

Proceedings of the Virtual
International Conference on

MULTIDISCIPLINARY INNOVATIONS IN EDUCATION, COMMERCE AND MANAGEMENT RESEARCH



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**PROCEEDINGS OF THE
VIRTUAL INTERNATIONAL CONFERENCE
ON
MULTIDISCIPLINARY INNOVATIONS
IN EDUCATION, COMMERCE AND
MANAGEMENT RESEARCH**

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MESSAGE



**"Profound Joy of the heart is like a magnet that indicates the path of life
Real Joy comes from doing something worthwhile."**

- Mother Teresa

With immense pleasure I place my congratulations and appreciations to the organizers of this International Virtual Conference on "MIECMR - 2021" scheduled on 7th November 2021.

**"Research drives innovation and
Innovation drives change."**

The title selected for the Conference is highly relevant and significant for the present scenario. It is not enough to know more and do more and have more. All this must lead to becoming more, more human and more compassionate. This gathering of Business professionals, Academicians, Researchers, and the students definitely make this juncture as platform to discuss, exchange views and present papers.

"Academic success Depends on Research Publications"

This International Conference focuses on Multi-Disciplinary Innovations in Business and Management Research must be known by researchers, professionals, academicians and corporate delegates to transform education and innovation in business and management globally. We build a new name, new opportunities and a new future through this edition. We are strengthening ourselves in the field of Commerce and Management Research.

I appreciate the hard work, involvement and efforts taken by the team of HOD, Staff, and Students in organizing this Seminar. I congratulate each and everyone contributed to the success in making this book a comprehensive and resourceful book in future.

I am sure this conference will be a milestone in ensuring the highest standards in this profession.

Rev.Dr.Sr.C.Jothimary
Principal
Idhaya College for Women, Sarugani

MESSAGE



“Happiness is not something you postpone for the future; it is something you design for the present.”

-Jim Rohn

I extend my jubilant wishes to the PG Department of Commerce organizing the Virtual International Conference on “**Multidisciplinary Innovations In Educational, Commerce And Management Research**” on 7th November 2021. This conference aims to bring out the latest concepts in research.

The departments have really worked hard for this conference. Faculty members and research scholars from other colleges will surely share their views and knowledge.

I extend my wholehearted whishes to the Head, Faculty members and students for their incredible effort to make this conference a successful one.

A handwritten signature in black ink, appearing to read "M. Karthikeyan".

Dr. M.KARTHIKEYAN
Principal
K.S.R College of Arts and Science for Women

MESSAGE



I am elated to note that CAPE Forum – You Trust has organized an International Virtual Conference on '**Multidisciplinary Innovations in Education, Commerce and Management Research (MIECMR)**' in association with our K.S.R College of Arts and Science for Women and other esteemed institutions in India and abroad. I thank our Management and Principal for having accorded permission for us to take part in this conference. Innovations are inevitable in every field of research. This conference focuses on the most significant disciplines – Education, Commerce and Management. These disciplines have witnesses a lot of innovations in the recent past. Particularly during the pandemic period, the contribution of researchers in these fields is really noteworthy. In the Education field, blended learning has come into existence rapidly. Commerce has been transformed into effective e-Commerce than the past. Management has moved to virtual mode with convenient and comfortable administration. On the one side, Covid 19 has affected the people, business, livelihood, etc while there have been plenty of opportunities opened up on the other side. Even though the business places are closed businesses have been opened. Many employed have become self-employed due to job and income losses. This conference would be the right platform for the stakeholders to exchange their ideas and to construct a new normal world.

I would like to congratulate Dr. SubathraChelladurai, the Convenor and the organizing secretaries for having initiated to organize such a wonderful conference. I would like to place on record my sincere gratitude to all the international guests and speakers. I wish the conference a grand success.

A handwritten signature in green ink, appearing to read "Dr. D. Kumaresan".

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Chief Advisor, CAPE FORUM – YOU TRUST,
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Prospects of Health Insurance Scheme in India

Abin P Jose

Research Scholar, Govt Arts College (University of Kerala), Trivandrum

Abstract : Health Insurance Scheme is one of the innovative schemes in post independent India. Nowadays, both the rural and urban people are more educated and more health conscious than ever before. So, health insurance has become an inevitable service in modern life in India. In India, health insurance service has been taken up by government sector and private sector alike. Recently, many private sector insurance companies entered into the insurance market and offer a wide range of facilities to the consumers. Liberalisation also accelerated this trend. As a result, so many foreign agencies also entered into insurance market. Thus, the scope of health insurance sector is becoming wider day by day. Government of India now gives much importance to the progress of health insurance scheme. The government has decided to cover the medical aids and treatments of entire population such as free drugs, insurance for serious diseases under National Health Assurance Mission of Universal Health Insurance. Majority number of the population of India comprises educated youths and senior citizens who are well aware of the need for protection against life style diseases. In addition to that tax benefits should also be taken into account. So, the companies are expanding their business and competitiveness in the market. Companies have become more centric, beneficial in services mainly thanks to modern technology. However, there are some structural problems faced by the companies such as the changing need of customers, inadequate understanding of products, high claim ratios..etc. This situation provokes the companies to innovate products on all fronts. The present study is an almost thorough analysis of the present health insurance scenario, opportunities and challenges of Health Insurance Companies in India.

Keywords: Structural problems, Health Insurance, Opportunities in health insurance, Major Players of health insurance

1. INTRODUCTION

There is a popular proverb: "If you lose wealth, nothing is lost. If you lost health, something is lost. If you lose character, everything is lost". This proverb requires a timely slight connection nowadays. "If you lose health almost everything is lost". Modern lifestyle has earned us a lot of lifestyle diseases and even new types of contagions. They are now involved in regular checkups, gym, yoga and other preventive health care. Health insurance is the insurance against loss through illness or injury. Insurance provide compensation for medical expenses and sometimes income for disability. Government of India has introduced many schemes regarding health insurance such as Rashtriya Swasthiya Bima Yojana (RSBY), Employment State Insurance Scheme (ESIS), Universal Health Insurance Scheme (UHIS), Aam Aadmi Bima Yojana (AABY),..etc. with a view to moulding a healthy India. Now, under the Govt of India, there are eight insurance and social security schemes for helping common people. Insurance sector has undergone many changes after the liberalisation in 1991. An important bill got passed in the parliament called IRDA (Insurance Regulatory and Development Authority Act) 1999. After that, IRDA is regulating the insurance sector and encouraging insurance companies to develop new products with the help of modern technology and novel distribution channels. At present, many private players and foreign players are investing in this

Analysis on Saving Habits of Students for their Sustainable Economic Development

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Abstract : The present study is carried out in Tirunelveli Taluk on undergraduate and post graduate students, regarding the ‘saving behaviour’. The progression of saving habit is to magnify capital formation, industrial growth, and economic growth and bring down the financial burden of the parents. The main objective of the study is to examine the saving behavior among the college students. Data has been collected through personal survey. The results portrays that the students want to save money and they know the positive outcomes of savings.

Key words: Saving behavior, Source of Income, Importance of savings, Reasons to save money

1. INTRODUCTION

Saving is the amount left over a person’s spending is less from his or her expendable income. In economic point of view saving means, a procedure of setting aside a certain amount of income for future safety, or the resources cumulated in this way over a period of time. Saving may take the form of cash in hand and at bank, purchase of shares and bonds, and etc.

With the growth of development and advancement, the payout pattern has undergone extra ordinary change. The initiation of plastic or digital money such as credit cards, debit cards etc. and online shopping has promoted the changing spending process and lower saving habits among the students. Due to lack of financial literacy awareness, students do not understand the importance of savings in the short period. The earlier we start to save tiny amount monthly it will lead to achieve a big goal. India is a young country with a large young population of below 35 years of age. In now days where economic policy changes, would severely affect the savings of the people, the role of financial awareness among students is become very important for their brightful future

2. REVIEW OF LITERATURE

Browning & Lusardi, (1996)¹, The word “saving” contained broad-based meaning and numerous explanations. In economic contexts, saving is defined as the residual income after deducting current consumption over a certain period of time. Conversely, saving in psychological context is referred to the process of not spending money for current period in order to be used in future.

Garman & Forgue, (1997) Warneryd, (1999)² In other word, saving behaviour is the combination of perceptions of future needs, a saving decision and a saving action. On the other hand, people are

likely to define saving as investing, putting money in a bank account, speculating and paying off mortgages. Financial literacy is defined as sufficient knowledge of personal finance facts and terms for successful personal financial management.

Anthes (2004) Hoynes and McFadden, 1996; Dummann,(2008)³; defines financial literacy as the ability to read, analyse, manage and communicate about the personal financial conditions that affect the material well-being. Mostly, savings are being regarded in the form of deposit accounts, which come with an interest rate. But we can also speak about personal savings, which include investments (in stocks, bonds, real estate etc) as well as deposits.

Brugiavini,(2012)⁴ Study reveals that the household level, clearly, savings are being regarded as the difference in wealth between periods. However, there is still a lot of discussion on the elements of wealth. A large part of the literature concerned with savings has tended to consider only the net financial wealth.

Euwals et al., 2000; Attanasio and Rohwedder,(2003)⁵ In their studies, capital gains on real estate or durable consumption goods such as cars, motorcycles, boats and caravans are not taken into consideration. The reason for this is that net financial wealth is more liquid and this makes it more likely to influence savings.

M.Gowri, (2013)⁶ collected data through interviews from the young employees in Coimbatore city to assess the level of financial literacy among them. The data reports lack of financial literacy among the employees. The paper also discusses the determinants of financial literacy, their attitudes and behavior towards meeting their financial goals.

3. STATEMENT OF THE PROBLEM

Finance plays a vital role in economics. This source of finance is arising through savings only. So the cultivation of saving behavior among students is needed one. In this content college students saving behavior are analysed.

4. METHODOLOGY

The study is based on both primary and secondary data. The primary data have been collected with the help of questionnaire; it was prepared and distributed to 90 students with an object to collect necessary data related to saving behavior among college students in Tirunelveli District. The secondary data were collected through various sources such as, libraries, books, magazines, journals, websites, etc.

5. LIMITATIONS OF THE STUDY

The present studies analyze only the saving behavior among students in Tirunelveli District and it is not generalized for the whole population. The sample size was limited to 90 respondents due to time constraints

6. SAMPLING DESIGN

The Convenience sampling method was adopted for this study. The researcher has selected 90 sample respondents for the study.

Hypothesis (H_0)

There is no association relationship between educational qualification and level of opinion about the reasons to save money.

Mean = 66.5; Standard Deviation= 28.8; High = Mean + SD = 95.3; Low = Mean - SD= 37.7

Table No. 1 Relationship between Qualification and Level of opinion

Observed frequency		Level of Opinion			
Education		Low	Medium	High	Total
Higher Secondary	5	9	3	17	
Graduation	9	31	7	47	
Post graduation	9	5	5	19	
Professional degree	2	1	4	7	
Total	25	46	19	90	

Source : Primary Data

Table No. 2 Level of opinion

Expected frequency		Level of Opinion			
Education		Low	Medium	High	Total
Higher Secondary	5.04	9.36	3.6	18	
Graduation	12.6	23.4	9.00	45	
Post graduation	5.54	10.29	3.96	20	
Professional degree	2.01	3.75	1.44	7	
Total	25	47	18	90	

Source: Computed Data

Table No. 3 Calculation of Chi Square Value

O	E	O – E	(O-E) ²	(O-E) ² / E
5	5.04	0.21	0.06	0.009
9	12.6	-3.6	17.28	1.028
9	5.5	3.45	15.94	1.329
2	2.01	-0.52	0.36	0.133
9	9.36	-0.36	0.17	0.013
30	23.4	7.35	72.03	2.308
6	10.29	-5.05	33.96	2.474
1	3.74	-1.50	2.97	0.595
3	3.60	0.15	0.03	0.006
6	9.00	-3.75	18.75	1.562
6	3.96	1.29	2.22	0.420
4	1.44	2.31	7.12	3.706
Total				13.583

Source: Computed Data

Level of significance = 5%; Degree of Freedom = $(R - 1)(C - 1) = (4 - 1)(3 - 1) = 6$
 Table Value = 8.72; Calculated Value = 19.622

As the calculated value is more than the table value, **the hypothesis is rejected at 5% level of significance.** Hence, there is association relationship between educational qualification and level of opinion about the reasons to save the money.

Weighted average Ranking

In this question the respondents are asked to rank the reasons to save the money on given scale of 1 to 5, calculating total weights have been assigned in the descending order of rank by multiplying the weights with the corresponding number of respondent to get the individual scores which on summation of the individual scores gives a total score for concerned statements.

Rank I – 5 weights Rank II – 4 weights Rank III – 3 weights Rank IV – 2 weights
 Rank V – 1 weight.

Table 4.4 Reason to save the money by the students

S.No	Variable	Mean score	Average	Rank
1	Higher studies	4929	41.07	I
2	Future security	4736	39.48	II
3	Emergency needs	4643	38.69	III
4	Family needs	4167	37.62	IV
5	Set a business after study	4491	37.43	V

Source : Primary Data

Inference

The above table explains that out of five variables, higher studies ranked as first (41.07%), future security is ranked as second (39.48%). Emergency needs are ranked as third, (38.69%). Family needs ranked as fourth (37.62), set a business after study (37.43%) ranked as fifth.

Hypothesis (H_0)

There is no significant difference in the source of income of the respondents and level of opinion about the reasons to save money.

Table 4.5 Relationship between Source of Income and Level of Opinion

Observed frequency		Level of Opinion			
Ages		Low	Medium	High	Total
		3	8	03	14
Pocket money from parents		5	17	8	30
Part-time jobs		8	18	8	34
Odd jobs around the home		3	6	03	12
Full-time holiday job		19	49	22	90
Total					

Source: Primary Data

Table 4.6 ANOVA Table

Sources of variance	Sum of Squares	DF	Mean Square	F
Between Columns	176.4	2	88.2	5.13
Between Rows	189	3	63	4.26
Residual	64.8	6	10.8	
Total	430.2	11		

Source: Computed Data

Table value

For (2, 6) d.f F_{0.05} = 3.56 For (3, 6) d.f F_{0.05} = 3.30

Inference:

The table values of F are more than the calculated value at 5% level of significance. **The hypothesis is rejected.** Hence there is a significance difference between the source of income and level of opinion about the reasons to save money.

7. SCOPE FOR FURTHER RESEARCH

From this study, the following researcher may analyze

- How the small savings play a major role in economics
- Students attitude towards the source of savings

8. CONCLUSION AND SUGGESTION

Now a world having dynamic scenario, in this situation, saving is more important to every person. "A single drop makes an ocean". Proverb fact reveals a smaller amount of savings create investment, capital formation, technology improvement, economy growth and etc., So the cultivation of saving habit is significant. It may do by the teachers at primary level in schools. It is needed for security, emergency situation and achieves the desires in life. In economic, investment, capital, production, employment and economic growth are made. In social point of view, employment opportunity and standard of living are improved. In this study the saving behavior is analyzed.

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sector. In short, awareness and popularity of non-life insurance is increasing in India. Recent reports show that motor insurance dominated non-life by 43% followed by health insurance at 25%. Rise in middle class higher hospitalisation cost expensive health care, digitisation, increase in awareness index are some of the important factors for the growth of health insurance market. So, health insurance sector in India has huge opportunities to be grasped by private sector players and foreign health insurance companies. This paper deals with the opportunities and challenges faced by health insurance sector in India.

2. OBJECTIVES

- To probe the growth of opportunities in the sector
- To learn in detail the present trends of health insurance sector in India
- To examine threats in health insurance sector

3. RESEARCH METHODOLOGY

The present study is descriptive in nature. For the collections of required information, secondary method of data collection are used. The secondary data has been collected from the available literature from Text books, Journals, Magazines, Newspapers, Annual reports and from various websites.

Scope of the study

In health insurance realm, we have plenty of opportunity due to the gap between healthcare spending which is covered by health insurance. Health Insurance in vogue today because of change in lifestyle, lifestyle disease, rising of educated people and middle class. So, growth and scope are immense in this sector.

Review Of Literature

An attempt is made to review the previous literatures regarding the health insurance.

A study held by **Aggarwal et al. (2013)** dealt with Innovations and challenges of health insurance sector. As per the study product development and innovation both are crucial for new customers and existing customers .

In the above studies **Akila (2013)** pointed out that health insurance sector has the greatest potential in India and the penetration to be exercised faster with the help of various marketing activities like micro finance ,extensive coverage of ailments, Improving the reimbursement machinery, encouraging Individual policy holders and service agents etc .Increasing health care cost, developing awareness about Health Insurance, community based new groups and new policy adopted by the government are some opportunities for health insurance market.

A study carried out by **Garg (2013)** stressed that respondents are satisfied with private sector insurance companies than the public sector. Main factor identified for satisfaction of the respondents are claim settlement, sales force, time taken for the policy issuance, compliant handling mechanism.

A Study held by **Deloitte (2015)** on “healthcare outlook India” assessed that spending on health care in India was 5% of GDP in 2013 and is expected to remain level. Government’s low spending on health care is burdening the patients and their families. Healthcare sector in India is confronting several problems like lack of proper infrastructure, shortage of medical staff. Health insurance sector are offering different plans for poor and employees for better accessibility of health care.

Gill & Kansra (2014) in their research paper examined trends and challenges observed that claim paid percentage had risen than premium percentage which are the severest challenge and they realise the prospects of health insurance industry seems bright. Opportunities conclude by them are rise in

medical cost, specialized treatment become frequent due to the rise in income pattern, low public expenditure on health and family welfare.

A Study performed by **Itumalla et al. (2016)** emphasized on the present health insurance scenario and issues and challenges facing by health insurance sector in India. The study points out that private sector non life insurers contribute 26 % of gross health insurance premium and 12% contributed by stand alone health insurance. Health insurance sector are facing some challenges which has low awareness levels, problem with staff, claim settlement and claim processing issues. Lack of affordability and distribution channels are more issues with health insurance sector.

Insurance

It is a means of protection from financial loss. It is a kind of risk management device to fence against the risk of contingent uncertain loss. Also, it is a legal contract through which the insurer get claims against his/her loss. There are many types of insurances such as Health Insurance, Auto Insurance, marine Insurance, Fire Insurance...etc.

Concept of Health Insurance

An individual or a group can purchase health care coverage in advance by paying fee called premium. Broadly speaking, it would be any arrangement that helps to defe, delay, reduce or altogether avoid payment for healthcare incurred by individuals and household. It covers medical expenses like the treatment of the diseases and hospitalization.

Financing in Health Sector

India's health care has been growing at very low pace. It is seen that in 2013, spending on health care in India was an estimated 5% of GDP. After that a rectilinear progress can be seen. Since good doctors are in urban areas rather than poor rural areas, the India Govt is trying its best to set this situation right in many ways. There is tremendous increase in health care cost, increasing burden of new diseases and health risk, neglect of preventive and primary care due to under funding of Govt health care. For better treatment, so many people prefer private hospitals that are very expensive. So, Govt sector is striving to provide better and less expensive medical treatments, other forms of healthcare and health insurance is the best solution for this.

4. MAJOR PLAYERS IN HEALTH INSURANCE INDUSTRY

Insurance players are divided into three main types:

Government sector/ Public Sector Providers

Major premium underwritten in health insurance is from public sector players. Prominent among them are New India assurance, United India Insurance, Oriental insurance. Also, Govt directly provides health insurance schemes for the population. Eg: AABY, RSBY...etc.

Private Sector Providers

Private sector health insurance is conducted by four big players. They are bajaj Allianz, ICICI Lombard, Reliance general Insurance and HDFC ERGO. There are also some others such as Bharti-AXA, Cholamandalam, IFFCOTOKIO, Royal Sundaram, TATA AIG ...etc

Stand Alone Providers

According to IRDA report, there are five private sector insurers registered to underwrite health insurance policies companies. They are Allied Insurance, Apollo Munich, MaxBupa, Religare and Cigna TTK health insurance company Ltd.

Types of Health Insurance

We have different types of health insurance schemes in India. Some are based on private funding, some are provided by NGOs and some are Govt provided. Broadly, Health Insurance can be classified into:

- a) NGO Co Operative Based
- b) Govt Health Insurance Schemes
- c) Market Based Insurance
- d) Employer Provided Insurance Scheme

All insurance companies provide different insurance plans like senior citizen, Critical illness, family Floater and Maternity Insurance...etc

5. OPPORTUNITIES IN HEALTH INSURANCE SECTOR

Health Insurance Sector offers a lot of opportunities as this sector maintained double digit growth during the last fiscal year. This sector has been witnessing a quick expansion and has significant growth potential for future as well. Actually, multiple factors drive this growth. Innovation in health insurance is a significant factor (IRDAI Annual Report). New products, New Services, New Distribution Channelsetc lead to the innovations in this sector. Companies are functioning on all these perspectives. The major opportunities that are giving boost to health insurance market are given below:

High Potential Market

Potential for health insurance market is very high. The growth shows a compound annual growth rate of 25% and is still on the steady rise. In comparison with other countries, the out of pocket expenditure is very high in India. As per the report of WHO, (World Health Organisation), 60% of total health expenditure in India was paid by common man from his pocket. Infact, our people are not accepting health insurance as financial tool. They think that health insurance is only meant for medical emergencies. Majority of people opted Employer provided schemes only. Gradually, learning from easily available sources of knowledge, the common people have realized the importance of having health insurance owing to the rising cost of medicines and treatment.

Owing to the use of modern technologies and drugs, the health care cost has considerably risen. For instance, the use of Fibrinolysis and Angioplasty treatment are very costly. Lifestyle diseases are also increasingly due to various reasons. India is half humorously called the Diabetes Capital Of The World. Here, 50 million people suffer from Type 2 diabetes. This fact is alarming.

Apart from diabetes, the other major lifestyle diseases are obesity, Blood Glucose, B P ...etc. Health Insurance is the best option to meet these health care needs. Health Insurance protects against unexpected cost. Companies are now compelled to give more benefits in low prices as more and more people are becoming more aware and people are out to seek more sophisticated plans.

Consciousness and Avenues

The level of consciousness among consumers is rising up day by day. Health Insurance Companies go on giving advertisements on social media. These ads are so fascinating and impressive that they get imprinted in the minds of consumers. For Instance, a house wife does not add sufficient salt in dishes. Because her husband is high BP patient. He always complains. Yet she is adamund. These sort of ads motivate consumers to depend on health insurances. Thus, the companies are playing all kinds of tricks and techniques to make the public aware of the need of Health Insurance. They almost succeed in convincing the public of the benefits of Health Insurance. Some companies even approached morning walker in the parks and started selling insurances in such places.

Max Bupa introduced and propagated the caption “Walk For Health”. Star Health prompted the approach “World Diabetics Day” in Kerala by means of a Grand rally. Through communication among friends and other families also people get awareness now. Government as well as private players earnestly seek to reach the rival markets and remote areas. All the companies strive to make their products cost effective to attract the public. Bajaj Allianz now thinks of opening around 4000 virtual offices in the country in recent future for offering health insurance solutions. Health insurance Companies also maintain proper link with the banks which already have had their branches in remote areas to provide health insurance. TATA AIG Insurance companies have different plans targeting rural population.

Product Initiatives

By means of product innovation insurance, the companies try to attain healthcare conditions for people. Now the companies not only take care of financial concerns in the time of health emergency, but give access to routine and preventive healthcare elements as well. It is a novel advance in the field. Besides, in times of crisis, insurer is eligible for benefits such as transportation of family members, purchase blood disability allowance..etc. Our age now witness the revival of our traditional ayurvedic regimen along with homeopathy treatment. Strangely enough, despite the traditional ayurvedic conventions, modern type of physiotherapy is also in vogue today. Their expenses are also covered under the retail mediclaim policy. Such facilities were not available in the market three or four years back. Adventure sports and terrorist activities also come under the coverage of Insurance Companies such as HDFC, ERGO...etc.

In product innovation Appollo Munich Health Insurance launched ‘Dengue care Plan’ which got FICCI award in 2016. Such types of product innovations are giving health insurance a boost. The Insurance Regulatory Development Authority ventured to carry out many regulatory changes in health insurance scheme in 2016. These regulations have the potential to change the way products have been traditionally covered. Naturally in coming years, we can see more customized policies, disease specific products, Micro Insurance Product, Focused Coverage..etc on the cards.

Worth and Value Added Services (Service Innovation)

Along with product innovation, companies offer wellness program and are doing value addition to their products. At present, health insurance is moving towards health care. In recent future, health executives will be there for helping deal with life style diseases and reduce their out of pocket spending towards healthcare. The companies are already offering value addition services such as discount on OPd & IPD treatments, eye dental checkups, pharmacies, health checkups..etc. The companies are offering their customers various wellness services. For example Discount at spas, wellness treatment, GYM, Yoga...etc. For example: “Health Connect” for a select customer base, offering discounted health packages, medical second opinion tie up, A 24 hour Doctor on call facility and a wellness package introduced by PNB Metlife. Apollo Munich, a joint venture between the Apollo group of hospitals and Munich Health is a major provider of add on services and there is a non extra cost involved in such ventures. The Appollo Munich provides cash less hospitalization for network hospitals in India.

The desired scope of health insurance schemes

A lot of opportunity can be seen in health insurance sector because of a regulation set by IRDA. Now a policy holder can switch from one insurer to another insurer or one plan to other plan. If a customer is dissatisfied with the existing health insurance product, that person can shift to another company.

Index of General Literacy & Health Literacy

Now, India's literacy rate is above 755 and it is increasing day by day. When literacy rate increases, people are becoming more and more concerned about their health issues and getting aware of the new developments and innovations in Insurance Sector. People have now got access to modern information technologies like internet. That way, health literacy enables the common people to

understand and use healthcare information to make appropriate health decisions and follow instructions for treatment.

The present for quality healthcare

Population is setting highly educated and they are now conscious of healthcare. Naturally, they are demanding for better quality healthcare. Now a lot of private hospitals are providing services like five star hotels. Thus, health care sectors are booming and helping insurance sector to make use of this opportunity. As healthcare services are becoming expensive the consumers tend to turn to health insurance schemes.

