their text, notes, and other resources when taking the quiz. Further, there is no time limit on the individual attempt other than when the unit of material is due. I have had students open the quiz, print it, and then complete it as they work through the text and lecture material.

My students love this approach. Not only is there less stress, but also the students seem to actually learn the material. I have found my students spend more time in the text and my notes with this form of testing.[9]

QUESTION OF OWNERSHIP

Ownership can be a very thorny issue. It can be argued that the online class is "work product" that results from your employment. In fact, when leaving an institution, the files on your computer and the contents of your file cabinet might be easily construed to belong to the university. Why are these items not typically taken? I believe it is because they provide little value to anyone other than you. How much value would your lecture notes be to someone else? In fact, they likely represent only a small portion of your class and without your involvement, have little value.

With an online class, this is different. What you have created can stand-alone. Even though someone else will be needed to oversee the class, your online class can be an asset to an institution, whether you remain there or not.

What can you do to protect your investment in your online classes, short of a signed agreement? Probably nothing; however, I have a couple suggestions.

1. Before you invest a large amount of time and effort into the development of an online class you need to explore the ownership issues that apply at your institution. These policies vary. Not only issues regarding ownership, but what happens to your class when or if you leave the institution. Can you take it with you or not? How often will you be allowed to teach the class or will you invest your time and effort into developing a class you will only teach once? These need to be considered.
2. Another thought is what I have done. I have developed my online classes so I am an intricate part of them. My name is throughout the class. My PowerPoint slides have my name on each slide, my voice is part of the presentations, and even the online text material tends to be an extension of my personality. My hope is that even though my online class is stand alone, without my involvement, the cost to modify it for another to teach would be cost prohibitive. In essence, I am the class.

LECTURES

I use streaming narrated PowerPoint presentations.[10] I find these relatively inexpensive and fairly easy to produce. I find that these help the student have more of the on campus class experience. Also, by having these available, the student can go through these as often as they feel is needed. I have found that these presentations give the student a bond with me that may not be possible any other way.

CLASS COMMUNICATION

I use class e-mail and regular messages in the message center to keep my students informed.[11] I attempt to answer all e-mail within 24 hours, if not sooner. I also participate in the threaded discussion. I have found that the class appreciates my involvement. I also think this is an important aspect of developing a community of learners. Also I want to be sure that the students do not feel they are taking this class alone and have an absentee instructor. In class evaluations, my students have indicated that the most valuable component of the class is assess to their instructor through e-mail.

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[8] Since the quiz is computer generated from a test bank, each quiz attempt is different.

[9] I have found this method of testing so effective; I have gone to the use of online testing in my face-to-face classes on campus.

[10] I am currently using Camtasia by TechSmith.

[11] The message center is on the front page of our class website. When there is a new message the student is notified of this when they log into the class.

FLEXIBILITY

With an online class more flexibility is needed since more can go wrong. I have found the key is to bend, but not break. I do not hesitate to extend a deadline by a day or two if I see my class falling behind. I also reopen old quizzes for a "day of grace" so the class can go back and take a missed quiz or complete a second or third attempt on it. By doing this I am also avoiding the need to reopen individual quizzes for students who have legitament excuses.

I also avoid covering text material in the first week of class. I use this time to acquaint my students with the online environment. I find it takes this long for some of my class to feel comfortable online and to overcome some of the technical issues. Also this permits time for the student to get registered, obtain the book and other needed material for the class. When I have attempted to start class material immediately, like I would with an on campus class, I often leave a large number of my online students behind.

Even though the course shell used has several synchronous tools, I have avoided using these.[12] Since I feel one of the advantages (for both the student and the instructor) of an online environment is flexibility, I have avoided requiring students access the class at any given time. Further, as these classes are taught more around the country, as well as the world, having a set meeting time may create problems.

CLASS POLICIES AND OTHER ISSUES

I think of these class policies as an online syllabus. I find the more detail I can provide, the less chance there will be confusion later. In these policies I cover everything from how to turn in assignments to what format files should be in.