Digitization

With the advent of technology and internet..etc, the consumers attitude has changed much in the last 15 years. Policy holders experience of using product can be increased using digital and mobile platforms. Now, the instant claim approval and preventive healthcare are already available through internet and mobile apps. The health insurance domain is driven by technology, customized products and services beyond insurance. Policybazar.com are some companies which are giving platform to purchase and sell insurance of different companies or even can compare the prices of insurance companies.

Government Innovation

Both central and state governments are playing significant role in insurance field. They have come up with new policies and schemes for poor section of society. For instance, recently Haryana and some other state governments are taking initiatives in this section. The governments have provided many schemes such as Rashtriya Swasthiya Bima Yojana (RSBY), Aam Aadmi Bima Yojana (AABY), Employment state Insurance Scheme (ESIS), Universal Health Insurance Scheme (UHIS)...etc. Thus, we have plenty of opportunities giving boost to health insurance sector. To attain the maximum number of customers, companies are competing among themselves with the innovation of their products.

6. PRESENT PLIGHT AND CHALLENGES OF HEALTH INSURANCE

The role of distribution channels

Sales forces, sales agents and TPAs are performing the main distribution of health insurance. Infact, many of the sales agents are not adequately educated and they lack proper product knowledge. This is the main impediment in sales of health insurance. Many of them are non responsive and non cooperative. This fact causes many issues with insurance companies. This is the main challenge for insurance companies to convince the customers.

High Claim Ratio

Incurred Claim ratio (ICR) is a ratio of the total value of claims paid or settled the total premium collected in given year.

Claim Settlement Issues

Generally, it is very difficult for the consumers to claim settlement from the companies. Sometimes, the clients do not have clear idea about the terms and conditions and so they make false claims. Naturally, companies cannot fulfill that claims which lead to problems with the customers. Sometimes, the companies during the claims without any specific reason. One of the main problem is the absence of a specific system to check the status of claims.

Increasing Cost

Cost of insurance products and premium are rising up, causing major challenges. Unlike in other matters, people don't plan for their health contingencies. Most of them regard it as extra burden on their pockets.

Absence of reliable infrastructure

The lack of infrastructure is another major challenge. Very often companies fail to understand consumer profile thoroughly. Generally, consumers hide small diseases which lead to wrong premium calculations. In order to avoid high premium, customers generally do not provide full information. It leads to the rise in loss of companies.

Issues related to policy

For the issuance of policies, formalities and documentations are excessive. The terms and conditions are difficult for layman to understand. So, a lot of people avoid taking policies.

Changing requirements of customers

Most of the customers are well educated and well informed about the market. Technology has given much help to the customers. Now, the customers can compare the plans of different insurance companies within 5 minutes. If customer is not satisfied with the policy and services of the company, he/she may shift to another company. So, insurance companies have to be more equipped for the fulfillment of the need of the customers and to provide that they have to provide the customer specific products to fulfill their demand.

The role of foreign players

Now, private and foreign players have entered in market space. It has created much competition in the field. With a view to attracting customers, the companies are adopting different marketing strategies. They are trying to make new customers and retain the existing customers.

Drawbacks In Customer Grievance Management System

The lack of transparency is a big problem. Companies don't have proper grievance management system. The system should be more transparent to satisfy the customers with companies services. Increase in the list of empanelled hospitals has called for new plans for senior citizens government support, quality services....etc.

7. SUGGESTIONS

The companies must resort to new business models with innovations. Innovative products and services should be used to enhance their revenues. India clearly requires a universal health insurance program with the intention to enhance people's access of healthcare especially for the families below the poverty line.

- As medical tourism is in vogue today, the companies have to maximize their service to cater the need of customers
- Health insurers should create consumer trust. Companies can offer individual plans, coverage and premiums are based on individual personal profile and health history
- Innovative services, Innovative distribution channels and trained workforce are urgently required along with quality service and cost control

At present, Health Insurance is struggling with high claim ratio, insufficient data on health insurance claim settlement and disease pattern. The customers' mind set depends on their relationship with the employees. So, the companies should have some common information Bank. Information can help them in assessing the prices, quality, services..etc. Government should also help to promote the health insurance business.

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Consumer Perception towards Security Threats of Digital Payments in Rural Areas of Ramanathapuram District

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Abstract : Digital payment system, the emerging trend has expanded rapidly and enhanced in recent days. Rural people, like the urban, are gradually shifting their payment systems to digital means. Adopting these simple payment methods simplifies the consumer's life and saves people time. When people incline towards digital mode, the challenges and opportunities concurrently intensify. To resolve this, it is pivotal to strengthen cyber security, which has become mandatory in digital payment systems. When people follow the usage protocol within the approved manner, then it may be safe for the consumer. This paper describes consumer perceptions of security threats in digital payments, particularly in rural areas of Ramanathapuram District, as well as the security measures that consumers are taking to combat the threats.

Keywords- Payment system, digital mode, Security, threat, cyber security.

1. INTRODUCTION

Payment by digital means, the smart evolution in this digital era that has entered into every nook and corner of the nation, especially in rural areas that has become handy and convenient through smartphones. The world is getting smarter day by day. The payment system followed by the consumer cuts short time and the process and saves the consumer's time. There are many authorised applications and fintech apps that make the digital payment process easier. Though cashless payment has many advantages, at the end of the day, it has security risks too. While using a third-party website that is unauthorised and fake or malicious applications, through this, unknowingly the user shares sensitive information like PIN, OTP, bank credentials, etc. that makes the hackers easier to filch the consumer information. So the consumer has to follow the security measures to avoid threats like virus attacks (Trojans, etc.), phishing, spoofing, etc. This malicious act leads to illegal admittance and theft of credentials, hence the consumer has to ensure their digital payment is safe and secure. Security measures like changing passwords often, enabling two-factor authentication (e.g. receiving SMS, OTP, etc.), updating the security software, receiving alerts through SMS, and securing applications have to be taken over by the consumer.

2. OBJECTIVE OF THE STUDY

- To divulge the security threat factors in using Digital Payments.
- To expose the security measures to be considered in using Digital Payments.

3 METHODOLOGY

To find out the consumer perception regarding the security threats of digital payment methods in rural areas of Ramanathapuram District, a simple random method was chosen. Primary as well as secondary data collections were conceded out respectively in this study. Primary data that was collected from 70 respondents in the rural areas of Ramanathapuram district exclusively contains the use of questionnaires. Secondary data was collected from various sources like journals, magazines, books, and the Internet. To formulate the study more effectively, the data is reviewed through statistical tools like factor analysis and Garrett ranking.

4. REVIEW OF LITERATURE

Princewill Aigbe , Jackson Akpojaro (2014), In this paper “Analysis of Security Issues in Electronic Payment Systems”, the payment process authentication types and mechanisms were discussed, and it shows that the electronic payment systems with authentication mechanisms that involve two or more authentication factors are more secure and it reduces fraud and encourage users self-assurance in using digital payment systems.

Waqas etal, (2016), Security in Next Generation Mobile Payment Systems: A Comprehensive Survey, This paper explains the security payment systems followed in the mobile payment systems, as digital payments mainly rely on the mobile. Different components of mobile payment systems and their limitations were discussed, and different aspects of security mechanisms that are involved in payment systems were also included. The paper concluded there should be encryption and authentication in each payment because, in the future, the mobile payment system will depend on its features.

Suliman A Salem Ben Ghrbeia,(2020) In this paper Customer perception towards Digital payments there were lack of corporate strategic planning, software, top-level management support, severe shortages of technical skills and support from the government are considered as the barriers of security in the Digital payment system. The paper discussed the relationship existing between the security and the benefits of the Digital payment system and it was inferred that the customers were still unconvinced of the fact that the online transactions could be hacked or through phishing, so it is rather difficult to prove to the customer that the Digital Payment System is very safe and sound.

5. DATA ANALYSIS AND INTERPRETATION

For better understanding the demographic factor like age, gender, marital status, Educational qualification, Occupation and family income data are collected from the 70 respondents that are discussed below.

Table: 1 Demographic Profile of the Respondents

Age of the respondents		
	Frequency	Percent
21-25 years	17	24
26-30 years	18	26
31-35 years	14	20
36-40 years	11	16

41 years and above	10	14
Total	70	100
Gender of the respondents		
Male	38	54
Female	32	46
Total	70	100
Marital status of the respondents		
Married	39	56
Un Married	31	44
Total	70	100
Educational Qualification of the respondents		
Professional	10	14
Post Graduate	18	26
Under Graduate	22	31
Higher Secondary	12	17
Others(ITE/Diploma)	8	11
Total	70	100
Occupation of the respondents		
Entrepreneur/Profession	23	33
Employee/Salaried	26	37
Home Maker	11	16
Student	10	14
Total	70	100
Family Income of the respondents		
Up to Rs.2,00,000	13	19
Rs 2,00,001 – Rs 3,00,000	22	31
Rs.3,00,001-Rs.4,00,000	18	26
Rs.4,00,001 and above	17	24
Total	70	100

Primary data

Inferences:

The first demographic factor is age. The table above depicts that the majority of 18 per cent of the respondents using Digital payments are in the age group of 26-30 Years. The second is gender, Male respondents are high when compared to female respondents with the majority of 38 per cent. The third is marital status, in that 39 per cent of respondents are married. Fourth factor is the educational qualification, majority of the respondents of 22 per cent are under graduate. The fifth is Occupation, it depicts with the majority of 26 per cent using digital payments are Employee/Salaried. Finally the respondents family income are considered and it shows that majority respondents of 22 per cent using Digital payments belong to family income Rs.2, 00,001 to Rs. 3, 00,000 .

6. FACTOR ANALYSIS

The Factor analysis or Dimension reduction is a technique that is used to reduce the dimension of the data into fewer variables.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.693
Bartlett's Test of Sphericity	Approx. Chi-Square	309.085
	df	66
	Sig.	0.000

Sampling Adequacy is defined through Kaiser-Meyer-Olkin. The KMO test value is 0.693 which is more than 0.5, can be considered acceptable and it fits to conduct dimension reduction technique. The significance level of Barlett's Test of Sphericity 0.000 is <0.001 that shows there is a high level of correlation between the variables, that makes it sufficient to proceed with factor analysis technique.

Table 2A:Rotated Component Matrix^a

Variables	Factors	Component			
		1	2	3	4
v1	Usage of Mistrustful websites	0.821			
v8	Losing of gadgets that are used for digital payments	0.797			
v3	Debit/Credit card swindle	0.753	0.466		
v2	Phishing/Vishing	0.706			
v5	Stealing security credentials		0.874		
v6	POS(Point of sale) fraud		0.768		
v7	Obscurity(Not traceable)			0.729	
v9	Sharing Confidential data			0.641	
v12	Non usage /updating of security tools in the gadgets		0.571	0.611	
v10	Downloading unauthorized application in the gadgets			0.610	
v4	Software loaded with virus				0.809
v11	Poor digital awareness and familiarity with latest security features			0.513	0.548

Primary Data

Inference

The table above shows the Rotated component matrix. The rotated component matrix is referred to as the loadings that are the key output of principal component analysis. In the table it shows the loadings of the twelve variables among the four components that are extracted and were concealed, with all loadings of less than 0.4.

Table 2B: Consolidated Rotated Component Matrix

Factors	Component	Item Description	Rotated Loading	Percentage of Variance	Eigen Value
I	Physical	Usage of Mistrustful websites	0.821	35.105	4.213
		Losing of gadgets that are used for digital payments	0.797		
		Debit/Credit card swindle	0.753		
		Phishing/Vishing	0.706		
II	Malicious	Stealing security credentials	0.874	13.489	1.619
		POS(Point of sale) fraud	0.768		

III	Reliability	Obscurity(Not traceable)	0.729	10.331	1.240
		Sharing Confidential data	0.641		
		Non usage /updating of security tools in the gadgets	0.611		
		Downloading unauthorized application in the gadgets	0.610	8.538	1.025
IV	Lack of awareness	Software loaded with virus	0.809		
		Poor digital awareness and familiarity with latest security features	0.548		

Primary Data

Inference

Consolidated Rotated component matrix, on the table above depicts the variables in to four factors that are discussed as follows:

Physical: This factor is represented by four variables like usage of suspicious websites, loss of gadgets that are used for digital payments, Debit/Credit card swindle, and phishing/Vishing, with a factor loading of **0.821 to 0.706**, with a variance per cent of **35.105** and Eigenvalue **4.213**.

Malicious: Malicious threats like stealing security credentials and POS (Point of sale) fraud by cheating consumers are depicted with factor loadings ranging from **0.874 to 0.768** and with a variance per cent of **13.489** and Eigenvalue of **1.619**.

Reliability: In this factor, the threat of trustworthiness is represented by four variables, Obscurity (not traceable), Sharing Confidential data, Non-usage /updating of security tools in the gadgets, and finally downloading unauthorised applications in the gadgets, with a factor loading of **0.729 to 0.610**, the variance of **10.331** with an Eigenvalue of **1.240**.

Lack of awareness: Lack of awareness or ignorance is the last factor with variables like using software loaded with viruses in consumer gadgets, and poor digital awareness and familiarity with the latest security features, with a factor loading of **0.809 to 0.548** with variance **8.538** and Eigenvalue **1.025**.

7. GARRETT RANKING METHOD

Garrett ranking shows the association among the expected value and the observed the value and also the preferable variables, so Garrett ranking technique is used to find out the security measures that must be considered when using digital payments.

Table 3: Security Measures to be considered to avoid the threats in using digital payments

S.No	Security measures	Total	Mean Score	Rank
1	Self consciousness about digital payments	3918	55.97	VI
2	Avoid public WIFI networks	3585	51.21	IX
3	Use trustworthy apps/Official apps	4124	58.91	II
4	Install trusted antivirus/anti malicious software	3292	47.03	X
5	Protect with strong password	3998	57.11	IV
6	Ensure the transaction is encrypted	3789	54.13	VII
7	Avoid saving passwords and card details in the gadgets/notepad	4054	57.91	III

S.No	Security measures	Total	Mean Score	Rank
8	Check for Authentication message from the Bank	3733	53.33	VIII
9	Stop clicking anonymous links sent through mail/SMS	4336	61.94	I
10	Beware of third party apps	3984	56.91	V

Primary Data

Inference

Consumers' preferred security measures are identified using the Garrett ranking technique. The table above depicts the security measures that should be considered in order to avoid threats in digital payments. The first rank is given for stop clicking on anonymous links sent via email or SMS, and the second for use trustworthy or official apps. The third security measure is to avoid saving passwords and credit card information in gadgets, notepads, and so on

8. FINDINGS AND SUGGESTIONS

- Security threat factors are analysed using the factor analysis technique to determine which set of variables has the greatest impact, and it was discovered from the study that physical factors consist of four variables, such as the use of suspicious websites, the loss of gadgets used for digital payments, debit/credit card cheating, and phishing/Vishing, which is done intentionally by hackers. To be saved by this kind of vulnerability, consumers must have knowledge of the security threats.
- The Garrett ranking is used to assess consumer perception of security measures reveals that links sent from anonymous mail or receiving SMS through the devices used for digital payments must not be clicked by the consumer, because if they are clicked by the consumer, then it is easy for hackers to get sensitive information like debit/credit card details, etc. As a result, security tools such as antivirus and anti-malware software must be updated.
- Avoid anonymous links or SMS. Trust official applications that are authorised and encrypted. Hackers can easily track the card details or any credentials that are saved on our mobile phones, so do not save credentials like passwords or PINs etc on mobile phones. Finally, awareness regarding security threats is very essential. Consumers should be aware of third party apps that are used to transact money, make online purchases, pay utility bill payments, etc.

9. CONCLUSION

Because of its convenience, digital payment systems have grown at a rapid pace in rural areas in recent years. On the other hand, the prevalence of vulnerable activities is increasing. Though the cashless payment system reduces fraudulent activities such as cash theft, etc, when making online transactions, the question arises as to whether the reliability of making online transactions via digital payment is secure. To protect consumers from hackers and cyber criminals, the Government must set up digital awareness kiosks in rural areas to ensure safe and secure transactions when making digital payments. To control the risk involved in digital payment systems, people must also consider additional preventative measures and focus on ensuring protected transactions, such as regularly monitoring transaction statements, enabling SMS alerts, avoiding clicking unnecessary links sent through mail/SMS from anonymous mobile numbers, and avoiding saving PIN/Passwords on smart phones.

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Study on Awareness of Investor towards Mutual Fund – In Namakkal District

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1. INTRODUCTION

Mutual funds provide an opportunity to the small investor to invest their nominal savings for a nominal benefit. It enables the investors to take part in Indian capital market. The Indian mutual fund industry is growing rapidly only because of entry of various mutual fund schemes offered by both public and private industries in India. This paper tries to bring out the awareness of mutual fund investment and opportunities in mutual fund investment among Indian investors and part of mutual fund in capital market.

Indian mutual fund has gained a lot of popularity from the past few years. Earlier only UTI enjoyed the monopoly in this industry but with the passage of time many new players entered the market, due to which the UTI monopoly breaks down and the industry faces a severe competition. As the time passes this industry has become a buzz word in the Indian financial system. So it is very important to know the investors' perception about this industry. The present study analyses the mutual fund investments in relation to investor's behavior. Investors' opinion and perception has been studied relating to various issues like type of mutual fund scheme, main objective behind investing in mutual fund scheme, role of financial advisors and brokers, investors' opinion relating to factors that attract them to invest in mutual funds, sources of information, deficiencies in the services provided by the mutual fund managers, challenges before the Indian mutual fund industry etc.

2. STATEMENT OF THE PROBLEM

In this article the researcher wants to find out the awareness of mutual fund among Indian investor many schemes have been offered by the mutual fund sector which provides various benefits. This paper aims at defining the factors that influence the investment decisions with regards to mutual funds.

- To trace the factors influencing investments decisions of investors in Mutual funds.
- To study the investors awareness and preference towards Mutual funds.
- To trace the factors which control the investors from investing in mutual funds
- To study the motivating factors in which the investors to invest in mutual fund industry.
- To calculate the performance of various mutual fund schemes and suggest the best one.

3. RESEARCH METHODOLOGY

- Research is the process of gathering data and analysis of critical and relevant facts about any problem in any branch of human activity.
- According to Redman and Mary "Research is a systematized effort to gain knowledge". Methodology states that how the research studies should be undertaken.

Research Design

Research design in simple words is the conceptual structure within which the research is conducted. It provides guidelines to the rest of the research process and guides the collective analysis of the data. Descriptive research was used in this project to group the real cause of the problem and to suggest possible solution or new ideas.

Data Sources

The required data for this study has been collected from both primary data as well as secondary data sources.

Primary Data

Primary data is collected for the specific purpose on hand. Primary data for this study and it is collected through well structured questionnaires.

Secondary Data

The secondary data was collected from the articles, newspapers, journals and internet.

4. LIMITATIONS OF THE STUDY

The study is limited by time and financial resources and as result the research will have to source for more financial resources and use alternative means. Since few similar studies have been done especially in institutions of higher learning, there is limited empirical literature on the area of Awareness of investors towards mutual fund especially in the context of Namakkal District.

5. REVIEW OF LITERATURE

A literature review is a text written by someone to consider the crucial points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment.

Zhen, L. (1999) found the evidence of funds that receive more money subsequently perform significantly better than those that lose money. This effect is short-lived and is largely but not completely explained by a strategy of betting on winners. In the aggregate, there was no significant evidence that funds receive more money subsequently beat the market. However, it states possible to earn positive abnormal returns by using the cash flow information for small funds and Fant, L. F. (1999) studied the relationship of stock market returns with components of aggregate equity mutual fund flows (new sales, redemptions, exchanges-in, and exchanges-out) was examined. The objective of the study was to find the investor's behavior of mutual fund. The evidence suggests that the various components reflect different investor objectives and information.

Grinblatt, M., & Keloharju, M. (2000) analyses the extent to which past returns determine the propensity to buy and sell. It also analyses whether these differences in past-return-based behaviour and differences in investor sophistication drive the performance of various investor types. The main

objective of the study was to find out the investment behaviour and performance of various investors.

Kamesaka, A., Nofsinger, J. R., & Kawakita, H. (2003) noted the investment patterns and performance of foreign investors, individual investors, and five types of institutional investors. This was a particularly new and interesting finding that evidence of both information-based trading and Behavioural-based trading occurs in the same market. important Wang, light on C. the role (2003) home in equity analyses bias phenomenon. home a unique bias and data This that set Study the and benefits suggest uncover of that a international remarkable information risk result asymmetries sharing that casts are play limited anewan investment to momentum inferior Exchange select performers. firms. Findings performance of winner's And show The Lin, portfolios of short-term that A. foreign foreign Y., & rather investors superior Swanson, investors than performance by in are P. risk 60 E. short-term large-size taking. (2003) appears After investigates superior firms to controlling listed be performers driven trading on for the partially firm behaviourTaiwan but size, long-term byStocksharepriceand turnover, and industry, foreigners' short-term performance in large-size, high turnover, and hightech stocks is better than it is in small-size, low turnover, and non-high-tech stocks.

Massa, M., & Simonov, A. (2005) examined the way investors react to prior gains/losses. Inspect the investor reactions to different definitions of gains and losses and consider how gains and losses in one category of wealth affect holdings in other categories. We show that investors change their holdings of risky assets as a function of both financial and real estate gains. Prior gains increase risk-taking, while prior losses reduce it. To interpret our results, we consider and compare three alternative hypotheses of investor behaviour: prospect theory, house money effect and standard utility theory with diminishing risk dislike. Our evidence fails to support loss aversion, pointing in the direction of the house money effect or standard utility theory. Investors consider wealth in its entirety, and risk taking in financial markets is affected by gains/losses in overall wealth, financial wealth, and real estate wealth.

Ranganathan, K. (2006) examined the related the aspects city of of the Mumbai. fund selection This study behaviour will help of individual investors towards Mutual funds, in of Consumer behaviour from the marketing developing and expanding knowledge in the field world and also the financial economics has brought together.

Griffin, J. M., Nardari, F., & Stulz, R. M. markets. (2006) investigates Many stock the markets lively display relation a between strong market-wide trading activity and returns past returns. in of These turnover, findings up in the statistically periods, face of and variousandare stand positive relation between turnover alternative and definitions frequency. differing is sample more controls for unpredictability, the weekly and daily The relation present at both economically significant in countries with high levels of corruption. with short-sale restrictions, and in which market volatility is high.

6. ANALYSIS AND INTERPRETATION OF DATA

The demographic profile of the users like age and educational qualification are obtained rationally from the investors. Other demographic details like occupation, family monthly income and Area of residence are also considered as the fundamental tools to identify the awareness of investors towards mutual fund Namakkal District.

7. FINDINGS OF DATA

The study aimed at finding out the usage behavior of Investor's towards Mutual fund. The study was conducted in Namakkal district selecting 50 sample respondents, The respondents were chosen by simple random sampling method. Interview schedules were used to collect the first hand information from the All mutual fund Investors, The data thus collected were subdued into suitable tabular forms

for drawing accurate results, Simple statistical technique like percentage analysis and chi-square test were applied. In this chapter, an attempt has been made to recapitulate the suggestions and conclusion based on findings.

- The Majority 62% of the respondents are in the age group of below 20 years and this age group possesses maximum percentage of the respondents.
- It clearly states that the majority 60% of the respondents are Unmarried. Maximum 52% of the respondent have studied Under Graduate.
- Maximum 76% of the Respondents are Employed sample unit possesses the majority of Employed.
- It indicates that the majority 44% of the respondents belong to the income group of below 20000.
- The sample unit comprises maximum 46% of the respondents are residing in Rural.
- It indicates that the majority 48% of the respondents Access in mutual fund investors through Friends and Relatives.
- It indicates that the majority 52% of the respondents are Already Trading in mutual fund.
- It indicates that the majority 50% of the respondents are Invest in mutual fund for the period of Below 5 Years.
- It indicates that the majority 46% of the respondents are preferred mutual fund agencies in SBI.
- It indicates that the majority 38% of the respondents are invest in mutual fund for the purpose of Earning Return.
- It includes that the majority 76% of the respondents are preferred online investment
- It includes that the most 48% of the respondents are preferred Mutual fund
- It includes that the majority 46% of the respondents fir the safety level is agree
- It indicates that the majority 44% of the respondents for the Liquidity level is Neutral.
- It indicates that the majority 42% of the respondents for the return level is Agree.
- It indicates that the majority 28% of the respondents for the capital level is Neutral.
- It indicates that the majority 42% of the respondents for the Schemes level is Strongly Agree.
- This implies that there is no association between the Age of the Respondent and Mutual fund Agencies.

8. SUGGESTIONS AND RECOMMENDATIONS

The mutual fund product designers have to craft strategies to introduce innovative products to improve the scope of the mutual funds market.

- The retail investors may be divided into various groups so that right product shall be served to the right customer.
- To increase the loyalty and trust among the investors, proper information and knowledge should be provided to them. Financial consultants must ensure transparency and responsibility and they should be capable of catering the needs of the retail investors as well as marketing the unusual fund products.

9. CONCLUSION

The mutual fund is one of the most important avenues of investment in the Indian capital market. It enables the middle and high level investors to invest in mutual fund. Most important reasons for investment are tax benefits, high return. Price, Safety principles and capital appreciation. Mutual funds are most preferred investment instruments. For middle income individuals, investing in mutual funds yield higher interest and comes with good principal amount. Another fact is that mutual funds are safe, with close to zero risk. It is important to gain good understanding of mutual fund investments, as customers can easily be misguided by the advertisements and offers promoted by financial institutions. The mutual fund is run by a fund manager who is for sale and purchase of

investments in accordance of fund's objectives. In India there is lot of scope for growth of mutual fund companies provided fund satisfies everybody's needs and improvements in service standards and disclosure.

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Training and Employee Performance – A Case Study of Tech Mahindra Limited

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Abstract : Every company that wants to grow, needs to invest in training. Training is essentially the process of learning the skills required for a specific job. It focuses on specific objectives, such as understanding a process and operating a specific machine or system. The current study is based on primary data gathered from employees of Tech Mahindra Limited at Bangalore city. The purpose of this study is to determine whether employees' experience and trainings had any impact on their performance. According to the findings of the correlation study, there was no significant relation between employees' experience and their performance, but there was a substantial positive relationship existed between trainings attended and performance. As a result, the researchers intended to use regression analysis to determine the degree of the effect of trainings attended on employee performance. According to the data, trainings attended had a statistically significant impact on employee performance. As a result, it is suggested that Tech Mahindra Limited might continue to engage its workers in training activities to equip them with new skills and technical knowledge in order to increase their competency level in terms of performance

Keywords: *Employee Performance, Training, Tech Mahindra, Correlation, Regression*

1. INTRODUCTION

Training refers to the official, continuing efforts undertaken inside firms to increase employee development and self-confidence through a range of educational techniques and programmes(Yeshivas, 2012).Training is associated with the interaction of two organisational effectiveness elements, namely, people and technology. Uninformed employees become informed employees, and unskilled or semiskilled workers become capable of doing their assigned jobs in the manner desired by the firm(Verma & Goyal, 2011).The recognition of training requirements is explored in depth at all levels of the company, which aids in the development and implementation of successful training programmes for its human resources. Importance has been given to 'need-based training,' that will have a direct influence on staff efficiencies and job performance.

Training measures often give vital inputs to workforce for the optimal performance of current and future tasks (Singh & Malhotra, 2018).Internal employee movement from one unit to another or from one department to another need training as well. Employees are trained when they are promoted or transferred from one location to another or from one position to another. As a result, training is a constant process that aids in the utilization of new and updated techniques. An upgrade in old procedures can be effectively done with the aid of training (Kalpana&Hymavathi, 2018).As a result, training should be tailored to the goals and purpose of the organisation. Effective training is a deliberate intervention aimed at achieving the learning required for improved employee performance(Joshi & Naik, 2018). At this instance, the researchers sought to investigate the impact of

training on employee performance in general and at Tech Mahindra Limited in particular.

2. REVIEW OF LITERATURE

Ahmadi (2019) investigated the effects of training programmes on employee performance in Afghanistan's telecommunications companies. According to the findings of the study, training and development had a favourable impact on employee performance.

Empirical research was carried out by (*Singh, 2015*) on the personnel of a Life Insurance Company Limited. The questionnaire was obtained from 20 Life Insurance Company trainers. Participant effectiveness is the third element that influences training programme effectiveness, and only one variable, knowledge improvement, has the greatest influence on training effectiveness. The research advised that, organisations could focus on the trainer's lecture delivery method, query handling technique, and that the training programme need to be flexible.

The influence of training on employee performance was investigated by (*Anitha & Kumar, 2016*) in the private insurance industry in Coimbatore, which included 10 life and non-life insurance businesses. The sample size for this study was 75, and the sampling method employed was random sampling. The results of t-test and the chi square test reported that, employee performance was increased as a result of good training. According to the research, the efficacy of training should be increased by adequate monthly scheduling of training, selection of quality trainers, implementation of the best training techniques, and so on.

The influence of job training on temporary worker performance was investigated, as well as field experimental evidence from 296 insurance sales agents by (*Lyons, 2020*). According to the article, the rise in temporary employment arrangements has not been impeded by job training regulations. Specifically, even if job training has a low predicted labour market value for employees, if temporary workers think that their investment in the training would be sufficiently useful for their short-term earnings relative to the cost of investing in it, the incentives for obtaining this knowledge should motivate these employees to do so.

Shah & Sultan (2015) assessed the effects of training on productivity in the Life Insurance Sector with a sample of 200 sales personnel in all. There was a considerable influence of training on productivity in the life insurance sector, implying that efforts should be made to ensure that trainers have the requisite skills to impart training and that what is taught in training is relevant to job responsibilities. It was concluded that, training was effective, which resulted in increased output.

The purpose of this study conducted by (*Amoako, 2018*) was to assess the efficacy of training and development procedures in certain chosen insurance companies in Ghana, utilising a qualitative methodology and an exploratory design. The non-probability purposive selection approach was used to choose thirty respondents. According to the study, managers and supervisors might reach this goal by mentoring employees and then monitoring the job they do.

The impact of training and development strategies on staff retention at Madison Insurance Company Limited in Nairobi, was investigated by (*Karimi, 2019*) using regression analysis. Training and development techniques positively and significantly increased employee retention, and job rotation assisted employees in learning and developing new abilities. The study advised insurance company management to incorporate job rotations and transfers as a training and development practice; this will allow the organisation to discover hidden talents and gather information on how well different employees fit the various jobs.

Piaralal et al. (2014) investigated whether the HR elements (rewards, training, teamwork, empowerment) influence on the service recovery performance (SRP) of customer support staff in life

insurance firms. SRP was proven to be a strong predictor of training. According to the survey, life insurance businesses must train their sales employees in problem solving, communication, technology, information understanding, cultural compatibility, emotional intelligence, collective capacity, and ethics in order to increase service quality.

Yeshiwash (2012) has acquired the necessary information regarding training and development from Ethiopian Insurance Corporations. It was recommended that, the training topic should be chosen in accordance with the employees' skill gaps, the training subjects must be relevant to the situation at hand and the selection of trainees must also be fair and open.

Verma & Goyal (2011) examined the current state of different training and development strategies at Life Insurance Corporation in India, as well as the hypothesized relationship between training and staff productivity. The results of correlation and regression analysis reported that, employee perception of training and development were not significantly different.

Many previous studies have been conducted in this area, but little attention has been paid to the assessment of training on employee performance. Many researchers focused on many elements to study, such as the efficacy of training and development, training and its impact on productivity, employee empowerment, employee retention, employee performance, and so on, but employee performance evaluation via training remained untouched. As a result, the current study contributes to the impact of training on employee performance in the context of Tech Mahindra Limited.

3. STATEMENT OF THE PROBLEM

Training is a planned and systematic behaviour modification that assists individuals in gaining the knowledge, experience, and abilities needed to execute their jobs efficiently through learning experiences, courses, and instruction (Bhatia & Shrivastava, 2021). Employee training is to develop abilities so that the employee is better prepared to do his current work or to prepare him for a higher position with more responsibility. Training is the process of bridging the gap between present performance and the intended standard performance. Organizations should give opportunity for individuals to enhance their skills not just in their current positions, but also in future jobs. Training programmes are required in every firm to improve the quality of work of workers at all levels, especially in today's world of rapidly changing technology and environment. As a result, it appears that the company must arrange for such training programmes for its personnel in order to improve their talents and competences that are required at the workplace (Ramya, 2016). As a result, the current study investigates the impact of training on employee performance using Tech Mahindra Limited as a case study.

4. SCOPE OF THE STUDY

The purpose of this study is to examine the influence of training on employee performance at Tech Mahindra Limited. This research demonstrates the effectiveness of the company's employees with respect to number of trainings attended by them.

5. RESEARCH OBJECTIVE

- To examine the influence of training attended on employee performance of Tech Mahindra Limited

RESEARCH MODEL

The regression model used for the analysis was as follows:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon$$

Where,

Y = Employee performance

β_0 = Constant

β_1 = Regression coefficient

X_1 = Trainings attended

ε = Error term

CONCEPTUAL FRAMEWORK

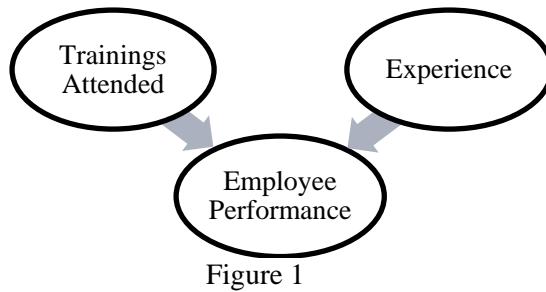


Figure 1

RESEARCH METHODOLOGY

The study's goal is to investigate the link between the variables selected. This descriptive study examines the impact of training on employee performance at Tech Mahindra Limited at Bangalore city. The questionnaire instrument was employed to obtain data. A total of 125 employees were chosen as research participants based on convenience sampling from Tech Mahindra Limited. Correlation and regression analysis were used to examine the data.

6 .RESULTS AND DISCUSSION

Correlation Analysis

Table – 1

Correlations			
	Experience	Trainings Attended	Performance
Experience	1	-.038	-.072
Trainings Attended		1	.514**
Performance			1

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

There is a significant positive relationship exists between the number of trainings attended and employee performance to the extent of .514 at 1% level of significance. This was also supported by (Piaralal et al., 2014). But there is no significant relationship exists between experience of employees and their performance.

Regression Analysis

Table - 2

Model Summary				
Mode I	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 ^a	.264	.258	.628

a. Predictors: (Constant), Trainings Attended

Table 2 displays the result of the estimation of the regression model for trainings attended and its influence on employee performance. The R Square value of .264 indicates that 26.4% of the independent variables have an impact on the dependent variable. This means that trainings attended could influence the employee performance by 26.4%.

Table - 3

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.407	1	17.407	44.177	.000 ^b
	Residual	48.465	123	.394		
	Total	65.872	124			
<i>a. Dependent Variable: Performance</i>						
<i>b. Predictors: (Constant), Trainings Attended</i>						

From the findings, the model is seen to be significant since the p-value obtained (0.000) is less than 0.05 which was the selected level of significance. Therefore, the model is significant. The F-critical value (3.918) is seen to be less than the F calculated value (44.177); this implies that, training attended had a significant influence on employee performance. This result is consistent with the results of (Karimi, 2019).

Table - 4

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.233	.133		24.370	.000
	Trainings Attended	.286	.043	.514	6.647	.000
<i>a. Dependent Variable: Performance</i>						

The table 4 shows that, training attended had a positive influence on employee performance at Tech Mahindra Limited ($\beta=0.286$). The p-value obtained (0.000) was less than the value of 0.05 level of significance. Hence the study indicated that, the influence was significant. Therefore, one time increase in training attended will result into an increase in employee performance by 0.286 time.

The study computed coefficients which were fitted on the regression model to form the following equation:

$$Y \text{ (Employee Performance)} = 3.233 + 0.286X$$

7. CONCLUSION

The aim of this research is to determine whether experience of employees working in Tech Mahindra Limited and trainings attended by them had any impact on their performance. According to the findings of the study, even though there was no significant relation between employees' experience and their performance, there was a substantial positive relationship existed between trainings attended and employee performance. Also, trainings attended had a statistically significant impact on employee performance. These findings were consistent with earlier research (Verma & Goyal, 2011; Piaralal et al., 2014; Ahmadi, 2019; Bhat, 2013; Ananthalakshmi & Yap, 2019).

According to the findings of this study, training activities in Tech Mahindra Limited provided employees with new skills and technical knowledge, allowing them to raise their competence level and act in a different manner in terms of performance. It also encourages workforce to be more

efficient and successful in their service delivery to clients. As a result, it is recommended that, Tech Mahindra Limited might continue to engage its workers in training activities to equip them with new skills and technical knowledge in order to increase their competency level in terms of performance.

As the research was done in such a short period of time, it covered only employees working in Tech Mahindra Limited at Bangalore city. Therefore, it was impossible to gain a thorough understanding of the trainings provided to entire workforce of Tech Mahindra Limited and their performance. Future research could incorporate other variables or mediating factors to give a comprehensive picture of the influence of training activities. It is also advised that future studies look into examining the link and influence of training methods and training techniques on employee performance, allowing for a more in-depth understanding of the issue.

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Concept of International Trade

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Abstract : International trade ,economic transactions that are made between countries. Among the items commonly traded are consumer goods, such as television sets and clothing ,capital goods ,machinery, raw materials and food.

1. INTRODUCTION

International trade is the exchange of capital,goods, and services across international borders or territories because there is a need or want of goods or services. In most countries, such trade represents a significant share of gross domestic product

2 HISTORY OF INTERNATIONAL TRADE

International trade has a rich history starting with barter system being replaced by mercantilism in the 16th and 17th centuries.The 18th century saw the shift towards liberalism.The 19th century beginning saw the move towards professionalism, which petered down by end of the century.

3. BENEFITS OF INTERNATIONAL TRADE:

Greater Variety Of Goods Available For Consumption:

International trade brings in different varieties of a particular product from different destinations. This gives consumer a wider array of choices which will not only improve their quality of life but as a whole it will help the country grow.

Efficient Allocation And Better Utilization Of Resources:

Efficient allocation and better utilization of resources since countries tend to produce goods in which they have a comparative advantage.When countries produce through comparative advantage, wasteful duplication of resources is prevented. It helps save the environment from harmful gases being leaked into the atmosphere and also provides countries with a better marketing power.

Promotes Efficiency In Production:

International trade promotes efficiency in production as countries will try to adopt better methods of production to keep costs down in order to remain competitive.Countries that can produce a product at me lowest possible cost will be able to gain larger share in the market.

More Employment:

More employment could be generated as the market for the country's goods widens through trade. International trade helps generate more employment through the establishment of newer industries to cater to the demands of various countries. This will help countries to bring down their unemployment rates.

4. CONSUMPTION AT CHEAPER COST:

International trade enables a country to consume things which either cannot be produced within its borders or production may cost very high. Therefore it becomes cost cheaper to import from other countries through foreign trade.

5. DISADVANTAGES OF INTERNATIONAL TRADE:

Language Of Barriers :

Despite the availability of online translators, language is still one of the major disadvantages of international trade. While translation tools can be used to formulate instructions and communications in another language, they are far from proof.

Cultural Differences:

One of the major disadvantages of international trade is that, many times, cultural differences are never documented. There are unwritten rules of commerce in the country that are hard to uncover and can be even more difficult to solve.

Servicing Customers:

After international customers make a purchase how will they be serviced when they are so far away?

Your company needs to be prepared up front to communicate with these customers in different time zones, preferably in their language. If you're not able to staff 24/7, expectations for when a reply will be received need to be set up front.

Returning Products:

The money side of the equation has become easier through credit card and online financial tools, yet the physical return shipment can be just as complicated and costly as it was originally. A company needs to think about how a product will be returned and who will pay the cost of shipping it back.

Intellectual Property Theft:

With cross-country borders, it becomes very difficult for a company to prosecute. However, copyrighting in the U.S can help protect a company as long as the country where the product is sold has signed an international intellectual protection treaty. Finally, there is always a political risk of international trade.

6. CONCLUSION:

I necessary to think why I should speak about this topic? Because every one should know about international trade. Because now a days, international trade is important for economic development. When one country exports from another country not only for goods and services but also for foreign exchange or foreign currency. When a exported goods of country is high and import goods of country is low then the economic growth of the country is automatically increased.

A Study on Growth of Cryptocurrency and It's Awareness on Public in India

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Abstract: Due to the rapid development of information and communication technologies, many activities in our daily life have been merged online and they become more flexible and more effective. More Indians started investing in cryptocurrencies from 2020 as the Covid-19 pandemic led to a global economic crisis, resulting in higher volatility and depreciation in traditional assets like currencies, bonds and equities. A huge growth in number of online users has activated virtual word concepts and created a new business phenomenon which is cryptocurrency to facilitate the financial activities such as buying, selling and trading. Crypto currency represent valuable and intangible objects which are used electronically in different applications and networks such as online social networks, online social games, virtual worlds and peer to peer networks. It's almost a decade that cryptocurrencies are existing in all over the world but still it's status has not been identified as whether it will ever attain the actual currency status or it will remain as a part of investment portfolio. To know the Growth and awareness of cryptocurrency in India, the study has been carried out.

Key words: *Cryptocurrency, Cryptography, Block chain, Mining, Bit coin, CryptoTech.*

1. INTRODUCTION

As we all know, there was no such thing as “currency” during the stone age era but later on humans began to develop themselves & came up with barter system in which they would just exchange stuffs as a medium of currency. Further the humans came up with modes of currency like bronze & copper coins, gold coins, silver coins and presently stainless steel, alloy metals and paper currency. So where does cryptocurrency stand? Yes, it's the future of currency and one day whole world would be dealing in cryptocurrency as per modern leaders. With gaining popularity and awareness amongst the people of India with respect to cryptocurrency such as Bitcoin, Ripple, Dogecoin, etc., many have started investing most part of their time and money in these virtual currencies, to ride amongst many others the present global wave in anticipation of profits.

In India, the apex financial authority i.e., the Reserve Bank of India, has understood cryptocurrency as a form of digital/ virtual currency generated through a series of written computer codes that rely on cryptography which is encryption and is thus independent of any central issuing authority per se. It is facilitated through blockchain technology and has emerged as a person-to-person issuance and transaction system that uses private and public keys that enable authentication and encryption for secure transactions.

2. OBJECTIVES

- To know about cryptocurrency
- To know the growth of cryptocurrency
- To identify the public awareness on cryptocurrency

What is cryptocurrency?

Cryptocurrency is a form of payment that can be exchanged online for goods and services. Many companies have issued their own currencies, often called tokens, and these can be traded specifically for the good or service that the company provides. Think of them as you would arcade tokens or casino chips. You'll need to exchange real currency for the crypto currency to access the good or service. Cryptocurrencies work using a technology called blockchain. Blockchain is a decentralized technology spread across many computers that manages and records transactions. Part of the appeal of this technology is its security.

History

- In 1983, the American cryptographer David Chaum conceived an anonymous cryptographic electronic money called ecash. Later, in 1995, he implemented it through DigiCash, an early form of cryptographic electronic payments which required user software in order to withdraw notes from a bank and designate specific encrypted keys before it can be sent to a recipient. This allowed the digital currency to be untraceable by the issuing bank, the government, or any third party.
- In 1996, the National Security Agency published a paper entitled How to Make a Mint: the Cryptography of Anonymous Electronic Cash, describing a Cryptocurrency system, first publishing it in an MIT mailing list and later in 1997, in The American Law Review (Vol. 46, Issue 4).
- In 1998, Wei Dai published a description of “b-money”, characterized as an anonymous, distributed electronic cash system. Shortly thereafter, Nick Szabo described bit gold. Like bitcoin and other cryptocurrencies that would follow it, bit gold (not to be confused with the later gold-based exchange, BitGold) was described as an electronic currency system which required users to complete a proof of work function with solutions being cryptographically put together and published.
- In 2009, the first decentralized cryptocurrency, bitcoin, was created by presumably pseudonymous developer Satoshi Nakamoto. It used SHA-256, a cryptographic hash function, in its proof-of-work scheme. In April 2011, Namecoin was created as an attempt at forming a decentralized DNS, which would make internet censorship very difficult. Soon after, in October 2011, Litecoin was released. It used scrypt as its hash function instead of SHA-256. Another notable cryptocurrency, Peercoin, used a proof-of-work/proof-of-stake hybrid.
- On 6 August 2014, the UK announced its Treasury had commissioned a study of cryptocurrencies, and what role, if any, they could play in the UK economy. The study was also to report on whether regulation should be considered. Its final report was published in 2018, and it issued a consultation on cryptoassets and stablecoins in January 2021.
- In June 2021, El Salvador became the first country to accept Bitcoin as legal tender, after the Legislative Assembly had voted 62–22 to pass a bill submitted by President Nayib Bukele classifying the cryptocurrency as such.
- In August 2021, Cuba followed with Resolution 215 to accept Bitcoin as legal tender, which will circumvent U.S. sanctions.
- In September 2021, the government of China, the single largest market for cryptocurrency, declared all cryptocurrency transactions illegal, completing a crackdown on cryptocurrency that had previously banned the operation of intermediaries and miners within China.

How does cryptocurrency work?

Cryptocurrency works a lot like PayPal or a credit card, except you exchange digital assets for goods and services instead of US dollars. Cryptocurrency markets are decentralised, which means they are not issued or backed by a central authority such as a government. Instead, they run across a network of computers. However, cryptocurrencies can be bought and sold via exchanges and stored in ‘wallets’.

Unlike traditional currencies, cryptocurrencies exist only as a shared digital record of ownership, stored on a blockchain. When a user wants to send cryptocurrency units to another user, they send it to that user’s digital wallet. The transaction isn’t considered final until it has been verified and added to the blockchain through a process called mining. This is also how new cryptocurrency tokens are usually created.

To understand how cryptocurrency is unique, you need to understand two basic components: blockchain and cryptography.

Blockchain technology: Blockchain is a database that keeps a record of cryptocurrency totals and transactions. It stores data in “blocks” that are linked, or “chained,” together in chronological order. Unlike traditional currency, there is no central authority overseeing blockchain. It is a distributed ledger that can be viewed by all cryptocurrency users. Processes known as “proof of work” or “proof of stake” are often built into this system to create new blocks and validate transactions.

Cryptography: Cryptography is a means of making the blockchain secure. Cryptographic codes, also known as “hashes,” link the blocks together, making them impenetrable to hackers. These hashes are a lot like a secure password—it’s easy for a user to create one, but nearly impossible for a stranger to guess it.

Types of cryptocurrency

There are many types of cryptocurrencies. Here, lets talk about some of them;

- **Bitcoin** - Bitcoin is a decentralized digital currency created in January 2009. It follows the ideas set out in a white paper by the mysterious and pseudonymous Satoshi Nakamoto.¹ The identity of the person or persons who created the technology is still a mystery. Bitcoin offers the promise of lower transaction fees than traditional online payment mechanisms do, and unlike government-issued currencies, it is operated by a decentralized authority. The first version of the Bitcoin software is announced to the Cryptography Mailing List.

Name	Price(INR)
Bitcoin	₹ 49,81,314
Dogecoin	₹ 21.93
Ethereum	₹ 3,62,706
Litecoin	₹ 16,492
Bitcoin cash	₹ 46,008

- **Dogecoin** - Dogecoin is an open-source cryptocurrency started in 2013 by Jackson Palmer and Billy Markus. Dogecoin initially started as a joke based on a popular meme featuring a Shiba Inu (a Japanese breed of dog).Dogecoin surpassed a \$1 billion market capitalization for the first time in the crypto bull run of 2017/18
- **Ethereum** - Ether is the transactional token that facilitates operations on the Ethereum network. All of the programs and services linked with the Ethereum network require computing power.The Ethereum technology uses blockchain development to replace the storage of consumer data, including financial records, by third-party internet companies. Ether is the world’s second-largest virtual currency by market capitalization as of 2021; it is second only to Bitcoin (BTC), according to market value.

- **Litecoin** - Litecoin is an early altcoin developed by former Google engineer Charlie Lee in 2011. It has been called the silver to Bitcoin's gold, and at its height was the 3rd largest cryptocurrency by market cap. Because its structure is similar to Bitcoin's, it has been used as a testnet or testing ground for improvements that later were applied to Bitcoin.
- **Bitcoin Cash** - Bitcoin cash is a cryptocurrency created in August 2017, from a fork of Bitcoin.¹ Bitcoin Cash increased the size of blocks, allowing more transactions to be processed and improving scalability. The cryptocurrency underwent another fork in November 2018 and split into Bitcoin Cash ABC and Bitcoin Cash SV (Satoshi Vision).² Bitcoin Cash is referred to as Bitcoin Cash because it uses the original Bitcoin Cash client. Bitcoin Cash is the result of a Bitcoin hard fork that occurred in August 2017.

Growth of cryptocurrency in India

Bitcoin was the first established cryptocurrency, there had been previous attempts at creating online currencies with ledgers secured by encryption. Two examples of these were B-Money and Bit Gold, which were formulated but never fully developed.

2010 – Bitcoin is valued for the first time. As it had never been traded, only mined, it was impossible to assign a monetary value to the units of the emerging cryptocurrency. In 2010, someone decided to sell theirs for the first time – swapping 10,000 of them for two pizzas. If the buyer had hung onto those Bitcoins, at today's prices they would be worth more than \$100 million.

In India, cryptocurrency investments grew from approximately \$923 million in April 2020 to a whopping \$6.6 billion in May 2021. India ranks 11th out of 154 nations in terms of cryptocurrency adoption, according to a report prepared by blockchain data platform Chainalysis. The crypto-tech industry in India grew 39 percent over the past five years to \$74.2 million in FY21, according to a report by the National Association of Software and Services Companies in association with WazirX released on September 24.

“Crypto-tech is essentially a technology secured by cryptography, which enables exchange of data and facilitates transactions which are duplicated and distributed across the entire network of computer systems on the blockchain,” the report stated.

Future of cryptocurrency in India

The Indian cryptocurrency market has been growing exponentially over the last few years and is expected to reach up to \$241 million by 2030 in India and \$2.3 billion by 2026 globally. These digital currencies and other applications have garnered significant attention leading to an exponential growth of the CryptoTech Industry in India.

According to the report, with more than 60 per cent of States in India emerging as CryptoTech adopters and over 15 million retail investors, the industry is increasingly attracting new start-ups. Over 230 start-ups are already operating in India in the CryptoTech space, adding that the rising investment from institutional and retail investors has heightened awareness of the benefits of CryptoTech in the country. Further, the report said that the market in India is expected to grow 2X faster and has the potential to create eight-lakh+ jobs by 2030. It can create an economic value addition of \$184 billion in the form of investments and cost savings.

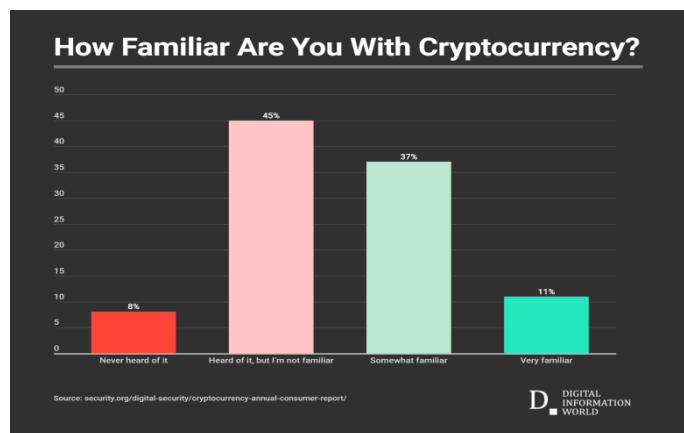
Awareness of cryptocurrency on public in India

Kantar, the world's leading data, insights and consulting company has come up with the first of its kind comprehensive survey on the profile and preferences of Indian crypto users. The research was conducted among 2,000 Indians across 25 cities, according to a report published in the Financial Express. The recent survey revealed that 83 per cent of urban Indians are aware about cryptocurrency, which explains the rapid adoption rate in the country. India ranks second in the Chainalysis Adoption Index. According to the survey report, India also witnessed hiccups and volatility triggered by tweets

and news on cryptocurrencies just like the global crypto market. The research unveiled many interesting facts about crypto usage, market and trends in India :

Among 83 per cent Indians aware of the crypto, 16 percent have crypto ownership. Out of the 16 percent crypto owners, the highest ownership of 20 per cent comes from four metropolitan cities.19 per cent of private banking customers own it.