I also devote the first unit of material to an overview of the class shell and to a discussion of the format of the individual units of material. I have found that this is time well spent. I organize my classes into about seven or eight units of material that can be covered in about 17 days each. I allow some limited overlap between units.[13] I organize material into time slots rather than based on material.

FINAL THOUGHTS

Online education is changing not only the way Universities view the traditional classroom, but is also altering corporate training. Often those called upon to develop these classes have little understanding of online instruction or even what the final product should appear as.

Online classes do not have to be less rigorous than traditional classes. I have found that online students have consistently rated their online classes more rigorous and have also indicated that more was learned than in a traditional class.[14]

Many of us have an option to either embrace online instruction voluntarily or perhaps be replaced by those who are willing to do so. "We are helping write the opening scenes of the most dramatic play educators have ever witnessed. Our grandchildren will write the final scene, and their children will enjoy the impact" (Tinker, 2000). I personally hope we never lose the university campus environment that we have all grown to love, but online instruction is here to stay.

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12 The main example of this would be a chat session that is live.

13 For example, I will have a unit's material due on a Monday and have the next unit of material open on the previous Friday. This allows the student who finishes a unit early the opportunity to move ahead; however, never more than several days.

14 I have attached some results from a class survey in the Appendix. These results were included in my original manuscript I wrote in 2003. I find that these results are very comparable to what I am finding in my classes today.

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APPENDIX

Between Summer 2000 and Summer 2003, I have taught a class in financial management five times over the internet.[15] I have had a total of 445 students complete this class. In each of these classes I did an online survey. I have shown below the results of several questions I asked on this survey. Each of these questions provide interesting results regarding online education.

I know this is a hard question; however, in relation to your other business classes, how would you rate the difficulty of this class (if you have not had a business class, compare it to a comparable class)? Use the scale where (1) is the least and (5) is the most.

	Summer 2000	Summer 2001	Spring 2002	Summer 2002	Summer 2003
Mean Score	3.85	3.81	4.00	4.03	3.74
S. Deviation	0.81	0.65	0.71	0.93	0.77

It was interesting to note that over 20 percent of those responding indicated "5" in three of these classes and 37.5 percent indicated "5" in Summer 2002. For some reason, only 10.6 percent indicated "5" in Summer 2003.

Now that you have almost completed this online class, how would you rate the amount you "learned" in comparison to a comparable business class on campus (if you have not had a business class, compare it to a comparable class)? Use the scale where (1) is the least learned, (3) is about the same, and (5) is the most learned.

	Summer 2000	Summer 2001	Spring 2002	Summer 2002	Summer 2003
Mean Score	Not Asked	Not Asked	3.55	4.03	3.49
S. Deviation	---	---	1.18	0.93	1.23

Would you recommend this class to a friend? Use the scale where (1) is absolutely NO and (5) is absolutely YES.

	Summer 2000	Summer 2001	Spring 2002	Summer 2002	Summer 2003
Mean Score	Not Asked	Not Asked	4.46	4.44	4.21
S. Deviation	---	---	0.64	0.91	0.98

On average, about how many hours a week did you spend on this class? Please use the following: (1) less than 5 hours per week, (2) 5 to 10 hours per week, (3) 10 to 15 hours per week, (4) 15 to 20 hours per week, (5) more than 20 hours per week.

[15] This class in the first course in the finance area and is often required of all business majors and usually not taken by those outside the college of business. This class is often taught to juniors / seniors, but also may have graduate students in the MBA program.

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	Summer 2000	Summer 2001	Spring 2002[16]	Summer 2002	Summer 2003
Mean Score	3.17	2.79	2.71	3.19	3.36
S. Deviation	1.19	0.87	1.11	1.20	1.07

Note: During the summer session this class was taught over 8 weeks rather than the traditional 16 weeks during a regular semester.

When you consider all aspects of this class (i.e., course material, presentation of the material, testing, and instruction), how would you evaluate this class (1 being lowest and 5 highest).