The ownership of the crypto is likely to increase based on the feedback and interaction with various Indian crypto exchanges. Bitcoin enjoys the highest ownership in India at 75 per cent followed by Dogecoin at 47 per cent. Ethereum comes next at 40 per cent, followed by Binance Coin at 23 per cent and XRP at 18 per cent. However, net investor sentiments soared the highest for Ethereum at 41 per cent, followed by Dogecoin, XRP and Binance coin, leaving Bitcoin behind.



Among the metros, the highest crypto enthusiasts were reported in Delhi at 21 percent, followed by Mumbai at 17 percent, Bangalore at 12 per cent, Hyderabad at 7 per cent and The age profile of crypto users, according to consumer intelligence from social data:

- Crypto enthusiasts are mostly 25-44 year-old men.
- 18 per cent of the crypto owners are in the age group of 21-35 years.

The most popular crypto exchanges are WazirX, ZebPay, CoinSwitch Kuber for purchasing the most popularly bought currency Dogecoin at 78 per cent followed by Bitcoin and Ethereum at 70 per cent.

3. CONCLUSION

Cryptocurrency offers a new, effective and attractive model of payment methods that can boost companies and operators revenues. It also provide alternative method of payment, apart from real money, that enable users to make financial activities such as buying, selling, transferring and exchanging easily. Although cryptocurrency platforms open many channels for digital financial transactions and provide a new form of currency with different mechanisms and methods, they are not controlled and regulated as they deserved.

Cryptocurrency field creates a lot of research opportunities and many studies need to be done in order to provide scientific contents. The correlation between the real financial laws and the legislative status of Implementing cryptocurrency platform needs to be studied further from various different perspectives.

Moreover, the adoption and acceptance level also needs more consideration and more analysis with large samples. Trust and confidence are important factors that need to be investigated further in terms of using and trading the Cryptocurrency forms. The further research scope can be extended to developing use-cases for applications of cryptocurrency across different sectors in India.

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Challenges and Job Stress of Food Delivery Employees during Pandemic Situation - A Study with Special Reference to Erode Taluk

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Abstract: In this pandemic situation, the food delivery employee plays a vital role in each and every human beings life. So, the researcher analyse the challenges and job stress of food delivery employees. They analysed that the employees face the highest challenge of motivation at workplace and least challenge with the respect from boss and colleagues. They also identified that the employees' highest job stress of harassments and assaults in workplace and least job stress with the arguments with angry customers.

Keywords: Challenges, Job stress, Food delivery employees.

1. INTRODUCTION

In this modern world, the food delivery employee plays an important role in the busy online lifestyle. The present young generation cannot spend much time to prepare food. So they make an order through online and our online delivery employees' delivery food to them in prompt time. But they also face many challenges and stress while delivering the food to the order person. So, in this study, the researcher analyses the challenges and job stress of food delivery employees during pandemic situation in Erode Taluk.

2. STATEMENT OF THE PROBLEM:

Food delivery employees face many challenges and job stress during pandemic situation due to various factors and every employee is striving hard and take all out efforts to build a brand image of restaurants. So, it is important to analyse the challenges and job stress of food delivery employees during pandemic situation in Erode Taluk. In this backdrop, the researcher identified the following questions and probed answers to these questions.

- (i) What are the challenges faced by the food delivery employees?
- (ii) What are the dimensions create stress to food delivery employees?

3. OBJECTIVES OF THE STUDY:

The study has been carried out with the following objectives:

- To study the conceptual background of food delivery services and online apps.
- To analyse the challenges of food delivery employees.
- To identify the most important job stress dimension of food delivery employees and

- To offer valid suggestions to the restaurateurs and food delivery employees.

4.RESEARCH METHODOLOGY:

This study has been performed with the Survey Method depending upon the primary and secondary data. The primary data have been collected through well-structured questionnaire. The secondary data of the study have been gathered from books, journals, magazines and websites.

Well-structured questionnaire has been designed to elicit necessary data and details from the food delivery employees. It comprises optional type. The questionnaire for the food delivery employees covers their demographic profile and the questions related to challenges and job stress of the food delivery employees.

This study was carried out with the help of the data collected through questionnaire from the food delivery employees. Purposive Sampling Method has been employed to elicit the necessary information from the food delivery employees in Erode Taluk. The researcher has chosen 20 food delivery employees as a sample size. The data collected from the users were analysed with the help of Percentage Analysis and Descriptive Statistics by using SPSS.

5. LIMITATIONS OF THE STUDY:

Erode taluk mostly consist of customers from semi-urban and rural background. The results derived from the analysis may or may not be suitable to Metropolitan cities and urban areas. The information provided by the food delivery employees is purely based on their memory only. The quality and reliability of the result is based on the response of the food delivery employees.

6.REVIEW OF LITERATURE:

Adam Viljoen et al. (2014) studied the role that quality of work life plays in the perceived service delivery and productivity of food and beverage employees in Potchefstroom, South Africa. The results indicated that job, creativity and aesthetics, actualisation, organisational support and employee commitment attributes each exert an influence on the perceived service delivery and productivity of employees. This implies that food and beverage managers should try to improve the working conditions of employees as well as provide an appropriate level of recognition to hardworking employees. Management should consider the recommendations that are made in terms of the job satisfaction levels of food and beverage service employees, as they are able to positively influence organisational performance and success.

Charlene Li et al. (2020) studied the impacts of online food delivery by using the three pillars of sustainability as a lens through which to consider the impacts, this review presents the most up-to-date research in this field, revealing a raft of positive and negative impacts. From an economic standpoint, while online FD provides job and sale opportunities, it has been criticized for the high commission it charges restaurants and questionable working conditions for delivery people. From a social perspective, online FD affects the relationship between consumers and their food, as well as influencing public health outcomes and traffic systems. Environmental impacts include the significant generation of waste and its high carbon footprints. Moving forward, stakeholders must consider how best to mitigate the negative and promote the positive impacts of online FD to ensure that it is sustainable in every sense.

Dr.L.Kalai Bharathi (2019) investigated both job and organizational engagement of employees from two different sectors in Tamil Nadu namely, food delivery services and Hotel. She also studied the various concepts of employee engagement in modern organizations.

Zhiman Liang (2010) investigated Haibin Hotel and Westin Hotel as multiple case studies to study the human resource strategies for delivering service quality through people.

Dr.K.Meenatchi Somasundari (2019) evaluated the pros and cons of job stress, impact of coping mechanism and job performance of executives in selected online food delivery services. She concluded that online food delivery executives to realise the intensity of stress coping mechanism are best solution to overcome the stress in job performance.

Ankit Katrodia (2020) studied the factors affecting job stress and insecurity of the employees in the food delivery services and to found out the association between job stress and insecurity.

Dr. Jolly Sahni (2020) explored the employee's perception of different types of stressors and examined a variety of coping mechanisms including the type of organizational support provided during this crisis. The findings of the interview suggested that the stress levels were moderate to high among all the participants. The main themes emerged from the interviews were categorized into five such as triggers of stress, organizational support, coping strategies and resources, blurred boundaries during WFH and positivity in this crisis.

Ankur Jha (2021) aims to understood how food delivery companies can develop strategies during the COVID-19 pandemic. The study discussed the strategic framework in food delivery context and mentions the available opportunity and challenges for the food delivery industry during the crisis. The research approaches the combination of literature with case examples. The paper adopts the Henry Mintzberg famously defined the 5Ps strategy framework and stakeholder perspective to suggest a way for the business executives. The study identified the opportunity areas for the industry during the pandemic. The humanitarian and economic crisis provides organization to restructure relationships, reinforce trust among stakeholders and re-evaluate their goals. The study discussed the strategic framework in food delivery context and mentions the available opportunity for food delivery industry during the crisis. The article analysed the food delivery in the Indian context, which might have application in other emerging markets. The study is first attempt to examine the effect of COVID-19 in food delivery industry. Economic aspects subjugate the earlier research in crisis management literature. However, the current study suggested executives to understand how the pandemic affects business and stakeholders.

In the present study, the researcher has reviewed the previous project and research papers in various facets, such as quality of work life in service delivery, impacts of online food delivery, job and organizational engagement of employees, human resource strategies for delivering service quality, pros and cons of job stress, impact of coping mechanism and job performance of executives, factors affecting job stress and insecurity of the employees, employee's perception of different types of stressors and opportunity and challenges for the food delivery industry. Though the previous research papers, they did not analyse challenges and job stress of food delivery employees in erode taluk. Hence, in the present study, the researcher pays much attention to the gaps which have occurred in the previous researches and brings out suggestions and recommendations to resolve the issues.

7. ANALYSIS, INTERPRETATION AND FINDINGS:

The researcher has been collected data related to the food delivery employees. The demographic factors are the most popular bases for distinguishing employees groups because food delivery employees are often associated with customer orders and needs. The researcher has been used percentage analysis and descriptive statistics to analyse the profile and opinion relating to challenges and job stress of food delivery employees.

Demographic Profile of the Employees:

The demographic profile of the food delivery employees like age, education qualification, monthly income, marital status, type of the family, residential area, reason for choosing the job and working experience are also considered as the fundamental tools to identify the challenges and job stress of food delivery employees in erode taluk.

Age of the Employee		
Age	Number of Employee	Percentage
Upto 20	1	5
21-25	9	45
26-30	4	20
Above 30	6	30
Total	20	100
Educational Qualification of Employee		
Educational Qualification	Number of Employee	Percentage
Illiterate	4	20
School Level	1	5
Diploma/Degree	12	60
Others	3	15
Total	20	100
Monthly Income of Employee		
Monthly Income	Number of Employee	Percentage
Below ₹ 5,000	4	20
₹ 5,000 - ₹ 10,000	3	15
₹10,001 - ₹ 15,000	7	35
Above ₹ 15,000	6	30
Total	20	100
Marital Status of Employee		
Marital Status	Number of Employee	Percentage
Unmarried	13	65
Married	7	35
Total	20	100
Type of Family of Employee		
Type of Family	Number of Employee	Percentage
Joint	11	55
Nuclear	9	45
Total	20	100
Residential Area of Employee		
Residential Area	Number of Employee	Percentage
Rural	13	65
Semi Urban	5	25
Urban	2	10
Total	20	100
Reason for choosing the Job		
Reason for choosing the Job	Number of Employee	Percentage
Family Situation	4	20
Own interest	13	65
Others	3	15
Total	20	100
Create impact on hotel food delivery services by the employees		
Share of Employees	Number of Employee	Percentage

Yes	9	45
No	11	55
Total	20	100
Technical support and equipment		
Technical support and Equipments	Number of Employee	Percentage
No	20	100
Working experience of the employees		
Working Experience	Number of Employee	Percentage
Less than 1 Year	15	75
1 - 2 Year	4	20
More than 2 Year	1	5
Total	20	100

It is observed from the above frequency distribution that the maximum 45% of the food delivery employees are in the age group of 21-25 years. The maximum 60% of the food delivery employees are completed diploma/degree. The maximum 35% of the food delivery employees earned income between ₹ 10001 - ₹ 15000. The maximum 65% of the food delivery employee are unmarried. The maximum 55% of the food delivery employees are lived into joint family. The maximum 65% of the food delivery employees are residing in rural areas. Mostly 65% of the food delivery employees choosing the food delivery job for their own interest. The maximum 55% of the employees have not been created on impact on hotel food delivery services. It is observed that 100% of employees are used their own equipments and hotel industry not provided technical support to food delivery employees. The maximum 75% of food delivery employees worked less than 1 year.

Food delivery employees challenges:

The food delivery employees face many challenges in their job. Here, the researcher analyse the most important challenges of food delivery employees in erode taluk.

Dimensions of food delivery employees challenges		
Dimensions	Mean	Std. Deviation
Communication Barriers	2.60	.754
Getting irritated by traffic	2.25	.967
Respect from boss and colleagues	1.75	.786
Safe and comfortable	2.50	1.051
Chance to improve skill	3.05	.887
Motivation at work place	3.55	1.146
Training provided	3.35	1.226
Employment agreement/contract	3.25	.967
Job security	3.10	1.210
Working in harsh weather	2.05	1.099
Being in an accident because of rash driving	3.35	1.226
Difficulty in finding customer's address	1.90	1.071

The result of descriptive analysis shows that motivation at workplace has the highest mean value (3.55) while respect from boss and colleagues has the lowest mean value (1.75). So, the employees face the highest challenge of motivation at workplace and least challenge with the respect from boss and colleagues.

Food delivery employees job stress:

The food delivery employees have more stress in their job. Here, the researcher analyse the most important stress of food delivery employees in erode taluk.

Dimensions of food delivery employees job stress

Dimensions	Mean	Std. Deviation
Work load is High	3.10	.912
Arguments with angry customers	2.40	1.095
Unkind/hurtful response from customers	2.50	1.147
Harassments and assaults in workplace	3.35	1.040
Constant pressure to work fast	2.80	1.056
Difficulty to keep up with time deadlines	2.65	1.182
Feeling tired and drained of physical energy	2.60	1.353
Unkind treatment by hotel workers/owners	2.50	1.051
Feeling of choosing wrong job/profession	3.45	1.276
Low confidence level and low self esteem	2.90	1.071
Skipping meals and loss of appetite	2.40	1.095
Poor sleeping pattern	2.85	1.531

The result of descriptive analysis shows that harassment and assaults in workplace has the highest mean value (3.35) while respect from arguments with angry customers has the lowest mean value (2.40). So, the employees' highest job stress of harassments and assaults in workplace and least job stress with the arguments with angry customers.

8. SUGGESTIONS:

- To arrange waiting place before receiving the order we are together on one place.
- To provide technical support and equipments.
- To give job security and safety things.
- To fix minimum working hours.
- To provide healthy food at work place with drinking water.

9.CONCLUSION:

The research concludes that food delivery employees face the highest challenge is motivation at work place and least challenge is respect from boss and colleagues. From this, they need motivation from food delivery service industries. Then, the highest job stress dimension of food delivery employees are harassments and assaults in workplace. So, the food delivery service industries reduce their job stress and respect to them; provide job security and satisfaction, to give assurance to peaceful and safety life.

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Innovative Researches in Learning &Teaching

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Abstract: The biggest challenge any teacher faces is capturing the students' attention, and putting across ideas in such a way that it stays with them long after they have left the classroom. For this to happen, classroom experience should be redefined and innovative ideas that make teaching learning methods more effective should be implemented. So, here are some innovative ideas that will help teachers reinvent their teaching methods and make their classes interesting. The use of innovative methods in educational institutions has the potential not only to improve education, but also to empower people, strengthen governance and galvanize the effort to achieve the human development goal for the country. The purpose of this paper is to suggest useful innovative teaching methods which could easily be imparted knowledge to the students

Keywords: Innovative teaching, learning, classroom

1. INTRODUCTION

Innovation is not just doing something new; it is thinking of new ways to improve product, method or an idea. There is a common belief that innovation in education is only related to technological advancements. However, in reality, innovation in education transcends technical expertise. The words "Innovation", "Teaching" and "Learning" are synonymous with human nature and tendency. Both these words are beautifully interdependent on each other. While the stress on innovation can't be higher, it is a well-established fact that innovation is driven by learning. The foundation for preparing creative leaders of the future status with innovative learning and teaching. The introduction of innovation in education allows students to expand their minds and develop skills outside the textbooks. Innovative teaching is where good teachers are inventive and creative. In such situations teaching and technology combine to support good learning. As Albert Einstein has aptly quoted, imagination is the real sign of intelligence. Hence, it is quintessential that we change and improve learning, educating, and teaching methods according to society's changing dynamics. Innovative teaching methods are necessary to channel innovative education and to help learners understand and solve modern day challenges, break futile social constructs, and grow towards a sustainable future.

2. INNOVATIVE LEARNING

- Innovative learning is the process of creating an atmosphere where students learn about new things regularly, question them, and think of new ideas on their own. It can involve using technology like-augmented reality, deep learning, or something as common and necessary as the interest to let students explore and understand things.
- It can also facilitate group explorations that can help in developing skills like learning from others, growing, and developing harmony amongst themselves, which will later help them in

the future while managing a huge team as a creative leader.

- Nowadays, there is a treasure of information lying around for use, in the form of MOOCs, blogs, and other resources, to open endless opportunities and propagate innovation in education. Startups are booming in the EduTech sector, deploying the use of augmented reality, neural networks to make learning more engaging and enjoyable, which can promote curiosity and nurture innovation in education.

3. INNOVATIVE LEARNING METHODS

1) Cross learning

- Learning in informal settings, such as museums and after-school clubs, can link educational content with issues that matter to learners in their lives. These connections work in both directions. Learning in schools and colleges can be enriched by experiences from everyday life; informal learning can be deepened by adding questions and knowledge from the classroom.
- An effective method is for a teacher to propose and discuss a question in the classroom, then for learners to explore that question on a museum visit or field trip, collecting photos or notes as evidence, then share their findings back in the class to produce individual or group answers.

2) Learning through argumentation

- Students can advance their understanding of science and mathematics by arguing in ways similar to professional scientists and mathematicians. Argumentation helps students attend to contrasting ideas, which can deepen their learning. It makes technical reasoning public, for all to learn.
- When students argue in scientific ways, they learn how to take turns, listen actively, and respond constructively to others. Professional development can help teachers to learn these strategies and overcome challenges, such as how to share their intellectual expertise with students appropriately.

3) Incidental learning

- Incidental learning is unplanned or unintentional learning. It may occur while carrying out an activity that is seemingly unrelated to what is learned. Early research on this topic dealt with how people learn in their daily routines at their workplaces.
- For many people, mobile devices have been integrated into their daily lives, providing many opportunities for technology-supported incidental learning. Unlike formal education, incidental learning is not led by a teacher, nor does it follow a structured curriculum, or result in formal certification.

4) Context-based learning

- Context enables us to learn from experience. By interpreting new information in the context of where and when it occurs and relating it to what we already know, we come to understand its relevance and meaning. In a classroom or lecture theatre, the context is typically confined to a fixed space and limited time.
- Beyond the classroom, learning can come from an enriched context such as visiting a heritage site or museum, or being immersed in a good book. We have opportunities to create context, by interacting with our surroundings, holding conversations, making notes, and modifying near by objects.

5) Computational thinking

- Computational thinking is a powerful approach to thinking and problem solving. It involves breaking large problems down into smaller ones (decomposition), recognizing how these

relate to problems that have been solved in the past (pattern recognition), setting aside unimportant details (abstraction), identifying and developing the steps that will be necessary to reach a solution (algorithms) and refining these steps (debugging).

- Such computational thinking skills can be valuable in many aspects of life, ranging from writing a recipe to share a favorite dish with friends, through planning a holiday or expedition, to deploying a scientific team to tackle a difficult challenge like an outbreak of disease.

6) Learning by doing science (with remote labs)

- Engaging with authentic scientific tools and practices such as controlling remote laboratory experiments or telescopes can build science inquiry skills, improve conceptual understanding, and increase motivation. Remote access to specialized equipment, first developed for scientists and university students, is now expanding to trainee teachers and school students.
- A remote lab typically consists of apparatus or equipment, robotic arms to operate it, and cameras that provide views of the experiments as they unfold. Access to remote labs can also bring such experiences into the school classroom. For example, students can use a high-quality, distant telescope to make observations of the night sky during daytime school science classes.

7) Embodied learning

- Embodied learning involves self-awareness of the body interacting with a real or simulated world to support the learning process. When learning a new sport, physical movement is an obvious part of the learning process. In embodied learning, the aim is that mind and body work together so that physical feedback and actions reinforce the learning process.
- For more general learning, the process of physical action provides a way to engage learners in feeling as they learn. Being more aware of how one's body interacts with the world can also support the development of a mindful approach to learning and well-being.

8) Adaptive teaching

- All learners are different. However, most educational presentations and materials are the same for all. This creates a learning problem by putting a burden on the learner to figure out how to engage with the content. It means that some learners will be bored, others will be lost, and very few are likely to discover paths through the content that result in optimal learning.
- Adaptive teaching offers a solution to this problem. It uses data about a learner's previous and current learning to create a personalized path through educational content.

9) Analytics of emotions

- Automated methods of eye tracking and facial recognition can analyse how students learn, the respond differently to their emotional cognitive states. Typical cognitive aspects of learning include whether students have answered a question and how they explain their knowledge. Non-cognitive aspects include whether a student is frustrated, confused, or distracted.
- For classroom teaching, a promising approach is to combine computer-based systems for cognitive tutoring with the expertise of human teachers in responding to students' emotions and dispositions, so that teaching can become more responsive to the whole child and learner.

10) Stealth assessment

- The automatic data collection that goes on in the background when students work with rich digital environments can be applied to unobtrusive, 'stealth', assessment of their learning processes. Stealth assessment borrows techniques from online role-playing games such as World of Warcraft, in which the system continually collects data about players' actions, making inferences about their goals and strategies in order to present appropriate new challenges.
- This idea of embedding assessment into a simulated learning environment is now being

extended to schools, in topics such as science and history, as well as to adult education.

4. INNOVATIVE TEACHING

Innovative teaching ideas, which support learning, questioning, exploring and taking risks form the foundation of innovative education. This will motivate them to think out of the box and think creatively. This entire process is so open that it enables students to question, explore, risk, fail and uniquely learn new things.

Innovative teaching methods

1) Co-operative learning

- Co-operative learning is a successful teaching strategy in which small teams, each with students of different levels of ability use a variety of learning activities to improve their understanding skill. For example, communication skills.

2) Class discussion

- Discussion methods are a variety of forums for open-ended, collaborative exchange of ideas among a teacher and students. Discussion is important to learning in all disciplines because it helps process information rather than simply receive it.
- Leading a discussion requires skills different from lecturing. The goal of discussion is to practice thinking about the course material.

3) Lesson objective transparency

- It is a method that clearly state your lesson goals or objectives. You could announce it in class or write it on the board. Just make it simple and clear for all of your student to understand.
- Then, they know what they're working towards and what they should know by the end of the class. This is also really helping to reduce student anxiety.

4) Graphic organizer

- A graphic organizer is a powerful, visual learning tool that teachers like to use to help students organize their ideas. They can also be used to clarify or simplify complex concepts, help with problem solving or decision making, or be used to plan research of all ages. This helps them to organize the information in their minds.

5) Love what you do

- You can give your best only if you truly love what you do. You will be more creative and inspired when you are not stressed. Loving your work keep you relaxed and give you room to experiment the new ideas.

6) Audio and video tools

- With audio and video tools teachers can bring education to life, either by creating their own content to make classroom and curriculum more vivid and engaging.
- This method develops the ability to listen, but will also help them understand the concepts better.

7) Brainstorm

- Brainstorming is a method of generating ideas and sharing knowledge to solve a particular commercial or technical problem, in which participants are encouraged to think without interruption.
- Brainstorming is a group activity where each participant shares their ideas as soon as they come to mind.

8) Classes outside the classroom

- Some lessons are best to learnt, when they are taught outside the classroom. Organize field trips that are relevant to the lessons or just simply take students for a walk outside the classroom.
- It develops observations and perception skills, adding relevance and meaning to learning etc,

9) Role play

- Role play exercises give students the opportunity to assume the role of a person or act out a given situation. So, it can develop communication and language skills of students, allows children to act out and make sense of real-life situations. Role play is the effective method of teaching.

10) Puzzles and games

- Learning is fun where puzzles and games are part of education. Puzzles based teaching helps young students to think, it increases the ability to distinguish between various colours and various images.
- Game based teaching helps students to promote critical thinking. Students can easily learn the knowledge.

11) Refer books on creativity

- To be a creative teacher you should have more creative skills, so you need to do some research on creative ideas and techniques.
- There are lots of books on creativity choose some best and learn more for your improvement of teaching.

12) Story telling

- Stories teach us about life, about ourselves and others. Storytelling is a unique way for students to develop an understanding, respect and appreciation and can promote positive attitude.
- It is one of the oldest forms of teaching. It helps to understand a topic or a concept easily.
- For example, we all watch movies but why we are watching the movies? There is an interesting story and once we watch that movie, we can remember the story of the movie. Like that the concept is explained through story it is easy to remember they won't forgotten soon.

5. CONCLUSION

As the great scientist Thomas Edison once said, "The value of an idea lies in the use of it." Hence, our education system must stay efficient as well as relevant to the progress we are making and the challenges our world is facing now. It is time we promote innovative learning so that students learn a lot more than what is contained in a textbook.

Emotional Self-Awareness of Pre-Service Teachers during COVID-19 Pandemic Situation

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Abstract: This research study aims to identify the level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation and to find out whether there exists any significant difference in emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age, gender, and educational qualification. A normative survey method has been used for this study. The sample size consists of 220 pre-service teachers from three teacher education colleges located in and around Karaikudi, Sivagangai District, Tamil Nadu, India. Emotional self-awareness during the COVID-19 pandemic situation for pre-service teachers tool with Cronbach's alpha reliability 0.82 was used for data collection. For analyzing the data mean, standard deviation, t-test, are used. Results reveal that the level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic is favorable and does not differ based on age, gender, and educational qualification.

Keywords:emotional-self awareness,pre-service teachers,emotional intelligence,COVID-19, pandemic.

1. INTRODUCTION

Emotional Intelligence is the “ability to monitor one’s own and other’s feeling and emotions, to discriminate among them and to use this information to guide one’s thinking and action (Salovey & Mayer 1990). Self-awareness is the ability to read and understand emotions as well as recognize their impact on others. Self-awareness consists of emotional self-awareness, accurate self-assessment, and self-confidence (Goleman, 2002). Self-awareness is one of the major components of emotional intelligence. Emotional self-awareness is the ability to understand our emotions and their effects on performance. Emotional self-awareness is the precursor for being able to accomplish goals effectively under stressful situations. Knowing one’s emotions enables the individual to optimize performance. Emotional self-awareness induces better emotional intelligence.

2. NEED AND SIGNIFICANCE OF THE STUDY

The emotional and behavioral response to the COVID-19 pandemic situation has both intrinsic and extrinsic factors. Extrinsic factors include family situation, peer group, new normal activities, lockdown during COVID-19 pandemic situation, and intrinsic factors such as attitude, feeling, and emotions of the individual. If the individual is aware of when, where, how, and why getting emotional imbalance, one can make choices to decrease the level of emotional imbalance and improve the performance appropriately even in the COVID-19 pandemic situation. Based on extensive literature research on the emotional self-awareness of pre-service teachers, the researcher and research

supervisor aimed at studying the level of emotional self-awareness of preservice teachers during the COVID-19 pandemic situation.

3. OBJECTIVES OF THE STUDY

- To identifythe level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation.
- To find out whether there exists any significant difference in emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age.
- To find out whether there exists any significant difference in emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their gender.
- To find out whether there exists any significant difference in emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their educational qualification.

4. HYPOTHESES OF THE STUDY

- The level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation is unfavorable.
- There is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age.
- There is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their gender.
- There is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their educational qualifications.

Delimitation of the study

- The study sample is confined to only three teacher education colleges located in and around Karaikudi, Sivagangai district, Tamil Nadu.
- The present study sample is confined only to pre-service teachers.
- The present study is confined only to finding the level of emotional self-awareness of pre-service teachers duringthe COVID-19 pandemic situation concerning age, gender, and educational qualification.

5.METHODOLOGY OF THE STUDY

Method:Normative Survey method

Sample:The present study consists of 220 Pre-service teachers from Alagappa University College of Education, Karaikudi, Arumugam Pillai SeethaiAmmal College of Education, Thirupathur, ThavathiruKundrakudiAdigalar College of Education for Women (TKACEW), Kundrakudi located in Sivagangai District. Tamil Nadu, India.

Sampling Technique: Convenience Sampling

The tool used for Data Collection

The following tool used for data collection:

Emotional self-awareness during the COVID-19 pandemic situation for pre-service teachers is ofa five-point Likert type, and it consists of 23 items. Each item is this scale set against a five-point scale, ie Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. Emotional self-awareness during the COVID-19 pandemic situation with validity- expert validityand Cronbach's alpha reliability-0.82

The minimum score of this attitude scale is 23 and the maximum score is 115. Therefore, a score above 70 indicates a favorable level of emotional self-awareness during the COVID-19 pandemic situation and a score below 70 indicates the unfavorable level of emotional self-awareness during the COVID-19 pandemic situation.

Data Collection

Due to COVID -19 health pandemic issue, data collection has been collected through online mode as well as offline mode. Attitude towards new normal after COVID-19 pandemic situation for pre-service teachers has been posted on freeonlinesurveys.com and sent through WhatsApp group and e-mail and questionnaire has been given directly to respondents and collected data.

Statistical Techniques used for this study

Arithmetic mean

Standard deviation

t-Test

Data Analysis and Interpretation

Hypotheses testing:

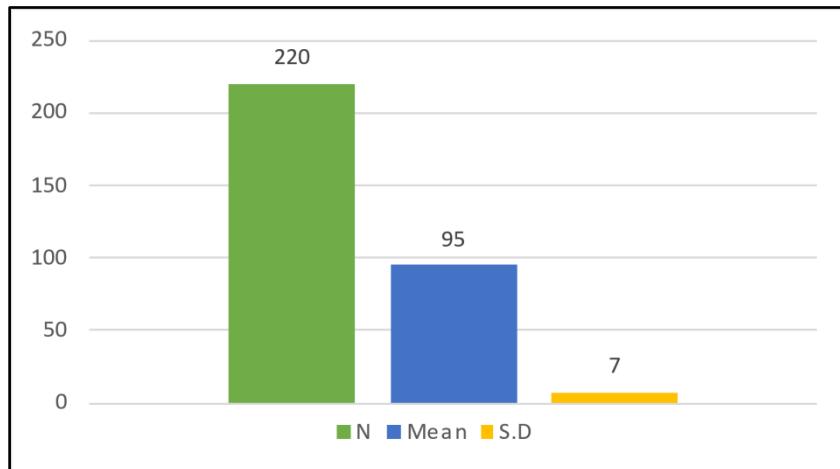
Hypothesis 1: The level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation is unfavorable.

Table 1: Level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation

Variables	N	Mean	S.D
Emotional self-awareness	220	95	7

Above table 1 shows the mean score of 95. A score above 70 indicates a favorable level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation. So, the level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation is favorable.

Figure 1:Level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation



Hypothesis 2:There is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age.

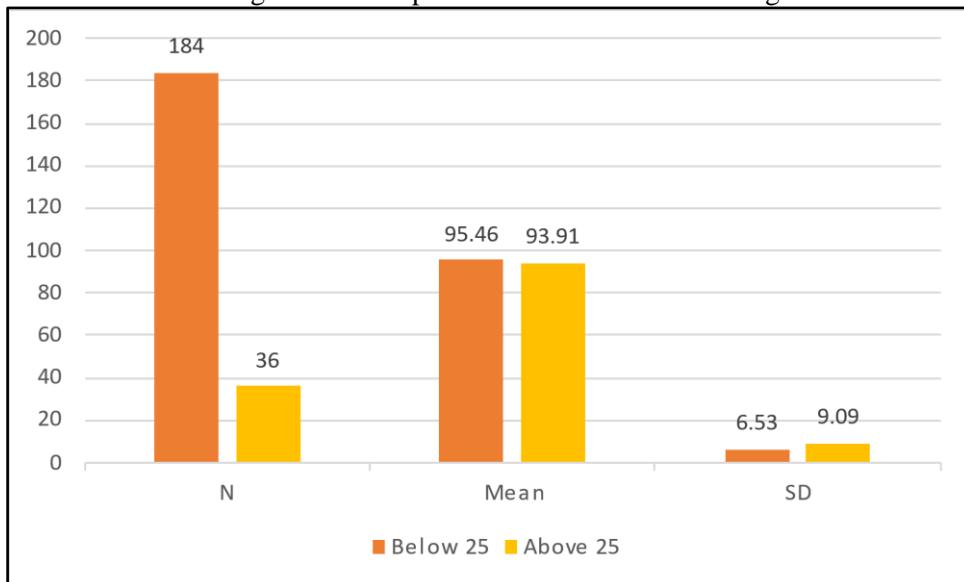
Table 2: Significant mean difference of level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation based on age

Age	N	Mean	SD	Calculated 't' value	Level of significance
Below 25	184	95.46	6.53	0.22	Not Significant
Above 25	36	93.91	9.09		

*Significant at 5% level (1.96)

From the above table 2, the calculated 't' Value (0.22) is less than the table value (1.96) at the 0.05 level of significance. When compared to the table value the null hypothesis is accepted. Hence, there is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age. So, the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation never influences the age.

Figure 2: Significant mean difference of level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation based on age



Hypothesis 3: There is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their gender.

Table 3: Significant mean difference of level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation based on their gender

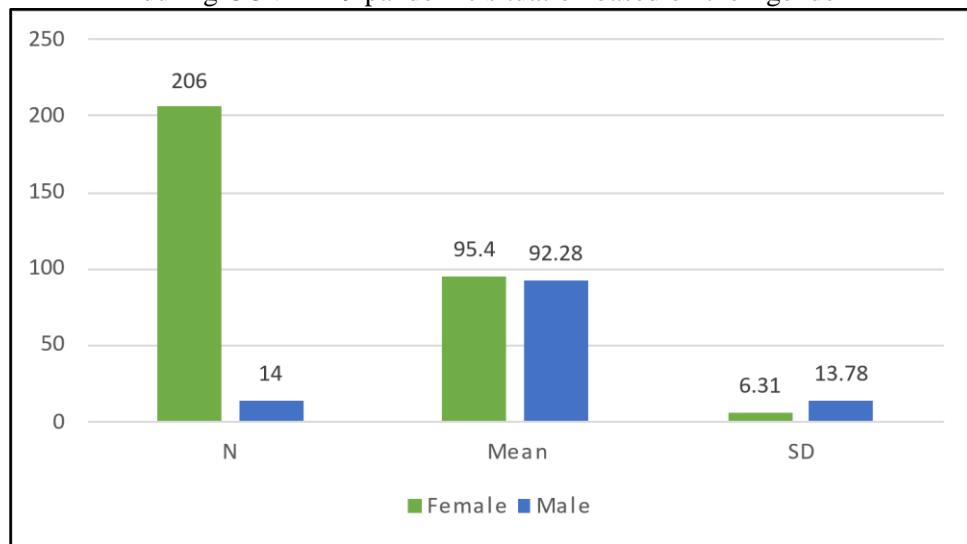
Gender	N	Mean	SD	Calculated 't' value	Level of significance
Female	206	95.4	6.31	0.10	Not Significant
Male	14	92.28	13.78		

*Significant at 5% level (1.96)

From the above table 2, the calculated 't' Value (0.10) is less than the table value (1.96) at the 0.05 level of significance. When compared to the table value the null hypothesis is accepted. Hence, there is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-

19 pandemic situation based on their gender. So, the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation never influences the gender.

Figure 3: Significant mean difference of level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation based on their gender



Hypothesis 4: There is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their educational qualification.

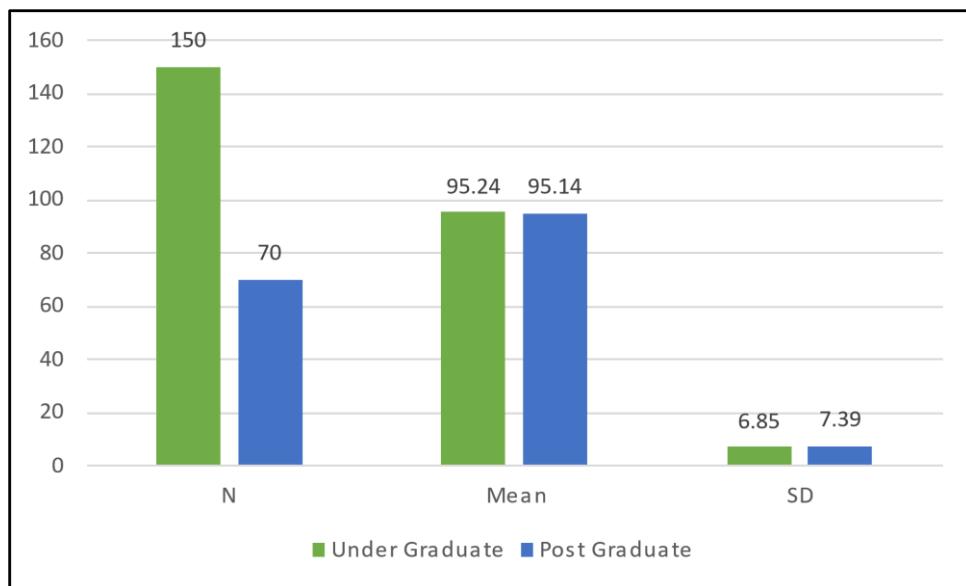
Table 4: Significant mean difference of level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation based on their educational qualification

Educational Qualification	N	Mean	SD	Calculated 't' value	Level of significance
Under Graduate	150	95.24	6.85	0.92	Not Significant
Post Graduate	70	95.14	7.39		

*Significant at 5% level (1.96)

From the above table 2, the calculated 't' Value (0.92) is less than the table value (1.96) at the 0.05 level of significance. When compared to the table value the null hypothesis is accepted. Hence, there is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their educational qualification. So, the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation never influences the educational qualification.

Figure 4: Significant mean difference of level of emotional self-awareness of pre-service teachers during COVID-19 pandemic situation based on their educational qualification



6. MAJOR FINDINGS OF STUDY

The mean score of the total sample is 95. A score above 70 indicates a favorable level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation. So, the level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic is favorable.

The calculated 't' Value (0.22) is less than the table value (1.96) at the 0.05 level of significance. When compared to the table value the null hypothesis is accepted. Hence, there is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age.

The calculated 't' Value (0.10) is less than the table value (1.96) at the 0.05 level of significance. When compared to the table value the null hypothesis is accepted. Hence, there is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their gender.

The calculated 't' Value (0.92) is less than the table value (1.96) at the 0.05 level of significance. When compared to the table value the null hypothesis is accepted. Hence, there is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their educational qualification.

7. EDUCATIONAL IMPLICATIONS

Emotional self-awareness is all about understanding own emotions for desirable behaviors. Pre-service teachers need a higher degree of emotional self-awareness to accomplish goals during an unpredictable situation like the COVID-19 pandemic. The emotional self-awareness of pre-service teachers shows how much of their potential translated into performing appropriately based on the context. Pre-service teachers are future teachers who will be leading the future society by empowering students. Balancing functional impairment, boredom, stigma, worry, phobia, frustration, anger, handling tough situations improves mental health as well as effective performance.

8. CONCLUSION

This study has been conducted to identify the level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation and to find out whether there exists any significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age, gender, and educational qualification.

As a result, it indicates that the level of emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation is favorable which represents pre-service teachers can perform effectively in difficult situations and there is no significant difference in the emotional self-awareness of pre-service teachers during the COVID-19 pandemic situation based on their age, gender, and educational qualification. So, the emotional self-awareness during the COVID-19 pandemic situation never influences the age, gender, and educational qualification of pre-service teachers; which in turn enhances the performance in a productive way and realistic self-confidence among pre-service teachers.

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Brand Awareness and Consumer Satisfaction towards Prestige Electric Kettle with Reference to Coimbatore City

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Abstract: Life style of consumers has been ever changing from time to time. Ultra modern appliances help the consumers to lead an easy life. Electric kettle is one of such appliances which help the consumers to boil water, tea or coffee without the need for stove or kitchen utensils. It is portable and is easy to carry along with other things to anywhere the consumers want to go. Prestige electric kettle is one of the leading brands of kitchen appliances. The previous studies reviewed indicated that there were very little studies on the particular brand of electric kettle. In this paper an attempt has been made to examine the awareness of consumers towards the features of Prestige electric kettle and the factors influencing their satisfaction. For this purpose, 150 consumers of Prestige electric kettle from Coimbatore City were selected using simple random sampling. The data collected through questionnaire were analyzed using percentage analysis, chi square test and factor analysis. The results showed that the consumers were well aware of the features of this brand. The convenience factors have played a vital role in satisfying the consumers of Prestige electric kettle and the least satisfying factors were safety measures.

Keywords: Awareness; Electric kettle; Features; Kitchen appliances; Satisfaction

1. INTRODUCTION

Consumers always have an anticipation to buy sophisticated and advanced appliances. Having realized the intention of the consumers, variety of products has been introduced in the market. The consumers who are aware of these products want to buy and use them. In modern households, electrical appliances are used to a greater extent. Boiling water is inevitable in every family. It is made in different ways and a faster way to boil water is using electric kettle. It helps to boil water efficiently as it is enclosed space. It is preferred by the consumers as it is comfortable and portable. While travelling it is easy to carry an electric kettle and have hot drinking water. Students use electric kettle while preparing for examinations. They can prepare tea or coffee without disturbing the other family members. In major cities like Coimbatore, the use of electric kettle is found common in many households. Prestige is a leading manufacturer of kitchen appliances. They are the pioneers in marketing electric kettle.

2. REVIEW OF LITERATURE

Gopalakrishnan, V. & Parameshwari, S. (2014) identified that Preethi was the highest used brand. The consumers preferred button type induction stove more than the other types. It is observed that the fast cooking influenced the consumers to use the induction stoves. Advertisement played a key role in conveying the information about induction stove to the consumers. The consumers themselves have made the purchase decision towards induction stoves. Butterfly stove was stated to be the cheap and best brand available in the market.

Murray, D.M. et al. (2016) analyzed the seasonal usage of electric kettles during the year 2014-15. They have found that the highest usage was made during the months of July, August and December 2014. The lowest usage was recorded in the month of April 2014. During the week days, the kettle was used mainly between 6 and 8 am. In the evening, it was used more between 4 and 6 pm. It was observed that during the week end, the electric kettle was used more during 6 and 8 am followed by 8 and 10 am.

Saravanabhavan, N. & Sivakumar, S. (2016) examined the source of information about the induction stove and found that advertisements were the major source of awareness while exhibition was reported to be the next greater source of awareness. Representatives played a little role in making the consumers aware of induction stoves. Among the advertisement media, the greatest impact was made on the consumers by Television. According to the ranks given by the consumers for the influencing factors, utility has got the highest rating and the design has been the lowest rated factor. Prestige is found to be the most widely used brand of induction stove in the study area.

Kalimuthu, M. & Sandhiya, D. (2020) observed that customer service the most influencing factor for the customers to buy the Whirlpool appliances. They are satisfied with the price of these products. The customers have agreed that the Whirlpool appliances have been designed with latest technology. They feel comfortable with these appliances. Customers preferred debit / credit card mode of purchase as their convenient one. The authors have suggested that the company has to expedite the responses to the queries of the customers.

3. RESEARCH PROBLEM

The literature review denoted that several studies have been made on consumer awareness, perception and satisfaction on home appliances, electronic appliances and durable goods by numerous scholars. Certain studies have been conducted on a particular product. However, consumer attitude towards electrical appliances has been focused very little in the previous studies. The researchers have aimed at bridging this gap by undertaking an empirical study exclusively for a specific electrical appliance. Electric kettle is one of such electric appliances commonly used in households nowadays. Therefore, it is decided that the brand awareness and consumer satisfaction towards electric kettle is to be studied necessarily.

4. OBJECTIVES OF THE STUDY

- To assess the level of awareness of consumers on features of Prestige electric kettle
- To identify the factors influencing the satisfaction of consumers about Prestige electric kettle.

5. SIGNIFICANCE OF THE STUDY

Electric kettles are widely used in major cities for domestic purposes. However, they are largely used in hotels and lodges. Domestic consumers' brand preference would bring more knowledge to the manufacturers about the awareness of consumers and their satisfaction on electric kettles. This study would enable the consumers to understand the specifications of the kettle and to what extent the consumers are satisfied with the Prestige electric kettle.

6. METHODOLOGY

This study has analyzed the primary data collected from 150 sample respondents through electronic mode. The researchers have sent the questionnaire to the respondents through mail and Whatsapp. The sample respondents were selected from the list of customers collected from the dealers of Prestige electric kettle in Coimbatore City. In this regard, simple random sampling method has been adopted. The demographic profile of the respondents has been analyzed using percentage analysis while chi

square test was applied to understand the association between demographic variables and the awareness on the features of Prestige electric kettle. The factors influencing satisfaction of the consumers towards Prestige electric kettle have analyzed using Exploratory Factor Analysis.

Table 1: Demographic Variables

Demographic variables	Groups	Frequency	Percent
Age	Below 20 years	18	12
	20 to 40 years	69	46
	40 to 60 years	34	22.7
	Above 60 years	29	19.3
Gender	Male	56	37.3
	Female	94	62.7
Marital Status	Married	39	26
	Single	111	74
Educational Level	School Level	23	15.3
	UG Level	68	45.3
	PG Level	34	22.7
	Others	25	16.7
Occupational Status	Employed	22	14.7
	Businessman	61	40.7
	Student	35	23.3
	Housewife	14	9.3
	Others	18	12
Monthly Income	Less than Rs. 10000	23	15.3
	Rs. 10001 to Rs. 20000	54	36
	Rs. 20001 to Rs. 30000	31	20.7
	Above Rs. 30000	42	28
	Total	150	100

Source: Primary data

Table 1 reveals that the greatest proportion of sample respondents (46 per cent) were pertaining to the age group of 20 to 40 years and the lowest proportion (12 per cent) were belonging to age group of below 20 years. It indicates that the electric kettles were widely used by middle age consumers. The sample proportions of male and female consumers were found to be 37.3 per cent and 62.7 per cent respectively. It implies that female consumers dominated the female consumers. The results showed that 26 per cent of the total respondents were married and 74 per cent of them were single respondents. It could be understood that single consumers use the electric kettle more than the married consumers. UG level educated consumers (45.3 per cent) represented the highest proportion of Prestige electric kettle consumers. School level educated consumers (15.3 per cent) were the least part of the consumers of Prestige electric kettle. The occupational status of the greatest composition of sample respondents (40.7 per cent) was businessman and that of the lowest proportion (9.3 per cent) was housewife. Prestige electric kettle was more used by the consumers earning a monthly income of Rs.10001 to Rs.20000 (36 per cent) whereas the income earned by the lowest proportion of consumers was found to be 12 per cent.

AWARENESS

An attempt has been made to assess the level of awareness of the consumers towards the features of Prestige electric kettle. In this regard, capacity, watts required, design, indicator and lid were considered as the major features of this brand. The responses of the sample respondents were obtained a well aware, just aware and not aware. The awareness level has been compared with the demographic variables with a view to test the association between them.

In this regard, the following hypotheses have been formulated and tested:

- Null Hypothesis H_0 : There is no significant association between demographic variables (Age, gender, marital status, educational level, occupational status and monthly income) and awareness on the features of Prestige electric kettle (Capacity, Watts required, Design, Indicator and Lid)
- Alternative Hypothesis H_1 : There is no significant association between demographic variables (Age, gender, marital status, educational level, occupational status and monthly income) and awareness on the features of Prestige electric kettle (Capacity, Watts required, Design, Indicator and Lid)

Table 2: Demographic Variables And Awareness

Features	Demographic Variables	Chi square value	DF	p value	Result
Capacity	Age	5.131	6	0.527	NS
	Gender	4.498	2	0.105	NS
	Marital Status	4.043	2	0.132	NS
	Educational Level	5.544	6	0.476	NS
	Occupational Status	14.126	8	0.079	NS
	Monthly Income	5.379	6	0.496	NS
Watts	Age	6.264	6	0.394	NS
	Gender	0.995	2	0.608	NS
	Marital Status	8.053	2	0.018	*
	Educational Level	6.335	6	0.387	NS
	Occupational Status	13.352	8	0.100	NS
	Monthly Income	19.513	6	0.003	**
Design	Age	9.026	6	0.172	NS
	Gender	2.326	2	0.312	NS
	Marital Status	1.792	2	0.408	NS
	Educational Level	3.954	6	0.683	NS
	Occupational Status	12.002	8	0.151	NS
	Monthly Income	2.747	6	0.840	NS
Indicator	Age	1.25	6	0.974	NS
	Gender	5.41	2	0.067	NS
	Marital Status	2.254	2	0.324	NS
	Educational Level	3.141	6	0.791	NS
	Occupational Status	3.621	8	0.890	NS
	Monthly Income	6.666	6	0.353	NS
Lid	Age	5.145	6	0.525	NS
	Gender	2.659	2	0.265	NS
	Marital Status	8.848	2	0.012	*
	Educational Level	1.408	6	0.965	NS
	Occupational Status	6.964	8	0.540	NS
	Monthly Income	10.304	6	0.112	NS

Source: Primary data

Table 2 depicts that the association between the demographic variables and awareness on capacity was not significant for all the selected variables since the respective p values were greater than 0.05. The awareness of the consumers towards watts required for Prestige electric kettle had significant association with the marital status as the p value (0.018) is less than 0.05. The relationship between monthly income and the awareness on watts required was also found to be significant in accordance with the p value of 0.003 ($p<0.01$). The other variables have no significant relationship with awareness on watts required. The awareness on design and indicator has not been influenced by any of the selected demographic variables. There has been a significant impact of marital status on the awareness of consumers towards lid as indicated by the p value of 0.012 ($p<0.05$). However, the other variables have no significant association with the awareness on lid of the Prestige electric kettle.

SATISFACTION

The factors influencing the satisfaction of consumers towards Prestige electric kettle have been analyzed in this paper using Exploratory Factor analysis. In this regard, the following factors have been taken into account:

1. Boiling Speed
2. Water Filters
3. Cool lids
4. Temperature Controls
5. Safety measures
6. Lockable lids
7. Convenience
8. Portability
9. Easy to use
10. Auto-off feature

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.61
Bartlett's Test of Sphericity	Approx. Chi-Square
	DF
	Sig.

From the Table 3, it is evident that the KMO measure of sampling adequacy was 0.61. if the measured value is greater than 0.6, it is normally considered adequate for performing factor analysis. The chi square value was computed to be 250.99 and the p value was 0.000 ($p<0.01$) which supports the factor analysis.

Table 4: Rotated Components Matrix

Components	Factors	Coefficients	Eigen Values	% of Variance Explained
1	Convenience	0.759	2.287	22.871
	Easy to use	0.691		
	Portability	0.611		
	Lockable lids	0.610		
	Water Filters	0.600		
2	Boiling Speed	0.756	1.893	18.93
	Cool lids	0.708		
	Auto-off feature	0.691		
	Temperature Controls	0.421		
3	Safety measures	0.802	1.207	12.073

Source: Primary data

Table 4 purports that the selected factors have been grouped in to three components. The first components comprised five factors – convenience (0.759); easy to use (0.691); portability (0.611); lockable lids (0.610); and water filters (0.600). These factors are considered as convenience factors the eigen value of these factors was found to be 2.287 and these factors have explained 22.871 per cent of the total variance. The second component has been named as technical factors which include four factors – boiling speed (0.756); cool lids (0.708); auto-off feature (0.691) and temperature controls (0.421). The technical factors have explained 18.93 per cent of the total variance and the eigen value of these factors was ascertained to be 1.893. The safety measures were grouped as the

third component whose eigen value was 1.207. The total variance explained by these factors was found to be 12.073. It implies that the satisfaction of consumers of Prestige electric kettle was mainly influenced by convenience factors. The safety measures have least contribution towards the satisfaction of consumers on Prestige electric kettle.

7. FINDINGS

From the analysis, it is observed that the Prestige electric kettle is popular among the middle aged consumers and it is mostly used by female consumers. The single consumers used electric kettle more than the married consumers. The UG level educated respondents form the major part of the consumers of electric kettle. Business people were found to be using electric kettle more than others. The income earned by the major proportion of consumers was found to be middle income.

The awareness of consumers towards the capacity, design and indicator of Prestige electric kettle was not significantly different in accordance with the demographic variables of the consumers. The consumers had different awareness level towards watts required according to their marital status and monthly income. The marital status has differentiated the consumers towards their awareness on lid of Prestige electric kettle.

Prestige electric kettle has satisfied the consumers with its convenience factors such as convenience, easy to use, portability, lockable lids and water filters. The lowest contributing factor towards the satisfaction of the consumers was safety measures.