	Summer 2000	Summer 2001	Spring 2002	Summer 2002	Summer 2003
Mean Score	4.30	4.15	4.41	4.28	4.06
S. Deviation	0.57	0.68	0.68	0.77	0.87

16 For the Spring semester the question remained the same, but it would be expected that less time would be spent on the class in an average week.

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IMPLICATIONS OF CHANGING PARADIGM OF THE 20TH CENTURY ECONOMY ON ECONOMIC AND SUSTAINABLE DEVELOPMENT IN 21ST CENTURY INDIA

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ABSTRACT

National Security symbolizes a sense of confidence that the government of a sovereign state is able to instil into its citizenry through its proactive approach and actions encompassing various politico-diplomatic and technological factors to realise its desired national interests by practicing strong diplomacy. The requirement of overall development plays a dominant role in any politico-diplomatic order of the day in which the energy emerges as a strategic factor as its shortage makes it a contentious issue among the competing nations besides leading to inter-state crises and becoming an international security hazard. Reaping the advantages of abundant energy resources located in the five republics of Central Asia was considered prudent for meeting the energy shortfall. However, India's footprint in the Central Asian region was limited to cultural interactions. A need was therefore felt to achieve greater energy diversification besides global cooperation with Central Asia.

The present government of India astutely focused its attention on tapping of the energy resources located in Central Asia through an aggressive diplomatic approach. The Indian approach of treading the path of mutual give and take soon inspired and encouraged USA, Russia and Japan to agree to a conviviality on harnessing the energy resources of Central Asia while India focussed on Chabahar Port. The Indian government on 23-24 May 2016 signed a trilateral protocol to invest in Iran's petrochemical, fertilizers and Liquefied Natural Gas (LNG) facilities and in turn seeking cheap natural gas and land to assist into opening of Chabahar Port. With this, the trust deficit with Pakistan endangering the transportation of energy resources from Central Asia is expected to be totally negated. The new route to be followed now would be from Turkmenistan in Central Asia > Afghanistan > Delaram > Zaranj > Zahedan Iranshahr > Chabahar Port > crossing Arabian Sea and landing at Kandla port or Mumbai port into India.The ease of transportation and creation of logistics facilities in Chabahar Free Trade Zone by India would lead to a mutual win-win situation for India as well as Iran, Afghanistan and Central Asian Republics.The Indian public sector i.e. India Ports Global, Indian Railway Construction Co. Ltd (IRCON) and ONGC Videsh are likely to be involved in employment generation through operationalization of Chabahar Port. This would strategically and tactically help India in ensuring the security of the merchant ships off the African coast besides providing a strong foothold in the western Arabian Sea.

The present day Indian government aims at creating mutually beneficial techno-logistics infrastructure in a foreign land besides tackling the domestic energy shortages demonstrating its robust and giant internationalistic posture apart from marking its effective presence in the Chabahar SEZ. The energy security is an inseparable part of National Security and the diplomatic efforts of the Indian government have a bright future especially considering the confidence and ease in handling international alliances of the present Indian leadership.

INTRODUCTION

After 1930's depression and the World War I, the total world economy suffered a rude setback with the trade and industries undergoing a crisis situation which led to a globally demonstrated sharp decline in employment opportunities, negative balance of trade and sustained unstable monetary situation. The League of Nations too had started weakening by now. This coupled with the constant state of war and war like situation throughout the world caused a simultaneous breakdown of the economic condition in various nations. This manifested itself especially in the underdeveloped nations popularly known as the 'Third world countries'.[17]

The Americans, who had actually sulked into isolation after World War-I, had, by the end of Second World War realised, that it would no longer be favourable for them to isolate themselves any longer even if they so decided. Alongside, the Americans were convinced that being the world leaders, they had a proactive role to play with respect to the world economy in order to control the internationally worsening trade situation. The re-alignment of the whole economic apparatus was therefore an inevitability to facilitate an effective handling of the deepening economic crisis the world over aiming to bring the crumbling fiscal condition back on track once again.