8. SUGGESTIONS

On the basis of research findings, the following suggestions have been offered to the manufacturers of Prestige electric kettle:

The boiling speed shall be designed with reference to the capacity of the kettle and the volume of water boiled. Instant heating element could increase the boiling speed and hence, it could enhance the satisfaction of the consumers. The safety measures are to be improved by providing child lock facility to protect the children from the risk of harm by electric shock or hot water. The consumers are well aware of watts required for using the electric kettle. The electric kettle shall be designed with battery mode also in order to have the usage of kettle while the electric power is off.

9. CONCLUSION

Prestige electric kettle is quite popular among the consumers in Coimbatore City. They are well aware of the features like capacity, watts required, design, indicator and lid of the electric kettle. Convenience factors have contributed more towards the satisfaction of the consumers of Prestige electric kettle. These factors included convenience, easy to use, portability, lockable lids and water filters. The safety measures are yet to be improved by the manufacturers of Prestige electric kettle. The specially designed kettle for different age group of consumers with varying capacity and value added features would bring promising future for the Prestige electric kettle.

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An Overview of Recent Developments in Digital Marketing

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Abstract: Online marketing communications are moving toward interactions between individual recipients and consumers rather than being directed from a marketing organization to masses of consumers. It is now possible for an individual to be just as efficient in broadcasting information, both positive and negative, about an organization as it is for a large corporation to promote itself. The social networking that allows the quick and easy dissemination of information and misinformation is in part a product of changes in online communication channels, but these communication channels are in part enabled by such social networking. From a marketing perspective, we are at a pioneering stage in understanding how these work. This article suggests an infrastructure that could be useful in studying how online communication channels are emerging and how they might evolve in the future. The elements of this infrastructure are core/technological, competitive/commercial, political/regulatory, and social.

KEYWORDS: *Online Marketing, Consumers, Communication Channels, Viral Marketing, Social Networking*

1. INTRODUCTION

Online marketing is a set of tools and methodologies used for promoting products and service through the internet. Online marketing communications are moving toward interactions between individual recipients and consumers rather than being directed from a marketing organization to masses of consumers. It is now possible for an individual to be just as efficient in broadcasting information, both positive and negative, about an organization as it is for a large corporation to promote itself. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. Online marketing is also termed as Internet marketing, Web marketing, or simply, OLM. It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product. . It is more cost-effective. It is fast and efficient for brand building. It is not interrupting. The user can attend online advertises as per his/her convenience and preferences. It can provide maximum information about the product or service, offers, and transactions.

2. OBJECTIVES

1. To study the role of digital marketing in return on web.
2. To study the growth of digital marketing.
3. To study the different channels of digital marketing
4. To build a Brand of digital marketing
5. To know the latest developments in digital marketing

3. MEANING OF DIGITAL MARKETING

Marketing is the process of getting potential clients or customers interested in your products and services. The keyword in this definition is "**process**". Marketing involves researching, promoting, selling, and distributing your products or services.

Digital Marketing is the marketing of goods and services via digital technologies. The Internet, for example, is a type of digital technology. However, it is not the only one. Digital marketing also includes marketing services and products using display advertising, mobile phones, and other digital media.

4. CHANNELS OF DIGITAL MARKETING

All digital marketing channels play a role in the solution for a business and harmoniously play off one another. Although the most effective digital marketing channels for your business will depend on the considerations I outlined, here are the 5 most effective digital marketing channels that are trending and have been shown to generate considerable results.



1. VIDEO MARKETING

One of the most dominant [digital marketing trends](#) today and likely for the next 5-10 years is video marketing.

These statistics illustrate the importance of incorporating video, into your digital marketing strategy:

- 70 percent of consumers say that they have shared a brand's video
- 72 percent of businesses say that video has improved their conversion rate
- 52 percent of consumers say that watching product videos makes them more confident in online purchase decisions
- 65 percent of executives visit the marketer's website and 39 percent call a vendor after viewing a video

Video marketing not only has been proven to [build brand](#) awareness, but it's also extremely effective in [boosting your traffic and conversions](#). Create video blogs (vlogs), based on your blog content.

Smartly embed that video in blog posts, as part of your [content marketing strategy](#). This will attract readership and conversion, plus get more mileage out of your content.

2. EMAIL MARKETING

Email marketing is one of the most important digital marketing channels because it has the highest ROI of any marketing tactic, according to [LYFE Marketing](#). Email marketing delivers highly relevant content to a subscriber's inbox in a non-invasive way. Email campaigns are an excellent way to [increase your customers and sales](#). Also, it empowers you to get in touch and stay in touch with your customers, by informing them of upcoming events, other services or new product offerings. Be sure to have an updated email list, personalize the emails and incorporate a clear call to action to improve click through rates.

3. CONTENT MARKETING

Similar to email marketing, content marketing is another one of the most effective digital marketing channels for producing ROI. LYFE Marketing also reported that content marketing can generate three times the leads for about 62 percent less than traditional marketing. Leads are people who are very likely to buy your product and become loyal customers, as you nurture that relationship, which is different from website traffic.

4. SOCIAL MEDIA MARKETING

The latest [social media marketing statistics](#) show that 73 percent of marketers believe that social media marketing has been "somewhat effective" or "very effective" for their business. Moreover, 54 percent of social browsers use social media to research products. Seventy one percent of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family.

One of the ways to [use social media to grow customers](#) is to create original social media content, such as blogs and video, and share it on your [social media platforms](#) such as Facebook, Twitter, LinkedIn and Instagram..

5. SEO & PPC

Two of the digital marketing acronyms I previously mentioned SEO and PPC. It is the ability to streamline your campaigns and optimize results. Recent [marketing statistics](#) show that 64 percent of marketers actively invest in SEO. There are two general elements to successful digital marketing—traffic and conversion. SEO-generated traffic is more likely to convert at a higher rate than ad-generated traffic, since the person doing the search is actively seeking out information and has a specific want and need.

SEO will help your website rank higher, in search engine results, thereby driving more traffic to your site and potentially more business. It also will allow your business to show up at the right time, when your audience is searching for you. Optimized conversion content, based on the buying stage your audience is in, will present them with the right message.

ADVANTAGES OF DIGITAL MARKETING

The main advantage of digital marketing is that a **targeted** audience can be reached in a **cost-effective** and **measurable** way. Other digital marketing advantages include increasing **brand loyalty** and driving **online sales**.

The benefits of digital marketing include:

- **Global reach** - a website allows you to find new markets and trade globally for only a small investment.
- **Lower cost** - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

- **Tractable, measurable results - measuring your online marketing** with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalization** - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Openness** - by getting involved with **social media** and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social currency** - digital marketing lets you create engaging campaigns using **content marketing** tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates** - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

LATEST DEVELOPMENTS IN DIGITAL MARKETING

1. AI in Marketing

The world has been buzzing about how the Artificial Intelligence wave will take over every aspect of your lives in the future. Little do we realize, the change has already begun. 60% of internet users have already interacted with an AI chatbot for solving queries across multiple apps and websites.

Most of the content we consume on our social media platforms is fine-tuned by AIs to make our stay engaged for longer! This technology is so amazing that it is projected to be a \$190 billion industry by 2025 and digital marketers have an amazing opportunity to exploit this hi-tech tool.

2. Augmented Reality

By the definition of Wikipedia, Augmented Reality is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information.

It consists of 3 basic features

- a combination of real and virtual worlds
- real-time interaction
- accurate 3D registration of virtual and real objects

3. Voice Search Optimization

According to research by [Review42](#) on voice search, they found that 55% of teenagers use voice search every day. This massive adoption by the entire generation shows how popular voice search is going to get in the future.

There are a couple of reasons why Voice Search, a feature we all received with our smartphones around 2014, is taking off in a big way this year. Firstly, the increasing adoption of smart speakers. 20% of the households have bought a smart speaker such as Amazon Alexa or Google Home. The adoption of devices that are fully voice search controlled is a big indicator of how people have started to get accustomed to this new behaviour.

4. Programmatic Advertising

Programmatic Ad Buying is the use of software to purchase digital advertising. While the traditional method includes human negotiation, requests for proposals, and quotes, programmatic buying makes use of algorithms and machines to buy ads.

The automation is quick, efficient which ultimately increases conversions and lowers the customer acquisition cost.

5. Personalization

If you want to outperform your competitors and want to stand out in the market, you must focus on personalizing content, products, emails, etc. Personalization is the next big trend that will soon become an industry standard.

According to research by Instapage,

- 63% of consumers are annoyed with the fact that brands repeatedly keep blasting generic advertising messages.
- 80% of consumers say they are more likely to do business with a company if it offers them personalized experiences.
- 90% of consumers claim that they find personalization appealing.
- The best example to understand the power of personalization are Amazon and Netflix, they have personalized recommended movies for each user. Here are some other examples of brands that are progressively using personalization at present

5. CONCLUSION:

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his products or services. Digital Marketing has no boundaries. Company can use any devices such as smart phones , tablets, laptops, televisions game consoles, Digital bill boards and media such as social media, SEO (Search Engine Optimization), Videos, content, E-Mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performances

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Beneficiaries Awareness Level towards MGNREGA Scheme in Sivagangai District

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Abstract: The National Rural Employment Guarantee Act is the flagship program of the Government of India that directly touches the lives of the poor and promotes inclusive growth and development. MGNREGA is an important step towards the realization of the right to work and to enhance the livelihood security of the households in the rural areas of the country. The scheme provides at least 100 days of guaranteed wage employment in every financial year to every household whose adult member volunteers to do unskilled manual work. Convenience sampling method used for collecting data. The sample size for the study is 530. Primary data were collected from women beneficiaries under MGNREGA. Therefore, this paper aims to analyze the beneficiaries' awareness level towards MGNREGA scheme in sivagangai district.

KEYWORDS: MGNREGA, Women beneficiaries, employment, Labor.

1. INTRODUCTION

The National Rural Employment Guarantee Act is the flagship program of the Government of India that directly touches the lives of the poor and promotes inclusive growth and development. MGNREGA is an important step towards the realization of the right to work and to enhance the livelihood security of the households in the rural areas of the country. The scheme provides at least 100 days of guaranteed wage employment in every financial year to every household whose adult member volunteers to do unskilled manual work. This Act was implemented by the Ministry of Rural Development and the pivotal objective of the Act is to augment the wage employment. Its auxiliary objective is to strengthen and bolster the natural resource management through works that address the causes of chronic poverty like drought, deforestation and soil erosion and to encourage the sustainable development. The Act aims at enhancing livelihood security of households in rural part of India by providing at least one hundred days of guaranteed wage employment in a financial year to every households whose adult members volunteer to do an unskilled manual work.

The Act came into force in Sivagangai district on the 2nd February, 2006 as a first phase of its implementation among the 200 most backward districts of the country. It was later implemented in addition to 130 districts in phase II on the First April 2007. As a third phase, on April 2008, the scheme was extended to 285 rural districts. Among 688 districts as of 2016, this program has been implemented in 611 districts in India. The National Rural Employment Guarantee Act (MGNREGA) is the first even law in the entire world which guarantees wage employment at an unprecedented scale. On 2nd October, 2009, it was renamed in memory of Mahatma Gandhi, the father of the country, as Mahatma Gandhi National Rural Employment Guarantee Act..

2 REVIEW OF LITERATURE:

Arya.A.P at.al (2017)¹ in their article said that “Stud on Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) and Women Empowerment with Reference to Kerala”, the researcher concluded that the benefits occurred in the place under the scheme is high. Thus the women are empowered. There is no satisfaction among the workers regarding the wage rate. Facilities provided under Work site are satisfactory. There is a change in income after working under NREGA and even an improvement in living condition. There arise problems under this act like problems with the authorities regarding work; caste discrimination; problems regarding wages; the gender discriminated problems; problems regarding working time. To some extent the problems are being redressed. The satisfactory level of getting bonus is too low. After demonetization, the workers received their wages improperly.

Mohd Ashraf Mir at.al (2018)², said that “Impact of Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) on Unemployment and Village Economy”, the main objectives of the study is to analyze the impact of MGNREGA on rural Unemployment. The researcher suggested that Women feel secure to work under the scheme within their Village and GPs but work site facilities be provided to them with inclusion free sanitation Pads to women workers.

Shivani Mehta (2019)³, in their article examined that “MGNREGA and Economic Empowerment of Women - Study of Indian Women”, Mahatma Gandhi National Rural Employment Guarantee Act was enacted in India in 2005. It Guarantees 100 days of work and ensure at least 33 per cent of the women participation. Even though MGNREGA has played a substantial role in economically empowering women, it faces major challenges that restrict their participation. This essay dwells into the complexities faced by women in India and exposes various factors that limit the success of MGNREGA. The study finds that tenacious social norms continued illegal presence of contractors, lack of proper childcare facilities and delayed payments are the crucial factors that restrict women participation. Policy implications for Indian Government are also put forward.

3 STATEMENT OF THE PROBLEM:

Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is an execution for terminating the poverty and unemployment in rural areas. Through this act employment opportunities have been raised and women become empowered. Mahatma Gandhi National Rural Employment Guarantee Act is claimed to world's largest developmental initiative and has been in operation for over 13 years since 2006. Its outlay has now reached to Rs.6900 crore in 2018-19. Even though some positive aspect like days employment generated and families benefited. In sivagangai district, recognized officially as among the most backward parts of India, was particularly suited to our purposes. It is considered an industrially under developed area with a low level of human development and a large portion of local households living in material poverty, and it is a drought prone area.

4 OBJECTIVES OF THE STUDY:

The main objectives of the study is to identify the awareness level of beneficiaries towards MGNREGA scheme.

5 RESEARCH METHODOLOGY:

Both primary and secondary data has been used for the study. The study comprises of registered beneficiaries of Mahatma Gandhi National Rural Guarantee scheme. The researcher has chosen Sivagangai district in Tamil Nadu. Sivagangai District comprises of Nine Taluks, Twelve blocks. There are 445 Panchayat under these 12 blocks. The total number of registered beneficiaries under

this MGNREGA Scheme was 4, 94, 431. By using convenience sampling method the data were collected from 530 respondents.

6 DATA ANALYSIS AND INTERPRETATION:

6.1 DEMOGRAPHIC PROFILE OF THE STUDY AREA:

The Demographic profile of the factors such as Gender, Age of the Respondents, Educational qualification of the respondents, Marital status, Monthly Income and Monthly savings of the Respondents that are given in following table.

6.2 GENDER WISE CLASSIFICATION OF THE RESPONDENTS:

The following table gives the Demographic distribution of the respondents. 530 sample respondents were contacted for the collection of primary data. There were both male and female respondents. The distribution of gender of the sample respondents in given in table 1.1

Table 1.1 Gender Wise Classification of the Respondents

S.No	Gender	Frequency	Percentage
1	Male	24	5
2	Female	506	95
	Total	530	100

Source: Primary data

The above Table 1.1 shows that out of 530 respondents contacted 95% of them were female and the rest were male. It is inferred that majority of the female were working under Mahatma Gandhi National Rural Employment Guarantee scheme. The main objective of this scheme is to give employment opportunity to rural people. Especially rural people were get benefited under this scheme.

6.3 AGE OF THE RESPONDENTS:

Age of the respondents plays the major role in agricultural credit. Under Mahatma Gandhi National Rural Employment Guarantee scheme age is one of the important factors that is to work under this scheme age is one of the important factor. Respondents should complete their age above 18 years to work under this scheme. Age is one of the most important factors for human living and age also serves as a yard stick to participate or discontinue any occupation or profession, thus the questions relating to the age of the respondents are gathered and the results are given in the following table.

Table 1.2 Age of the Respondents

S.No	Age	No of Respondents	Percentage
1	18 to 30 years	86	16
2	31 to 40 years	240	45
3	41 to 50 years	136	26
4	51 to 60 years	38	7
5	Above 61 years	30	6
	Total	530	100

Source: Primary data

From the table 1.2, it is understood that 45% of the respondents were age group between 30 to 40 years, 26% of the respondents were age group between 31 to 40 years, 16% of the respondents were age group between 18 to 30 years, 7% of the respondents were age group between the 51 to 60 years and 6% of the respondents were age group between above 61 years. Therefore, Majority of the respondents were age group between 31 to 40 years. Therefore, Majority of the Middle age group people were working under this scheme.

6.4 MARITAL STATUS OF THE RESPONDENTS:

Marital status provides the social recognition. It increases the responsibility of the person in the society and family. But the married person gets the psychological support and motivation from his life partner while involving in the agricultural business rather than unmarried persons. Table 1.3 shows the marital status of the respondents.

Table 1.3 Marital Status of the Respondents

S.NO	Marital status	No of Respondents	Percentage
1	Married	237	45
2	Un married	174	33
3	Widowed	84	16
4	Divorcee	35	6
Total		530	100

Source: Primary data

From the table 1.3, it is understood that 45% of the respondents were married, 33% of the respondents were Unmarried, 16% of the respondents were widowed and 6% of the respondents were Divorcee. Therefore majority of the respondents are married. Married respondents are have high responsibilities than unmarried because due to insufficient income.

6.5 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS:

Education is one of the most important factors that influence the society to a larger extent and so the professions and hence an attempt is made to analyze the level of education of respondents.

Table 1.4 Educational Qualification of the Respondents

S.NO	Educational Qualification	No of Respondents	Percentage
1	Not Formally educated	166	32
2	HSC	63	12
3	SSLC	56	11
4	Illiterate	245	46
Total		530	100

Source: Primary data

From the table 1.4, it is understood that 32% of the respondents were Not formally educated, 12% of the respondents were Higher Secondary, 11% of the respondents SSLC and 46% of them Respondents were not Illiterate. Therefore, majority of the respondents were Illiterate. Under Mahatma Gandhi National Rural Employment Guarantee scheme the illiterate and rural people were benefited more. *Because MGNREGA main objective is to give employment opportunities to rural women and uneducated people.*

6.6 LEVEL OF AWARENESS ABOUT MGNREGA SCHEME AMONG BENEFICIARIES:

The Main objective of Mahatma Gandhi National Rural Employment Guarantee scheme is to provide employment opportunities to rural people particularly women. Under this scheme people should have awareness related to this scheme. Create Awareness among rural people is more important.

Table 1.5 Level of Awareness about MGNREGA Scheme Among Beneficiaries

S.No	Level of Awareness	Yes	No	Total
1	Level of awareness about MGNREGA Programme/ Scheme	512 (97%)	18 (3%)	530 (100)
2	Whether officer created awareness about MGNREGA Programme/scheme in your village/Gram Saba	342 (65%)	188 (35%)	530 (100)
3	Have you got 100 days work	514	6	530

		(97%)	(3%)	(100)
4	Have you got wages within fifteen days	480 (91%)	50 (9%)	530 (100)
5	Have you opened account in bank	530 (100%)	-	530 (100)
6	Whether works executed in your ward under MGNREGA Programme by the Panchayat are proper and in good condition	126 (24%)	404 (76%)	530 (100)
7	Whether socio economic status of your family has improved after implementation of MGNREGA Programme	327 (62%)	203 (38%)	530 (100)
8	Whether the Panchayat has implemented the MGNREGA Programme properly	476 (90%)	54 (10%)	530 (100)
9	Whether employment provided under MGNREGA is required to be increased for more than 100 days	-	530 (100)	530 (100)
10	Are you satisfied with the MGNREGA Programme/scheme being implementing by the Panchayat	327 (62%)	203 (38%)	530 (100)

Source: Primary Data

Through the survey made by the researcher, it could be understand that from the above table 4.16 that the 97% of the Rural people had awareness about MGNREGA scheme remaining 3% of people do not have awareness about MGNREGA scheme. Therefore, majority of rural people had awareness about MGNREGA scheme followed that 97% of the rural people get 100 days work under MGNREGA scheme and 100% of the respondents opened the bank account. 62% of the respondents were satisfied regarding Mahatma Gandhi National Rural Employment Guarantee scheme act and remaining 38% of them were not satisfied. Among all the variables the respondents under Mahatma Gandhi National Rural Employment Guarantee scheme all the rural people get awareness about this scheme.

6.7 LEVEL OF AWARENESS ABOUT MGNREGA SCHEME AMONG BENEFICIARIES – SIGN TEST:

The central government had introduced Mahatma Gandhi National Rural Employment Guarantee scheme act to create employment opportunities to rural people the sign test is used to apply that level of awareness about Mahatma Gandhi National Rural Employment Guarantee scheme act. The sign test is a statistical method to test for consistent differences between pairs of observations, such as the weight of subjects before and after treatment.

Sign test is one of the parametric tests in statistics. It can be used for the nominal data or ordinal data. It requires less restrictive assumption concerning the level of data measurement. Moreover, for recording the number of responses of the respondents about the level of awareness about MGNREGA Scheme “+” sign is recorded if the respondent number of responses are as “Yes” for each statement framed for the study “-” sign is recorded if the number of respondents “No” for the study. Using this procedure the number of respondents of all sample respondents are recorded in terms of “+” or “-” signs.

Here the following formula has been used to test the level of significance.

$$Z = (X - n * P) / \text{Root of } n * p * Q$$

Where X denotes the number of “+” Sign

n = Number of Respondents on Yes or No

P= Q= 0.5

No of “+” Sign = Number of Respondents “Yes”

No of “-” Sign = Number of Respondents “No”

Table 1.6 Level of Awareness about MGNREGA Scheme Among Beneficiaries – Sign Test

S.No	Criteria	No of "+" Sign	No of "-" Sign	N	Z	Result
1	Level of awareness about MGNREGA Programme/ Scheme	512	18	530	1.12	Not Significant
2	Whether officer created awareness about MGNREGA Programme/scheme in your village/Gram Saba	342	188	530	81.3	Significant
3	Have you got 100 days work	514	6	530	1.36	Not Significant
4	Have you got wages within fifteen days	480	50	530	74.3	Significant
5	Have you opened account in bank	530	-	530	1.21	Not Significant
6	Whether works executed in your ward under MGNREGA Programme by the Panchayat are proper and in good condition	126	404	530	65.4	Significant
7	Whether socio economic status of your family has improved after implementation of MGNREGA Programme	327	203	530	2.45	Significant
8	Whether the Panchayat has implemented the MGNREGA Programme properly	476	54	530	1.45	Not Significant
9	Whether employment provided under MGNREGA is required to be increased for more than 100 days	-	530	530	3.84	Significant
10	Are you satisfied with the MGNREGA Programme/scheme being implementing by the Panchayat	327	203	530	11.00	Significant

Source: Primary Data

The Null hypothesis is that there is no significant difference between the numbers of respondents of the responses of each variable. It is clearly found from the table 4.17 that the Z Value is not within acceptable region of null hypothesis ($Z= -1.96$ to $Z= +1.96$). This indicates that there is a significant difference in the responses of get wages within fifteen days, whether panchayat are in proper and good condition, Socio economic status of family has improved, employment provided under MGNREGA is required to be increased for more than 100 days, Satisfaction level towards MGNREGA scheme. The rest of variables does not have significant difference such as level of awareness, Account opened in bank and 100 Days work accepted the null hypothesis.

7 FINDINGS OF THE STUDY:

- It is found that 95% of them were female and the rest were male. It is inferred that majority of the female were working under Mahatma Gandhi National Rural Employment Guarantee scheme. The main objective of this scheme is to give employment opportunity to rural people. Especially rural people were get benefited under this scheme.
- It is observed that 45% of the respondents were age group between 30 to 40 years, 26% of the respondents were age group between 31 to 40 years, 16% of the respondents were age group between 18 to 30 years, 7% of the respondents were age group between the 51 to 60 years and 6% of the respondents were age group between above 61 years. Therefore, Majority of the respondents were age group between 31 to 40 years. Therefore, Majority of the Middle age

group people were working under this scheme.

- It is found that 45% of the respondents were married, 33% of the respondents were Unmarried, 16% of the respondents were widowed and 6% of the respondents were Divorcee. Therefore majority of the respondents are married. Married respondents are have high responsibilities than unmarried because due to insufficient income.
- It is noted that 32% of the respondents were Not formally educated, 12% of the respondents were Higher Secondary, 11% of the respondents SSLC and 46% of them Respondents were not Illiterate. Therefore, majority of the respondents were Illiterate. Under Mahatma Gandhi National Rural Employment Guarantee scheme the illiterate and rural people were benefited more. Because MGNREGA main objective is to give employment opportunities to rural women and uneducated people.
- It is observed that 97% of the Rural people had awareness about MGNREGA scheme remaining 3% of people do not have awareness about MGNREGA scheme. Therefore, majority of rural people had awareness about MGNREGA scheme followed that 97% of the rural people get 100 days work under MGNREGA scheme and 100% of the respondents opened the bank account. 62% of the respondents were satisfied regarding Mahatma Gandhi National Rural Employment Guarantee scheme act and remaining 38% of them were not satisfied. Among all the variables the respondents under Mahatma Gandhi National Rural Employment Guarantee scheme all the rural people get awareness about this scheme.

8 CONCLUSION:

The researcher concluded that there is positive impact on Mahatma Gandhi National Rural Employment Guarantee scheme. The positive Impact may analyze such as the income level of beneficiaries were increased after working under this scheme. Especially rural women household living conditions were increased. Rural people were satisfying Economic needs, Domestic needs, Personal needs and Social needs under this Mahatma Gandhi National Rural Employment Guarantee program. Thus it may concluded that the Mahatma Gandhi National Rural Employment Guarantee program has increase the employment opportunities, Rural living conditions, Savings habit etc.. Therefore, it creates more aware about the among rural people.

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A Study on Challenges and Opportunities of E-Retailing in India

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Abstract: Internet is a potent medium that can serve as a unique platform for the growth of retail brands in India. The Indian retail market is witnessing a revolution. The current web-based models for e-tailing are part of an embryonic phase preceding an era of rapid transformation, challenge, and opportunity in Indian retail market. It is not just the metros that are fueling the online scene in India the demand supply gap in tier 2-3 cities where there is brand awareness but no availability of products and services is also adding to growth. Online retail portals such as e-Bay. In, Snapdeal.com, and Naaptol.com are registering anywhere between 40 and 60% of their sales from rural areas and cities. The penetration rate is quite low in comparison to other countries worldwide; however the number of users is significantly high. The present scenarios of e-tailing opportunities, its market, the viabilities and trends etc., have been discussed in this paper.

Keywords: *E-tailing, Multichannel, Product Diversity, Service, Strategy, Online shopping.*

1. INTRODUCTION

With rapid growth of the Internet and globalization of market, the retail sector has become an increasingly competitive and dynamic business environment. Business and marketing activities are affected by the invent of Internet technologies and the Internet is revolutionizing commerce, marketing, retailing, shopping and advertising activities of products and services. There are several attractive attributes of Internet to not only e-customers but also companies on time and money saving, communicate, convenience, easy accessibility, selection from a wide range of alternatives, and the availability of information for making decisions and all marketing activities can be performed via the Internet efficiently. In the era of globalization, companies are using the Internet technologies to reach out to valued customers and to provide a point of contact 24 hours a day, 7 days a week. E-commerce and e-marketing are the two important terms in the new Internet-based business domain. E-commerce can be defined as a way of conducting business by companies and customers performing electronic transactions through the Internet. E-marketing, (also known as Internet Marketing, Web Marketing, and Online Marketing etc.) can be defined as the promotion of products or services through the Internet whereas; e-tailing can be defined as selling products and services by using the Internet.

2. LITERATURE REVIEW

According to Turban (2006), e-tailing is defined as retailing conducted online, over the internet. Wang (2002) has provided a broad definition of e-tailing by defining it as the selling of goods and services to the consumer market via the internet. Zenithal (2002) has defined that the success of e-tailing depends on the efficient web site design, effective shopping and prompt delivery. The other e-store services are delivery on real time, return and replacement process, period of filling out online orders

form, speed of response time to e-customers queries. Richford (2001) has said that through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost.

Myerson (1998) expressed that consumers are getting smarter in using e-trailers (and online search engines and agents) for convenience and comparison- shopping. Guttman (1998) describes several unique elements make online shopping different from the traditional in-store retail model. Besides offering convenience and expanded product variety, the online model also makes it easy for consumers to access and compare data from multiple sources. Meeker (1997), retailers might cry foul, but the new shopping paradigm they have to face is that as premium customers begin to accept the e-tail alternative in larger numbers.

3. OBJECTIVE OF THE STUDY

This study seeks

- To highlight the issues, Challenges and opportunities and strategies for e-tailing.
- To draw out the driving factors for growth of the e-tailing.

4. RESEARCH METHODOLOGY

This paper purely depends on secondary data. To collect the statistical data we have used various sources like annual report, research articles from e-journals, reference books, research articles from news papers and off-line journals and sources from Internet etc.

Type of data: Secondary data

Sources of data: Books, Journals, Magazines, Internet, etc.

E-TAILING

E-tailing is defined as the sale of goods and services through the Internet. Electronic retailing, or e-tailing, can include business-to-business and business-to-consumer sales. E-tailing revenue can come from the sale of products and services, through subscriptions to website content, or through advertising. It is a play on the words "retail" and "e-commerce." E-tailing requires businesses to tailor traditional business models to the rapidly changing face of the Internet and its users. E-tailers are not restricted solely to the Internet, and some brick-and-mortar businesses also operate websites to reach consumers. Online retailing is normally referred to as e-tailing. Chen et al. (2004) divided e-tailing into three categories:

1. Pure online players, (2) click-and-mortar retailers, and (3) retailers who replace the physical store with a wholly-online operation.

CHALLENGES AND OPPORTUNITIES ON E-RETAILING IN INDIA

We have identified about several impediments for the growth of e-tailing. They are:

- (i) consumers can not touch and feel products,
- (ii) orders can take several days to be delivered,
- (iii) shipping costs are often excessive,
- (iv) customer service is often poor and
- (v) Returns can be difficult.

A number of consumer characteristics as potential obstacles to Internet growth, including consumer traditional shopping experiences, an aversion or lack of access to the required technology and the perceived risks of electronic shopping.

- **Controlling customer data :** As the delivery services are becoming more modern in using information technology, e-tailors may face some risks to properly handle on their consumer data. The data related to the socioeconomic status of customers to their buying patterns and preferences, helps intermediaries and shippers reduce costs.
- **Problems with the payment system:** People in India are not accustomed to the online shopping system and moreover the online payment system through the credit card is also totally alien to them. Most of them do not avail of the transaction facilities offered by the credit cards. They are also dubious regarding the online payment system through the credit cards. Companies should protect their system from hackers as customers often worry about theft of their personal information, such as a credit card number. Both technological and legal tools should be used to enhance the security of e-commerce.
- **Lack of full cost disclosure :** It is easy to compare the basic price of an item online, it may not be easy to see the total cost up front as additional fees such as shipping are often not be mentioned.
- **Handling returns :** The problem of returns is very much prominent in e-tailing businesses in India. The customers can return defective or unwanted merchandise which he receives. E-commerce retailers, with their emphasis on convenience and customization, must match this standard of service. At present, they do not.
- **Delivering the goods cost-effectively :** At present, every single transaction challenges e-tailors to deliver the goods quickly, cheaply and conveniently. The existing mode for home delivery works well for letters and flat packages but not for e-tailing as it encompasses with high volumes and wide variety of package shapes and sizes.
- **Problems with shipping :** The customers using the online shopping channel should be assured that the products that they have ordered would reach them in due time.
- **Offline presence :** The customers of India should be assured that the online retailers are not only available online but offline as well. This gives them psychological comfort and trust. The concept of e-retailing or online retailing in India has not gained prominence as Indians prefer to touch the products physically before buying them. Studies have also revealed the preferences of the customers towards the traditional shopping methods. Hence the online retailer in India should first make it a point to spot the potential customers and accordingly plan out the product.
- **Language problem :** Most internet retail shops use English as their mode of communication. English may not be comprehensible to the majority of the Indian population. To increase the customer base, content in the online retail shops should be provided in local language.

The opportunities of e-tailing industry in India are as follows:

- **Convenience:** Normally online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home.
- **Price and selection:** One of the biggest advantages of online shopping is to find out quickly deals for items at services with many different vendors. Search engines , on-line price comparison services and discovering shopping items can be used to find out sellers for a particular products or services. Some retailers also offer free shipping on sufficiently large orders. Searching an online catalogue can be faster than browsing the physical catalogue of a brick and mortar store.
- **Market research:** : Retailers can use their online presence as a tool to gain valuable customer information to forecast future customer demand. Online market research has some powerful advantages, such as monitoring real-time buying decisions. In addition, online customers have the knowledge and experience necessary to answer the questions, which produces more accurate and reliable data.
- **Online customer service:** In India, websites are becoming new channels for conducting customer service; therefore their general acceptance level will increase, due to the benefits

provided to customers. For example, a customer could ask for a product introduction or a personalized product in the pre-purchase stage, and could also check the delivery status online. All such services can be available uninterrupted online, which is almost impossible in the physical world, due to the cost.

- **Promotional tool:** A website can be used as a medium to conduct promotional experiments, due to the wide reach of the internet, and the low cost. Therefore, it will be a great opportunity for Indian companies to promote their businesses.
- **Marketing tool:** A website is also an effective channel to communicate with customers. Organizations do not need to rely solely on one-way communication media, such as TV and newspapers. The internet provides a two-way communication channel. As a new communication channel, the internet can provide benefits to retailers, such as low costs, interactivity, personalization, and continuous communication.

5. GROWTH DRIVERS OF E-TAILING

The key global e-tailing drivers includes, increasing broadband penetration Expansion in e-tailing services is closely correlated with an increase in broadband penetration. Continuing growth in broadband uptake, as well as faster connection speeds, provides support for growth at internet companies. Continuing increased broadband penetration will remain a key factor in the ability of e-tailers to acquire market share at the expense of general retailers.

- Better technology = better services
- Increased product diversity
- More confidence in payment options
- Reducing the incremental mark-up

6. CONCLUSION

There are several important lessons to be learnt in the transition from bricks and mortar retail to the digital e-tail world. While skills like speed, differentiation, and branding are equally if not more important in the digital world, it is the ability to transform core operations and practices to this new medium which might make the difference between success and failure. Consumers are always hungry for modern ways of shopping. Indian retail sector is growing fast and its employment potential is growing fast. The retail scene is changing really fast. Retaining the e-customer is a tough challenge. The internet customer is very hard to predict and is different from the normal customer. The current growth in e-tailing was driven by start-ups, and backed by venture capital and entrepreneurship.. At present, the Indian e-tailing market is limited by its incapability to play the role of an efficient integrator. E-tailing possesses the potency to create new capabilities which India needs and offer viable employment to Indian youth over the next decade. It has the prowess to act as a catalyst and support the growth of new skills and industries.

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Innovative Research on Youth and Women Empowerment

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Abstract: Innovation and researches is one of the most essential driving forces behind a successful economy and its help youth and women achieve their empowerment through new technologies. In India the youth's population is 22 per cent in the age group of 18-29 years, which is more than 26 crore people according to census data 2011 and their national income contribution is approximately 34%. Innovation and research based on rapidly advancing, easily accessible, and affordable technology are reshaping the world in which we live in and providing an awesome set of chances for children and women to innovate and create new jobs. Despite the fact that the phrase "innovation" is now overused in our daily lives, it remains critical in enhancing overall performance. Although innovation and research are difficult to come by, they are considerably more important than ordinary improvement. It's also vital to remember that institutions and organisations are occasionally confronted with conditions that necessitate major changes. Such circumstances necessitate unconventional thinking, but only innovation can bring about the necessary shift. In truth, innovation is critical for long-term growth and economic progress. Many fundamental circumstances make it easier to innovate and build the economy quickly. Youth and Women's empowerment is so important through innovation and research in India that it has been designated as one of the Sustainable Development Goals.

Keywords: Objectives, Impact of innovation, suggestion and conclusion

1. INTRODUCTION

In India over the centuries have a great eminent personalities in various field such as Sir C.V Raman, Dr.Vikram Sarabhai, former president Dr.Abdul kalam and more. What has been missing, however, is a complete innovative and entrepreneurial environment in our classrooms, universities, and businesses across the country that fosters, facilitates, and encourages Inspiration, Imagination, and Innovation. Indians flourish and attain the highest levels of fame and successes when they travel abroad, whether it be in technology, business, academia, or government. Many Indians are at the helm of some of the world's most inventive software, medical, and financial firms, like Google, Microso, IBM, and Adobe. Many Indians have been able to realise their dreams, turn their ideas into reality, and grow to their creative freedom potential thanks to access to an inventive ecosystem in these industrialised countries.

In today's economy, innovation is a critical component of value creation, as well as growth and employment. New firms are born as a result of innovation, and old businesses become more competitive. In this regard, it's also worth noting that the rate of both economic and industrial progress is proportional to the amount of money spent on research and innovation , which serves as a reliable indicator of a country's ability to innovate. India's R&D spending has risen steadily over the years, and the country's total R&D expenditure is now less than 1% of GDP, or 0.69 percent.

New business and technological innovations are springing up everywhere as a result of revolutionary technical developments. With the confluence of computing, storage, and communication at very low costs, electronics miniaturisation has allowed a computer the size of a room to be carried around in

our pockets. Robotics and artificial intelligence (AI) are driving next-generation efficiency and automation. 3D printers have made it feasible for small and medium-sized businesses (SMEs) to conceptualise, create, prototype, and manufacture products in real time. Good performance, healthcare, water filtration and conservation, climate change control, catastrophe forecasts and management are all made possible by sensor technologies coupled to wifi and satellites technology. Driverless cars and space shuttles are also now possibilities. Data analytics, and also artificial intelligence (AI), have made difficult decision-making possible through the use of modern, user-friendly tools. This country of over one billion people faces myriad of problems, but there are just as many opportunities for innovative and entrepreneurial begin to thrive and have a global impact.

The idea of using the potential of innovation to promote the welfare of women in developing countries is a fantastic one. Never before has the world experienced such rapid technical, economic, and social transformation as it is currently experiencing. A growing number of people believe that new ideas, products, and behaviours can act as a motivation for social change. Parallel to this, there is rising recognition that strengthening the millions of girls living below the poverty line is essential with their own social justice as well as the development and advancement of the world's economy.

In recent years, an increasing number of corporations, society organizations, and government entities have pledged money, language, and political support to the cause of women's economic and political empowerment. In spite of the fact that achieving these goals has proven complicated in the past, the existing convergence of dedication and shifting paradigms presents an unparalleled chance to form coalitions and unleash innovative thinking in order to accomplish impact on gender's available, that have proven hard to achieve in the past.

It is only as newer members enter the global advancement domain that gender transformative leadership effects of innovation begin to emerge. These new participants bring with them alternate views, points of view, remedies, goods, and services which may or may not involve female equality as an explicit goal. Improvements in water, sanitation, energy, and transport systems, as well as improvements in accessibility to information communication and technology, agricultural technologies, and medical technologies, have all had a role in the transformation of gender relations. It only takes one woman's use of a relatively obvious innovation, a shift in social ideas about what is feasible for women, or greater access for ladies to employment opportunities, savings, and credit to start a good circle of change that will last for generations. Women's empowerment and creativity are rarely mentioned in the same breath, despite the fact that both are essential to the advancement of humanity. Significant evidence exists to suggest that improvements in both impact on innovation and women's rights are associated with improvements in reducing poverty and human development. Innovating and promoting gender equality are essential components of achieving all of the Millennium Development Goals (MDGs). It is necessary to think "beyond the box" and to act outside of conventional constraints and activities in order to achieve both creativity and women's emancipation. Both endeavours, in their nature, involve breaking away from the norm.

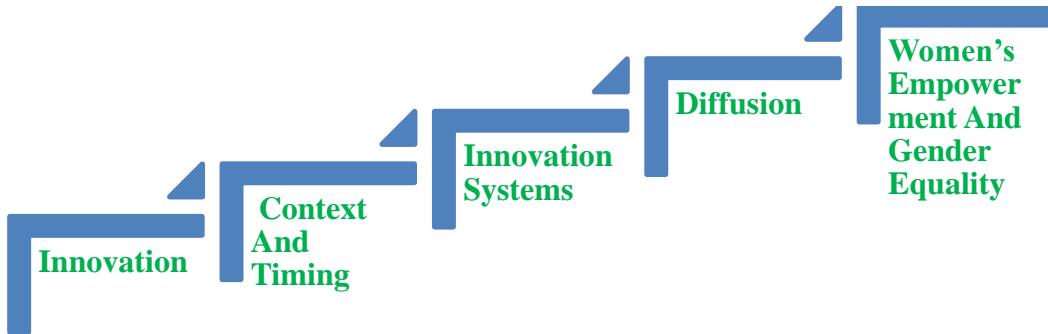
2 OBJECTIVES OF THE STUDY

- In this study, we will identify a well-defined road that connects Research and innovation to empowerment.
- we will evaluate eight important inventions that have changed women's lives in terms of innovation use, social norm shift, and economic resilience by following the pathway.
- Various supporting systems to empower the youth and women through Innovation and research.

Discussion

In this study, we will identify a well-defined road that connects Research and innovation to empower the youth and women.

Men and women's roles in the workplace, as well as innovation, are widely acknowledged to be constantly shifting in their various fields. Every shift creates new chances to drive innovation in ways that benefit women. The links between creativity, women's empowerment, and gender equality, however, are little understood: Can long-term, positive changes in gender relations be achieved through innovation? If so, how would you go about doing it? Our research identifies this link and establishes a path that includes five dynamic, interactive areas: (See Figure 1).



Recent advances in innovation thinking have placed a greater emphasis on the potential for inventions to address development concerns and drive broader societal change. As a result of these innovation principles, the underserved and unmet needs of society are being met, and the underserved are being included in the innovation process. It's important to us that our definition of innovation includes both advancement and social transformation, as well as social justice. This is a growing concept called "social innovation." It is an improved remedy to a social problem that benefits society as a whole more than it benefits private individuals, and which is more cost-effective, efficient, or just." It is important for us to define social innovation so that it balances the needs of women's well-being and empowerment while also acknowledging that judicious investment in women as development agencies can also assist the flow of benefits to homes, communities and wider development processes.

2. CONTEXT AND TIMING

When it comes to determining how and when innovation can best empower women, location and time define both the helpful and limiting aspects. Several factors influence the outcome. Policies, social movements, wars, conflicts, macroeconomic trends, trade agreements and gender conventions are all examples of social factors that shape a community. A supportive environment and the correct moment can make or break an innovation.

3. INNOVATION SYSTEMS

Innovation systems show the relationships between several players, concepts, and processes needed to produce, adopt, and distribute new ideas. According to current definitions of innovation systems, bringing together various players pushes the frontiers of knowledge, disciplines, and industries in ways that may champion creative activity. Two essential aspects of innovation must be examined when quantifying the impact of development on women's economic relations: (1) the players in the innovation process, and (2) the engagement of women in the invention's invention, adoption, and dissemination.

4. DIFFUSION

This research investigates why and how innovative concepts become popular and propagate throughout society. To ensure that an innovation reaches and benefits women, three parts of the distribution chain must be considered. First and foremost, consider how desirable a new idea is in terms of meeting the demands and interests of women. Three factors influence the success of

diffusion: the ease with which implementation spreads from pioneers (adopters who generally have jurisdiction and other advantages) to a bigger number of impoverished, more disadvantaged women; and the ease with which implementation spreads from pioneers to a bigger number of poorer, more low - income women. In general, the usual transmission pattern explains why female innovators are typically late to accept breakthroughs or are specifically erased from the process. Women have less money, authority, education, and impact than men. When it comes to spreading innovations from adopters to that other who are less fortunate, the media, regulations, economic and social networks, political movements, and organisational reforms all become crucial routes.

5. WOMEN'S EMPOWERMENT AND GENDER EQUALITY

In the definition of women's empowerment, "women's capacity to make purposeful life choices in situations where they have before been refused that opportunity" is used (Kabeer 1999). When it comes to empowering women, we consider it to be the midway in the planned change that benefit people on an individual, domestically, in their communities, and on a larger scale. Aspects of women's health, nutrition, income, and life expectancy can all be improved through improvements at the most basic level. we will evaluate eight important inventions that have changed women's lives in terms of innovation use, social norm shift, and economic resilience by following the pathway.

There are a number of challenges that disadvantage women that technology breakthroughs have the potential to alleviate. These include knowledge and information as well as reproductive health and infrastructure. When it comes to advancing women's lives on a variety of fronts—from the individual to the family to the economy to society—technological advancements like the Internet and cell phones have a lot to offer women in terms both of individual and societal empowerment. We focus on two various advances in the technological use stream: Grameen Village Phone in Bangladesh, the oral contraceptive pill. Both concepts had a positive impact on women and were widely disseminated before fast scaling up. It was widely believed that the Pill gave women greater control over reproductive and sexual interests because it was specifically designed to help women and had a positive impact on how they felt about their bodies. With the fast spread of the Pill in the United States, traditional male well-being, power, and gender equality have seen catalytic, multifaceted, rapid developments at all levels. When compared to other development projects in Bangladesh, despite a lack of a variety of alternative routes, the Grameen Rural Phone made significant success. Despite the fact that Village Phone was hampered by its deficit, it was nevertheless able to make modest improvements in women's well-being and power by taking full advantage of critical opportunities. With the advent of mobile networks and a lending platform, The Village Phone has helped to improve the livelihoods and equality of women in a patriarchal society with poor infrastructure and market opportunities.

Impacts of Women's Empowerment on the Economy:

The report, titled State of Women in Cities Report 2012/13, stated that "women are essential drivers of economic growth and that wealth in the hands of women leads to considerably more fair outcomes in terms of the quality of life of families and communities." "Removing barriers to women's engagement in cities allows women's potential to be fully realised while also benefiting homes, communities, and governments." On moral/ethical, economic, and political considerations, when it came to urban living, it is critical to have equal possibilities for both men and women. As a result, not only will women's well-being be improved, but individuals and society wealth, as well as the economic success of the cities in which they dwell, will also be enhanced United Nations Development Programme (Un Habitat) is situated in Nairobi and is committed to encouraging ecologically sound towns and communities, with the aim of delivering enough shelter for everyone.". The research also emphasised the significance of addressing unemployed and other difficulties that urban adolescents face, as well as other issues that affect them. Gender parity, equity, and wealth for females in cities are encouraged to be improved by policy initiatives. The research emphasises that coming cities will be controlled by women, notably among over the age of sixty and even more so

amongst those over the aged of 80. However, the report also emphasised the "massively important" economic contributions that women make through their paid work. This included childcare duties as well as caring for the sick or elderly. It also mentioned washing and cleaning duties as well as other community services, all of which help to keep the urban economy running smoothly and prospering. It stated that "the 'female body' of the global working population appears to be associated with rapid urbanization, with the associated density of women in export production, the service industry, and information and communication and technology (ICT)." It also stated that women, especially the urban poor, are deprived in terms of equal employment and education, shelter, health and education, ownership of assets, perspectives of urban violence, and the ability to exercise rights, among other things. In fact, according to the UN-State HABITAT's Inner City youth Report 2012/2013, whilst also youth are "current societal most valuable and interactive human resource," nearly half of them, 515 billion annually, continue living on less than \$2 per day, despite the fact that they account for 1.3 billion people aged of 12 and 24, the vast majority of whom live in cities. Educating and training institutions should be better connected with the present and future needs of adolescents, so that institutions can not only recognise needed for the creation but also provide innovative answers to profound development and growth challenges, it was stated. Ultimately, the study concluded that "access to higher education and possibilities for skills training are of paramount importance," pointing out that "youth disparity in urban life is tightly connected to unequal distribution later in life." It called for policy initiatives such as economic infrastructural development, tax breaks, vocational education schemes, and regulatory requirements aimed at creating a more equitable job market for urban youth.

Various Supporting schemes to empower the youth and women through innovation and research:

Gender mainstreaming is a programme run by the Department of Science and Technology with the goal of achieving gender equity in science and technology. KIRAN's numerous programmes and components (described below) address various critical difficulties that women scientists confront during their careers (for example, a career interruption owing to family responsibilities, identity, part-time work, relocation, and so on).

1. Women Scientist Scheme-A (WOS-A): WOS-goal A's is to give women researchers and technologists the chance to pursue careers in basic or application science research in cutting-edge fields of technology and science.
2. Women Scientists Scheme-B (WOS-B): WOS-B focuses on socially beneficial S&T solutions to problems/challenges at the grassroots level. This segment requires women scientists to work in the creation, adaption, transfer, and scaling up of lab-to-land technology, with an emphasis on site-specific interventions.
3. Women Scientists Scheme-C (WOS-C): WOS-C intends to provide women scientists with opportunities for self-employment and/or long-term careers. The programme offers a one-year internships in the field of Intellectual Property (IPRs), which incorporates both theory and practical experience in law firms.
4. Mobility: The 'Mobility' component of KIRAN has been launched by DST to address the issue of female scientists/academicians working in permanent positions in government entities. Women working in the S&T industry need to be mobile in order to survive and improve their careers.
5. S&T for Women: Under the auspices of KIRAN, the programme "Science and Technology for Women" was launched in 1981-1982 with the goal of promoting gender equality and empowering women at the grassroots level through the development, adjustment, adoption, transfer, demonstration, and reproduction of identifying effective technologies. Since its foundation, the organisation has funded over 2000 projects and created over 500 innovations through specific projects, coordinated programmes, and Women Technology Parks.

The Ministry of Science and Technology's, Science and Technology 1 programme focuses on women as a special target demographic. The Scheme's goals are to promote technology research, development, and adaptation to improve women's quality of life and working conditions, to provide new opportunities for women to gainful employment, particularly in rural areas, and to increase

women scientists' contributions to technology-based development. The Scheme identifies priority areas in particular:

- Research & development on common technology and agricultural tools used by women to boost production and reduce drudgery;
- Specific technology and science application programme to meet the challenges of women from different areas such as hill, coastal, and dry;
- A research, development, and demonstration initiative to reduce the risks that women face in the household, agricultural, and organised and unorganised industries;
- Design, construction, and upgrading of equipment, accessories, tools, and machinery used by women in formal and non-formal sectors in a variety of jobs;
- Upgrading traditional skills to make better use of local resources and provide opportunities for women to enter the organised sector or create their own production or service businesses.
- Improving women's capabilities in modern sectors, especially in computer / electronic technologies;
- Nutrition, non-communicable diseases, and communicable disease preventive measures for women; and Focused research on issues affecting women scientists and engineers

SCIENCE FOR WOMEN

Biotech packages for ornamental plants, horticulture, mushroom cultivation, medicinal and aromatic plant cultivation, bio-fertilizers, organic agriculture, vermicomposting, fish farming, animal husbandry, poultry farming, and the production of bio-crafts have directly benefited a large number of women, including SHGs. Several training modules have been prepared by the Department of Biotechnology for creating awareness on health, nutritional food preparations and agricultural practices.

1. Agri-biotechnologies - The women beneficiaries were trained on organic farming covering nutrient management through vermicompost, NADEP & other organic manures, use of bio-fertilizers, pest & disease management through bio-pesticides etc.
2. Aquaculture - The Andaman Islands have backed the establishment of seaweed agro aqua farming to help restore the ecology and provide jobs. Five crab fattening pens were installed at three project sites and two farm model fish feed units were installed at two sites. Four value-added fish product development units were also established.
3. Animal Feed - At Kanyakumari, women were provided with the Azolla kit consisting of Azolla seeds, Silpaulin sheet minerals etc and were extensively trained on the production of Azolla-based feed for poultry & livestock. This technology of Azolla feed production for poultry and cattle has been transferred to a dozen local/state agencies.
4. Hybrid Seed Production - Women farmers were trained in TNAU, on hybrid maize seed production covering parental line sowing methods, detasseling, crossing, harvesting F1 seeds, processing and marketing.
5. Prasad Kit - A unique programme was developed around major shrines by utilizing local bio-resources for the preparation of items of offerings at these places. A total of 15 projects were supported under this programme benefitting around 7000 women.
6. Rural Bio-resource Complex - Seven projects were supported through State Agricultural Universities to establish various technology packages in an integrated manner forming a bio-resource complex for women. Such a bio-resource complex has been established at Udaipur, Bikaner, Dharwad, Jorhat, Wayanad (Kerala), Ludhiana and Coimbatore.

6. SUGGESTIONS

- There should be proper understanding of laws, which means that laws should not be limited to papers but should be implemented so that every woman is aware of her rights. Immediately put into action any changes to the legislation that will make it easier to detain, prevent, and punish perpetrators of attacks on women or girls.