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The big wigs like USA, UK, erstwhile USSR, France and China, considering a need to expeditiously address the rising economic challenge, organised a meeting in 1944 at Bretton Woods in New Hampshire in USA to address this rising international concern, which was attended by stalwarts of the world economy who included John Maynard Keynes and HD White etc.

However, this conference did not have true representation from the erstwhile Afro-Asian underdeveloped colonies that still did not enjoy an independent status. Factually, Bretton woods turned out to be a summit of the rich and affluent which did not serve the interests of the underdeveloped nations. Around this time the UN through the Special United Nations Fund for Economic Development (SUNFED) got actively involved in addressing the economic issues faced by the underdeveloped nations.

The term NIEO originated from a Declaration to this effect adopted in 1974 by the UN General Assembly (UNGA). The underdeveloped nations (also known as the 'developing countries') by 1970s-1980s, pushed the case for NIEO with certain specific mechanisms to be adopted by the United Nations General Assembly (UNGA). However, these mechanisms largely had rhetoric and political value, except for a few e.g. Restrictive Business Practice Code adopted in 1980 and the Common Fund for Commodities enforced in 1989.[18]

The emergence of the term NIEO is also concurrently associated with creation of the Organisation of Petroleum Exporting Countries (OPEC). As pointed out by Sandeep Chauhan[19] in Demand for New International Economic Order, "this was then followed in 1972 by the Food Crisis resulting from simultaneous crop failures in Russia, India and Saharan Africa and poor or moderate production elsewhere".

WAS THERE REALLY A NEED FOR THE NEW ECONOMIC ORDER?

The most pressing requirement of the hour was based on a strongly felt need by the USA and other super powers to establish an economic order, with the perceived aim to tackle the worsening international economic situation in the aftermath of the world war gradually crumbling old economic order alongside. The most natural requirement under such critical situation was to review the existing order and replace it with a better one, besides there being a pressing need for keeping abreast with the changing times so as to ensure that the society and its systems progress in complete sync with the experiments being carried out towards tackling the shortcomings of the present system and at the same time adapting the society to the latest norms.

The most significant objectives of the NIEO were largely economic in nature. Some of the broad 25 objectives of NIEO as conceptualised by Ervin Laszlo, Robert Baker, Elliott Eisenberg[20] included the following:

- Establishing organisations and associations of primary producers to protect their rights.
- Assuring an equitable relationship between the export and import prices through long run regulations in developing countries.
- Adjusting the economic policies of developed countries to facilitate the expansion and diversification of the exports of developing countries.
- Improving and intensifying the trade relations between countries having different social and economic systems.
- Strengthening the economic and technical cooperation among developing countries.
- Assuring adequate participation by developing nations in World Bank and IMF decision making.
- Increasing the transfer of resources through World Bank and IMF.
- Establishing mechanisms for Transfer of Technology to developing nations.
- Improving the competitiveness of the Natural Resources and ending their waste.
- Providing equitable access to the resources of sea bed and the ocean floor.
- Restructuring the social and economic sections of the United Nations.

The driving principles of the NIEO as summarised by Jerzy Makarczyk [21] in "Principles of a New International Economic Order" are that "any attempt at analysing the basis of the economic, political or other relations

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between the states should concentrate on the evaluation of their completeness, hierarchical order and interrelationship".

The charter of the NIEO focussed on the principle of Equity. The Economic aspects of the New International Order, featuring in the communiqué issued at the International Meeting[22] are reproduced verbatim as under:

a) The prerequisites of a more rapid, further economic advance of the developing countries are their continued industrialization and their increase in the volume of non-traditional exports of manufactured goods. The aim would be to overcome the economic disadvantages resulting low differentiation, i.e. specialization in the production of agriculture and raw materials. Furthermore, a rise in export earnings is essential to enable developing countries to cover the heavy service payments due on their external debt.

b) The process of industrialization of developing countries requires adequate industrial strategies of the advanced countries, e.g. reduction of labour-intensive industries and protectionist policies by advanced countries.

c) The developing countries aided by the developed countries should aim at improvements in their agricultural sector and the stabilization of primary product markets.

d) Developed and less developed countries should strive for an internationally managed economic solution embracing the main factors determining the pattern of domestic and international productive investment.

e) The importance was stressed for the developing countries to aim at greater economic independence by financing a larger percentage of investment out of increased domestic savings. The ability to do so will be closely correlated with their export potential and size of per capita income.

f) To consolidate the existing external debt of developing countries into a more appropriate maturity structure.

g) To reduce the commitments of the less developed countries to the private banking system and to ensure an increased flow of financial resources to the developing world, especially on a concessionary basis.

h) To match more appropriately than has been the case in the recent past the financial needs of the less developed countries (e.g. for short-term balance-of-payments finance, trade finance, project finance, infrastructure and social investment, etc.) and the particular type of financial provision (short and medium-term bank credit, IMF lending, long-term development agency finance, etc.).

In layman's language, global implications of New Economic Order were based on following hypotheses

a) The concept of the New International Economic Order must be seen as a part of a global pattern of cultural development.

b) Therefore, a holistic or systemic approach is indicated as the only legitimate approach.

c) A scientific approach should include: (i) Reliance on fact-finding, (ii) Inductive reference, (iii) Cross-cultural comparison.

d) The principles as expressed in the resolution of the United Nations concerning the establishment of a New International Economic Order should not only be discussed in an abstract and formal manner. Those principles should be transformed into rules of international law. Special emphasis should be given to the recognition of the fundamental social rights as part of the system of human rights, not only on a national level, but as guiding rule of the transnational responsibility of states.

e) Any global approach has to include not only the aspect of fact-finding (descriptive level), but above all the aspect of ethics (normative level).

f) Therefore, the system of international economic relations is not exclusively related to "pure" (immanent) economic concepts, but it is linked, in its very essence, with ethical principles of mutual responsibility on a transnational level.

g) It will be necessary, therefore, that commonly accepted principles of "social" policy, already accepted on the level of national governments, will be implemented as rules of the economic and diplomatic relations between sovereign states. The global inter-dependence will make it necessary to give up the

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traditional *do ut des* principle as guiding rule of foreign policy; it should be replaced by the multi-dimensional concept of solidarity.

h) A prerequisite for the establishment of a New International Economic Order lies in tolerance and in a spiritual predisposition to open oneself to a dialogue with the members of the human community, as the present-day mankind has to live with antinomies and with the fact of complex and not entirely soluble conflicts, without prejudice to constant search for peace and global development.

i) A dramatic change of attitudes and mind - especially in the developed and former colonialist countries - is required to the effect of a shifting the emphasis from having to being, and from consumption to quality of life.

The most significant question is as **to what extent did the New Economic Order succeed in realising its underlying objectives**. This coaxes us to scrutinise the manner in which it was implemented and the degree of effectiveness with which it aimed at handling the emerging economic issues.

The hard fact remains that the NIEO was forgotten within few years of its inception. As Nils Gilman[23] rightly said in "The New International Economic Order: A Reintroduction" that "already in the early 1980s, the conventional wisdom among mainstream analysts in the Anglophone academy was that NIEO had always been doomed to failure."

But has the erstwhile 20th century economic order collapsed actually or re-emerged in the new avatar?

The latest focus of the economic strategies being adopted globally suggests that the conventional belief about **the 20th century economic order having failed, does not seem substantiated**. This assumption seems to be based on some of the following reasons:

(a) Historically the US administration was simply startled with suddenly rising influence of developing nations in the whole gamut of the new economic activity when it declared that the United States must launch an attack on NIEO. The Brandt Commission turned out merely to be a treacherous plan to divert attention from other pressing issues that the US administration was facing at that point in time. In fact, the perceived miscarriage of the NIEO was caused based on a thoughtful and resolute tactics of north, complemented by the strategic choices of the south.

(b) The key objective of the NIEO, ie improvement in the economic position of south in the global economy had actually been confounded with the advanced economies registering a growth of approximately 80% of international GDP in 1970s when the NIEO was launched which fell to mere 57% by 2009. It was against the emerging market economies of the south which exhibited a hike of nearly 40 % of the total world's GDP through their efforts.

(c) Though theoretically the NIEO was construed as a failure, it is more prudent to see its impact in todays' socio-political movements, which are being pursued for betterment of future generations to enable them realise their aspirations. It implies that though the specific conceptual aims of the NIEO could not be achieved in totality, the reinforced focus on the latest thinking on the lines of erstwhile NIEO remains significant even today.

(d) The latest avatar of NIEO is visible today in global multilateral negotiations being constantly undertaken with regards to pressing issues e.g. climate change and international economic cooperation. The G-77 also believes that the north should ensure Transfer of Technology to south countries. In fact, the NIEO's latest image of a universal mandate remains valid in the form of climate negotiations that have become the global concern today.

(e) The entrenched liberalism and modernization are still deeply established in the Western nations. The so called "Third World ideology" offers a dramatic break from the North Atlantic domination of the world economy carrying on since times immemorial.

(f) As the latest trends go, today the environmentalists are giving frantic calls for environment protection. The military history, tells us that an event like Vietnam War reaffirmed the fact that even insignificant small nations of south could challenge the resolute military potency of unarguably super powers.

(g) The ruin of the Bretton Woods system had showcased the delicateness of global institutions. The formulation of OPEC showed that camaraderie among primary producers has potential to significantly reshape the global business dealings in favour of traditionally poor states. This also drove home the point

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that corporate powers can potentially assert control over the economies worldwide, reconfirming the fact that this domination had always been a favoured plausible economic alternative.

(h) The profane inertia that followed in face of intensified economic inequalities, has accentuated the urgency for identifying the alternatives to the existing world order that followed the NIEO. A need to revisit the concept of NIEO emanated from that process. There was therefore a positive need to re-appreciate the need for the NIEO in face of the contemporary geopolitical equations.

IS THE 20TH CENTURY VINTAGE ECONOMIC ORDER STILL RELEVANT IN THE 21 CENTURY INDIA?

The NIEO of 1970s, conceived as a tool to protect the interests of the developing countries against economic exploits by the big powers has adroitly adapted itself to the changing economic inclinations of the 21st century taking the shape of a new macro socio-politico-economic order catering for much larger possibilities than ever before. This firmly holds ground when we look at the changed focus and the current Key Result Areas (KRAs) of the Indian government of the day, some of which can be analysed as under: -

- **Increased focus on trans-border trade cooperation**. This is the most important Key Result Area of all the modern governments today. India is the latest example of this trend wherein the national government is opening the doors wide open to the trans-border trade relations.
- **Enhanced focus on development of renewable energy sources**. As the conventional sources of energy are fast depleting this assumes greater significance in light of the encouragement being given by the present-day government to the cause of new and renewable energy resources.
- **Protection of consumer rights**. This has become the modern feature of consumerism today whereby the consumer assumes a decisive position in the entire gamut of economic activity. Today's market has become highly consumer oriented.
- **Focus on interests of labour/worker class**. The workers form a decisive force in the economic activity in any nation and especially India… a labour intensive country.
- **Increased degree of Globalization**. The rising focus on globalization has come to affect every aspect of human life today covering a wide array of activities in social, economic, political and cultural. Globalization has assumed an all-pervasive position in our lives today.
- **Increased scope for Liberalisation**. The liberalism is not a thought process but a way of life in India whereby the entire thinking of mankind has become unquestionably liberal.
- **Increased degree of Privatisation**. Privatisation is a corollary of globalization and liberalisation which has come to occupy a dominant position in the economic sphere in India today. The New Economic Policy brought out by Shri Manmohan Singh as Prime Minister of India in 1990s marked a beginning of an India which showed leanings towards Privatisation.
- **Increased focus on self-reliance i.e. Make in India and FDI**. No economic activity is complete until it is backed by self-reliance. The current government has placed a lot of emphasis on increased Foreign Direct Investment (FDI) in various sectors of economy particularly in Insurance, Railway and Defence sectors.
- **Start Ups**. Another giant step taken by the government of the day is promoting the talent available in India in the form of Start-Ups wherein the budding talent is encouraged to start the ventures related to their core competence with active support from the government.
- **Rapid industrialisation**. This is an offshoot of the liberal economic policies and resolve of the government towards rapid industrial growth. In fact, the Make-in-India initiative is the biggest hallmark of the rapid industrialisation in India.
- **Banking reforms, credit policies**. The government laid stress on banking reforms and improved credit policies which would go a long way in ensuring availability of capital at the disposal of capable individuals. This would help them making their valuable contribution to the economy through initiation of economic ventures created consequent upon availability of capital obtained from the banking sector.
- **Quality at competitive cost**. The higher the number of economic ventures the higher will be competition and higher would be the quality standards observed by the entrepreneurs. There are tremendous chances of having quality goods at the most competitive costs.
- **Economic Protection of weaker sections of society**. In the era of excessive privatisation and rapid industrialisation, there is likelihood of exploitation of the weaker sections of society. The government

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therefore has kept focus on protection of economic rights of the weaker sections in society through unbiased monetary and fiscal policies with special emphasis on social aspects of economic life.

- **Enhanced use of internet and e-commerce**. This is the new development in the 21st century which is a direct offshoot of the globalisation and in fact has assumed the role of a cause as well effect thereof. The increased utilisation of internet for commercial purposes has led to enhanced transparency and rapidity in economic and business operations globally.
- **Increased focus on business studies and strategic management**. All the activities connected to the above avatars of NIEO in 21st century have led to the emergence of a new approach to the study of business management. The entrepreneurs of the day think and talk the language of Business Strategy. This has led to the adoption of the discipline of Strategic Management being taught in all the major institutions offering courses in business management today.

But there are also numerous **challenges to the new economic order** which are rendering a negative tone to the NIEO as it exists today. Some of these can be seen as under:-

- The increasing degree of capitalistic postures of the economy and higher costs of running the media houses have led to the media ownership gradually getting vested into the hands of few select big business houses which in a way has led to the loss of autonomy and decline in the independence of the media. This is the biggest challenge faced by the NIEO in so far as the modern day's need for media independence is concerned.
- The rising degree of political corruption in high places has led to the economic forces becoming the cause and effects of NIEO in somewhat negative way. The corruption in high places is largely led by the economic forces. However recently the noose tightening around the industrialist-politico-bureaucratic combine has strengthened the hope that this would be tackled effectively.
- The increased significance of economic factors also leads to the sphere of social legislation whereby the economic factors in legislation are given greater weightage than the social considerations. This is also due to the enhanced interests of the business forces in the process of national governance.

CONCLUSION

However, notwithstanding the above few negatives actually outweighing the positives, we can safely be certain that the New International Economic Order of yesteryears has adapted itself smartly in the current scenario as an effective means of the overall national economic progress which happens to be the Key Result Area of the present government ever since it came to power in June 2014. The underlying principles of erstwhile NIEO remain almost the same except that its application today aims to address the wide discipline not only of overall national economic development but also the global economic growth- in the process whereof India has recently taken a demonstrated lead as an emerging regional and international power. The NIEO as it exists today not only is proving to be a potent tool of economic development in India but is also trying to potentially help all the stakeholders in small and weaker nations of the subcontinent, directly as well as indirectly. There is no misgiving about the fact that the NIEO of yesteryears has come to greatly transform itself into the modern concept of overall globalisation which is benefitting not only Indian socio-politico-economy but also the cross-section of world citizenry.

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