- Educating girls and women should be made mandatory, and women should be pushed to become literate since girls and women can't exercise their rights until they have a solid education.
- Women's empowerment initiatives and policies should be implemented with rigour.
- Women's consciousness camps must be conducted so that they may become connected with the plans and policies that have been put in place and can take full advantage of them when necessary.

7. CONCLUSION

India as a country is still recuperating from years of oppression under the Raj, as well as years of economic hardship under the License Raj. Globalization, liberalisation, and other socioeconomic pressures have only recently provided some relief to a substantial segment of the people. However, there are still a number of locations in India where women's empowerment is severely low. To properly comprehend what women empowerment entails, a paradigm shift in the country's mindset is required. Not only women, but men as well, must wake up to a society that is heading toward equality and equity. For our own good, it is preferable to accept this sooner rather than later. We have various schemes and programmes for women's empowerment at every level of government; all we need now is a good structure and agency to carry out these policies and programmes. And if we can construct that structure, if we can put these initiatives in place, we will be well on our way to achieving the goal of women empowerment. "Arise and do not stop till the goal is accomplished," Swami Vivekananda once stated. Consequently, our nation should be thrust into the spotlight of women's emancipation and revel in its radiance. Even though we still have a bit of a way to go, I am confident that we will get there someday.

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MIECMR 016

Innovative Practices in Banking Sectors

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Abstract: The banking sector worldwide is becoming more focused tactically besides making huge improvement in technology. Developing the relationship between the customer the bank has necessitated being more customer centric by taking an innovative approach towards banking with the objectives of creating more value for customer and themselves. This is helping them to meet customer expectations while also defending market share against increasing competition. New innovations and developing new solutions by taking advantage of data, advanced analytics, digital technologies and new delivery platforms have become critical. 2019 has seen the banking industry innovate in different areas and incorporate the traits and practices. This paper will describe how technological change has spurred financial innovations that have driven the aforementioned changes in commercial banking over the past 25 years. The better the banks understand their customer, the more successful they will be in meeting their needs. The research concludes that the business requires innovative bank products and structure to respond to customer requirement and banks need to leverage technology to gain competitive advantage.

Keywords; *Banking Sector, Innovation, Technology, Financial institutions.*

1. INTRODUCTION

Financial system is composed of central bank, financial institutions such as commercial banks, finance companies and non-financial institutions such as co-operatives, thrift institutions and pension funds. An objective of the financial institutions is to make profits. If central bank actions regulations restrict operations of these institutions, they immediately search an alternative way to realize profit maximizations. Therefore, whenever monetary authorities restrict the economic agent's behaviour new financial instrument come into view. Also there are also other factors playing a role in the emergence of the new financial instrument like technology and economic conditions.

Financial innovations and monetary control are intricately liked to each other. When a financial innovation occurs this will lead to decrease the effectiveness of the monetary control. Then central banks set new targets, change operating procedure in order to regain direct influence over markets. The commercial banking business has changed dramatically over the past 25 years due in large part to technological change. Advances in telecommunications, information technology and financial theory. Now days many commercial banks embedded as part of global financial institutions that engage in a wide variety of financial activities.

2. OBJECTIVES OF THE STUDY

- To study the various innovations that will contribute to the development of banking sectors.
- To study on interrelated factors of financial innovations

3. RESEARCH METHODOLOGY

It is based on secondary data from journals, articles, new papers, and magazines.

4. REVIEW OF LITERATURE

SandeepKaur (2015) studied, “A Study on New Innovations in Banking Sector” and highlighted the innovations in banking sector at national and international level. She also concluded that in future, technology will make the engagement with banks more multi-dimensional and Indian banks will continue to develop and expand banking services.

Dr A Jayakumar and Mr G Anbalagan (December 2012) studied, “A study on Innovations and Challenges in Banking Industries in India” and discussed significant changes in the Indian banking sector, concluded that banks need to restructure themselves and identified the practices which needs to be adopted. Jim Marous (December 2016), studied, “Retail Banking Trends and Predictions for 2017” and identified the major trends impacting banks and their services in 2017.

5. FINANCIAL INNOVATION

Financial innovation means it is the process of creating new products, services or processes related to the finance sector. They occur with advancement in financial instruments and payment systems with time. These changes can include updated technology, risk management, risk transfer, credit and equity generation, as well as many other innovations. Recent financial innovations have included crowd funding, mobile banking technology, and remittance technology.

These innovations should provide benefits to the service provider and the beneficiary of those services. Hence to understand the term impact of financial innovations on the microfinance it is important to study the factors influencing these financial innovations. Sizes of the financial institutions, new technologies, financial regulation, Increase in client usability, financial risk, cost reductions are some of the factors which influence financial innovations.

6. INTERRELATED FACTORS OF FINANCIAL INNOVATIONS

1. High variable and unpredictable inflation, interest rates and exchange rates, increase in government deficits and their effects on interest rates and financial markets, floating exchange rates; Many financial innovations offer production against changes in the financial environment, especially changes in exchange and interest rates.
2. Technology; The development of new technology can stimulate financial innovation by lowering the cost of providing new financial services and instruments by using computers and telecommunications. The rapid development of technology in the financial sectors, the introduction of new communication and transmission systems also speeds up information flows.
3. Changes in the regulator environment: The relation between regulation and innovation is the most debated in the literature. It is clear that each can cause the other, but it is not clear how significant such effects have actually been.
4. Changes in perceived market conditions; financial innovation is fundamentally market driven. Firms offer new products because it is profitable. The existing structure of the financial industry, degree of concentration and competition in the banking sector, ease of entry, profitability, extent of development and of specialization among different types of financial instruments, available choice of portfolio assets interaction of market forces with regulations effects financial innovations. Changes in the international financial environment and the increasing integration of domestic and international financial markets also lead financial innovation.

7. RECENT INNOVATIONS IN BANKING SECTORS:

EXPANDING OPEN BANKING

An increasing number of regulatory bodies globally are making mandatory for banking organizations to allow its customer to share their data safely to the third parties in a move to boost new financial services and enhance the competition in the banking industry. Customers have more freedom and control in the interaction with their financial service providers with account and ament data being made available through secure application programming interfaces. It boost innovations and collaborations and leads to fastest growing banking ecosystems to make a customer's lifestyle better with more than just financial services. Because of consumer consent being a core part of open banking strategy, there is an increased emphasis on consumer value proposition with the firms offering innovative solutions becoming the relationship winners. The growth of open banking will also push non- traditional financial firms to collaborate with traditional banks and innovate for the consumer.

COMMITMENT TO PHYSICAL AND DIGITAL DELIVERY

Many of the traditional financial service companies are introducing digital only banking entities, as a lot of transactions are moving to digital channels and also to combat the high cost of a traditional branch network. From launching digital only banks to collecting deposits to using digital platforms for lending investing and speciality services, banks and financial firms are focusing on quality customer experiences and increased value for customers. These organizations are aiming to protect their current customer base, while others are trying to expand their market share by introducing first-to-market products that are consumer-focused.

AI – DRIVEN PREDICTIVE BANKING

One of the most important exciting innovations in 2019 is predictive banking. For the first time the banking sectors consolidating all internal and external data and building predictive profile of customers in real time. With rich accurate and financially viable consumer data, financial institutions must know their customers very well and are able to offer advice for the future while increasing security and efficiency.

CUSTOMERS ARE TAKING MORE CONTROL OF THEIR DATA

From the beginning to till now, the banks and lending institutions have been selling and sharing consumer's financial data without the consumer's knowledge or consent while data aggregators gather information without the consent of financial services providers. Smaller banks are also seeking to find ways to permit consumers a say in the sharing of their data with third parties, with the help of their core banking vendors.

EXPANSION OF DIGITAL PAYMENT:

Cheques will gradually be phased out and replaced by RTGS and NEFT and other electronic forms of money transfers and payment mechanisms offering safety and more efficiency, with the beneficiary receiving the credit in real time online. Consumers will use mobile wallets in an increased manner in future. While digital payments options will increase exponentially, traditional payment alternatives will decline. For financial institutions to digitize money transactions, barriers to consumer adoption of digital payments through mobile must be addressed. Convenience and greater confidence in the security of digital transactions will encourage the customer to switch to digital payments.

SMALL FINANCE AND PAYMENT BANKS:

Reserve Bank of India (RBI) has granted 23 banking licences to new players - two were given universal banking licences (April 2, 2014), 11 were issued payments banks licences (August 19, 2015) and 10 were given licences for small finance banks (September 16, 2015). The Small Finance and Payment Banks have been set up to facilitate the objective of spreading the financial inclusion. Refer Appendix C for services offered by Small Finance & Payment Banks. These Banks to attract significant numbers of customers must offer better and convenient banking facilities and innovative

products. They must also convince customers that they can be trusted for security and privacy. They must offer better interest rates and lower bank charges, easy and improved digital services, tailored to specific needs. The biggest benefit of a Payment Bank is that it can provide the last-mile connectivity, which regular banks cannot. So, it is possible that your neighbourhood store can also function as a bank branch. Small Finance banks must offer specific deposit and lending products to low-income groups. The new small finance banks like Au Financiers, Equitas or Ujjivan would require to hire huge number of employees as they expand to rural areas.

MICROFINANCE:

Microfinance is assembly energy in India. The self-help group (SHG) model with bank lending to poor women, small businesses, without collateral has become an accepted part of rural finance. The Micro Finance Institutions are providing access to wide range of affordable, high quality financial products and services, including credit, savings, insurance, payment services, and fund transfers. The supply side of microfinance in India is grossly inadequate and it provides a great opportunity for the banking sector. Over the next few years, we would be seeing many banks enter into microfinance business which will, reduce the gap between banking services provided in urban and rural India. Merger of IndusInd Bank and Bharat Financial Inclusion is a case in point.

CARDLESS ATM SERVICES

For the first time in the world, the BankDhofar in Oman introduced a cardless banking service for ATMs which allows customers to carryout ATM transactions efficiently by using their mobile numbers. For availing this service, customers need to activate their mobile number through the BankDhofar call centre or their mobile banking app. Once its verified, customers can go to nearest ATM and insert their mobile number, One Time Pin (OTP) and the card PIN and carry out the transaction. Cardless banking transaction allows the customers to withdraw cash, pay bills, make balance enquiry and for the mini statement.

8. CONCLUSION:

The banking sector in India is becoming competitive and aiming at higher productivity and efficiency. This paper has reviewed the literature on technological change and financial innovation in banking since 1980. This quarter century has been a period of substantial change in terms of bank services and production technologies but much less so with respect to organizational form. Although much has been learned about the characteristics of users and adopters of financial innovations and the attendant welfare implications, we still know little about how and why financial innovations are initially developed. Banking will be better for the customer in future, more convenient, more personal, more productive and less effort.

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Financial Inclusion: An Challenges Faced by Bank Customer

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Abstract: Financial Inclusion (FI) is the process of ensuring access to appropriate financial products and services needed by all the sections of society in general and weak groups such as weaker sections and low-income groups in particular at an affordable cost fairly and transparently by mainstream institutional players. The researcher collected data from 50 sample respondents by using multi stage sampling method. Both primary and secondary data has been used for the study. Therefore, this paper aims to analyze the challenges faced by bank customer due to financial inclusion..

Keywords; *Financial Inclusion, Weaker section, Bank customer.*

1. INTRODUCTION

Financial Inclusion (FI) is the process of ensuring access to appropriate financial products and services needed by all the sections of society in general and weak groups such as weaker sections and low-income groups in particular at an affordable cost fairly and transparently by mainstream institutional players. Financial Inclusion is an effective tool for financial products and services enjoyed by the ordinary people in the society with the efforts of the banking sectors. It is the root cause for the economic development of the country. Finance has come a long way since it wasn't recognized as a factor for growth and development. It is regarded as the brain of an economic system and most economies strive to make their financial systems more efficient. Financial Inclusion is necessary for India mainly due to the agrarian nature of the Indian economy and its huge population. People who belong to this sector suffer a lot due to the uncertain nature of agriculture, absence of sufficient agricultural insurance services, rising production costs, an exorbitant amount of interest paid by them to traditional money lenders, and so on. These are the primary reasons that the banking sector also looks upon with a focus on agriculturists to safeguard them from interest. Financial Inclusion, therefore, was formulated with the main objective of providing basic hassle-free financial services through a bank account to the people. Bank accounts are the fundamental and the first important step in providing financial empowerment to the downtrodden people and policies are framed to target society by bringing more and more people under the mainstream of banking and financial services.

2 REVIEW OF LITERATURE:

D. Sivasubramanian(2012)¹ in his study titled, “Major Role of Technology in Financial Inclusion”, has disconcerted that financial inclusion is a major agenda for the Reserve Bank of India (RBI). Without financial inclusion, banks cannot reach the un-banked. It is also a major step towards increasing savings and achieving balanced growth. Technology and financial inclusion are the popular coinage in banking parleys in the country. While technological up-gradation and mobile banking are catching up so fast, financial inclusion is tardy. The use of technology in extending banking outreach

has been an area of focus for the Reserve Bank. Banks and financial institutions rely on gathering, processing, and analyzing information to improve their service and meet the expectations of the customers. Banks have been quick to realize and adopt technology in a big way.

ManasChakrabarti (2012)² made a study titled, “The Role of Regional Rural Banks (RRBs) in Financial Inclusion: An Empirical Study on West Bengal State in India”, he has stated that financial inclusion has become one of the most critical aspects in the context of inclusive growth and sustainable development in the developing countries like India. Financial Inclusion is a process of ensuring access to suitable financial products and services needed by susceptible groups such as weaker sections and low-income groups at an affordable cost fairly and transparently by mainstream financial institutional players. The Reserve Bank of India (RBI) has formulated the policy of Financial Inclusion to provide banking services at an affordable cost to the disadvantaged and low-income groups. Since 1975 Regional Rural Banks (RRBs) are being regarded as a significant rural financial institution for promoting sustainable economic growth. An effort has been made in the present study and to find out whether RRBs in this region have made any progress towards ensuring broader banking services for the rural poor people in strengthening India’s position with financial inclusion.

Christabell. P. J. and Vimal Raj. A (2012)³ in their study titled, “Financial Inclusion in Rural India: The role of Microfinance as a Tool”, have found that Microfinance Institutions (MFIs) play a significant role in facilitating inclusion, as they are uniquely positioned in reaching out to the rural poor. Many of them operate in a limited geographical area, have a greater understanding of the issues specific to the rural poor, enjoy greater acceptability amongst the rural poor, and have flexibility in operations providing a level of comfort to their clients. The present paper deals with how the mechanism of microfinance can enable the Financial Inclusion of hitherto excluded populations, especially women, into the formal financial sector.

3 OBJECTIVE OF THE STUDY:

The main objective of the study is to analyze the Challenges Faced by Customers While Availing Financial Inclusion Services in Selected Public Sector Banks.

4 RESEARCH METHODOLOGY:

Research methodology is the scientific approach to validate the research design. It is the process by which the researcher produces authentic research findings. The methodology part Provides details about the research design for the study, the nature and source of data collected for the study and details about the research instrument used.

5 SOURCES OF DATA:

The primary data were collected using structured interview schedule method and questionnaire. Face to face, self administered, interview schedule was used as a data collection tool to collect the data from Customers and Secondary data were collected from Reserve bank of India Websites.

6 POPULATION OF THE STUDY:

Table 1.1 List of sample bank branches drawn from sample respondents

Taluk Name	Bank Name	Bank Branches
Kalayarkovil taluk	Indian Overseas Bank	1
	Indian Bank	2
	SBI	2
Total		5

Source: State Level Bankers Committee, Tamil Nadu.

The present study was carried out with the objective to find out whether the customers faced different challenges while availing banking services in Financial Inclusion in public sector banks. The researcher reviewed the related literature on Financial Inclusion to identify the research gap .Both primary and secondary data have been used in the study. The primary data were collected from the bank customers at Sivagangai District .The Sivagangai District is divided into 8 taluks. In Eight taluks, there are 19 nationalized banks which are working with 209 bank branches. The study was conducted only Kalayarkovil taluk. Ten customers were selected randomly from each bank for the collection of data.

7 SAMPLE SIZE:

The sample size for the study is 50.

SAMPLING TECHNIQUE:

Multi - stage random sampling method is used to draw required samples for the study.

TOOLS USED FOR THE ANALYSIS

The tools used for the analysis is percentage analysis and Factor analysis.

DATA ANALYSIS & INTERPRETATION:

Table - 1.2 Demographic Profile of the Respondents

Gender	Response	Percentage
Male	20	40
Female	30	60
Total	50	100
Age		
Below 20 years	10	20
20 to 30 years	24	48
30 to 40 years	11	22
Above 40 Years	5	10
Total	50	100
Occupation		
Salaried	12	24
Business man	8	16
Farmers	24	48
Others	6	12
Total	50	100
Residence		
Urban	-	-
Semi-Urban	8	16
Rural	42	84
Total	50	100
Duration of the Account		
Up to 1 year	2	4
1-2 year	12	24
2-3 year	16	32
Above 3 year	20	40
Total	50	100

Source: Primary data

INTERPRETATION:

7.1 Gender of the Respondents:

Table 1.2 shows the gender wise classification of the sample respondents. 40 per cent of the respondents are male and 60 per cent are females. It is noted from the table that majority of the respondents are males.

7.2 Age of the Respondents:

Table 1.2 shows that 20 percent of the respondents are in the age group of below 20, 48 percent comes under the age group of 20-30, 22 percent fall under the age group of 30-40, 10 percent are in the age group of Above 40. It is clear from the table that majority of the respondents come under the age group of 20-30.

7.3 Occupation of the Respondents:

Table 1.2 it is clear that 24% are salaried people, 16% were Business man, 48% were farmers and 12% were other category. Therefore, Majority of the respondents were farmers.

7.4 Residence of the Respondents:

84% of the customers were lived in rural areas and 16% of the people were lived in Semi-Urban areas. Therefore, Majority of the people lived in rural areas.

7.5 Duration of the Account:

Out of 50 sample respondents, 4 per cent are using the account for a period of up to one year, 24 per cent are using the services for a period of one to two years and 32 per cent are using the account two – three years and 40 per cent of the respondents are using it for a period of above 3 years respectively. The FI concept was introduced recently for which majority of them became customers of the banks just in two years.

8 CHALLENGES FACED BY BANKERS ACHIEVING FINANCIAL INCLUSION – FACTOR ANALYSIS:

Financial Inclusion (FI) is the process of ensuring access to appropriate financial products and services needed by all the sections of society in general and vulnerable groups such as weaker sections and low income groups in particular at an affordable cost in a fair and transparent manner by mainstream institutional players. FI is an effective tool for financial products and services enjoyed by the ordinary people in the society with the efforts of the banking sectors. It is the root cause for the economic development of the country. Finance has come a long way since the time when it wasn't recognized as a factor for growth and development. It is regarded as the brain of an economic system and most economies strive to make their financial systems more efficient. FI is necessary for India mainly due to agrarian nature of Indian economy and its huge population. People belong to this sector suffer a lot due to uncertain nature of agriculture, absence of sufficient agricultural insurance services, rising production costs, exorbitant amount of interest paid by them to traditional money lenders and so on. These are the primary reasons that banking sector also look upon with the focus on agriculturists in order to safeguard them from money lenders interest.

To reduce the number of variables into minimum variables factor analysis is performed. The suitability for factor analysis is tested using two analysis namely KMO test and Bartlett's test of sphericity. The Kaiser-Meyer-Olkin measure of sampling adequacy is a statistic which indicates the proportion of variance in the variables which might be caused by new factors. High values generally indicate that factor analysis may be useful with the data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful.

Table 1.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.861	
Bartlett's Test of Sphericity	Approx. Chi-Square	854.721
	Df	56
	Sig.	.000

Source: Primary Data

The above table shows that the KMO value is 0.861 which indicates that the factor analysis is useful with the data. The Chi-square value for Bartlett's test of sphericity is 854.721 and the significant value is 0.000 which is significant at more than 99 percent level of confidence.

9. CHALLENGES FACED BY BANKERS ACHIEVING FINANCIAL INCLUSION – PRINCIPLE COMPONENT ANALYSIS:

The principle component analysis has been administered for grouping the factor of various challenges faced by bankers while achieving financial Inclusion. It is a method of data reduction. The proportion of the variance of a particular item due to common factor is called as communality. The initial value of the communality in a principle component analysis is 1. The extraction communalities estimate the variance in each variable accounted for the factors in the factor solution. The value is less than .5 which indicates the variables that do not fit well with the factor solution and should possibly be dropped from the analysis. Table 1.4 shows that extraction value of the challenges faced by bankers while achieving financial Inclusion.

Table 1.4 Challenges faced by bankers while achieving financial Inclusion - Communalities

Communalities		
Components	Initial	Extraction
Lack of awareness	1.000	.672
Technological barriers	1.000	.656
High transaction charges	1.000	.789
Lack of access	1.000	.631
High cost	1.000	.686
Lack of trust in the system	1.000	.789
Innovation and technology	1.000	.736
Lack of training	1.000	.712
Bank feels overloaded of works	1.000	.836
Lack of follow up in No frill account	1.000	.651

Source: Primary Data

Table 1.4 explicits the variance of the ten variables ranging from .500 to 0.715. It shows that the fourteen variables exhibit the considerable variance from 50 percent to 70 percent. Hence it could be concluded that all these variables are capable of segmenting themselves with respect to the challenges faced by bankers achieving financial Inclusion to form the predominant factors.

10 CHALLENGES FACED BY BANKERS ACHIEVING FINANCIAL INCLUSION – TOTAL VARIANCE:

The next step in the process decides about the number of factors to be derived. The rule of thumb is applied to choose the number of factors which “Eigen values” with greater than unity is taken by using principal component analysis method. The component matrix so formed is further rotated orthogonally using Varimax rotation algorithm which is standard rotation method. The total variance

analysis is important to know the rotated sum of square value. The rotated six factors are determined based on the total Eigen value if the factor should be greater than one. The total cumulative variance is explained by the total percentage of variance by each retained four factors. Table 1.5 gives the individual variance of the predominant factors which emerged out of 10 factors.

Table 1.5 Challenges Faced By Bankers Achieving Financial Inclusion– Total Variance

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.012	20.081	20.081	2.472	12.476	14.476
2	1.990	13.268	33.350	2.871	10.473	11.949
3	1.657	11.047	44.397	1.554	12.877	14.964
4	1.358	9.056	53.453	1.641	10.804	69.678
5	1.297	8.643	62.096			
6	1.137	7.582	69.678			
7	.840	5.597	91.228			
8	.728	4.853	94.187			
9	.618	4.118	96.813			
10	.541	3.610	100.00			

EXTRACTION METHOD : Principal Component Analysis

Source: Primary Data

As could be seen from the Table 1.5, Eigen values are greater than one for six factors. From this one, it is confirmed that, the ten factors are grouped into three predominant factors. The rotated sum of squared loading should be greater than 50 percent. The ten variables are reduced in to four predominant factors with the individual variances of **14.476, 11.949 and 69.678**. It is also found that the total variance of 14 variables is found to be 69.678 percent which is greater than the benchmark of 60 percent. Moreover it confirms that the factor segment is the meaningful one.

11 CHALLENGES FACED BY BANKERS ACHIEVING FINANCIAL INCLUSION – ROTATED COMPONENT MATRIX:

The rotated sum of square value indicates the cumulative percentage of variances is 69.678. Hence the factorization is more suitable for the challenges faced by bankers achieving financial inclusion. Table 6.5 explains the value of rotated component matrix for the factors towards challenges faced by bankers achieving financial Inclusion.

TABLE 1.6 CHALLENGES FACED BY BANKERS ACHIEVING FINANCIAL INCLUSION

Factors	1	2	3
Technological barriers	.846		
Innovation of new products	.751		
Bank feels overloaded of works		.721	
High Cost		.732	
High Transaction charges		.871	
Lack of training		.653	
Lack of trust in the system			.752
Lack of awareness			.856
Lack of access			.658
Lack of follow up in No frill account			.761

Source: Primary Data

Factors contained in component one was named Technology related problems, High charges related problems and Monitoring and follow up related problems.

12 SUGGESTIONS:

- Banks should take appropriate steps to handle customer grievances and complaints in an effective manner.
- Banks should bring new technology innovations and delivery models to speed up financial inclusion in rural and remote areas.

13 CONCLUSION:

It has been universally accepted today that the objectives of inclusive growth cannot be attained without financial inclusion. This led to a paradigm shift for Financial Inclusion for economic growth. access to safe, easy and affordable financial services for poor, vulnerable groups, disadvantaged areas and lagging sectors is a sine qua non for accelerated growth and for reducing income disparities and poverty. Access to affordable finance enables the poor and vulnerable groups to undertake economic activities and take advantage of growth opportunities for economic empowerment. Hence, developing an inclusive financial system to provide equal opportunities to all in accessing financial services at affordable is a pre-condition for achieving accelerated economic growth along with a reduction in income inequality and poverty. The present study is a critical attempt to analyze the challenges faced by financial inclusion in sivagangai district. It is concluded that public sector banks adopted different strategies to promote banking activities in rural areas. Moreover, public sector banks plays a major role in promoting and adopting different strategies and practices of financial inclusion.

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MIECMR 018

A Study on Traditional Marketing Vs Modern Marketing

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1. INTRODUCTION

A business has two important attributes: marketing and innovation. These are interlinked with each other. Marketing is an activity which involves satisfaction of needs and wants of humans and focuses on social issues also. As it also helps in creating offerings, exchanging values of products. It is names as socio economic activity. It starts before production of goods and even runs after the goods are sold. According to traditional senses, it is the performance of goods and services that directs the flow of goods and services from producers to consumers. But if it comes under modern concept, it is the social process by which the individuals create offerings, exchange goods and services of values.

2. TRADITIONAL VS MODERN MARKETING

Traditional marketing focuses on profit and production concepts. They use strategies like cards, tv, radio, billboards, tele marketing, etc. It is preferred due to **easy connectivity, recognizability, high reach.**

Whereas modern concept is a holistic, adaptive method that connects brands with customers and drives business strategy, new technology and its analysis. This is preferred due to: as it elevates customer experience and **satisfaction** at every point , builds personalized or **customized connections with individuals**, integrates **Omni channel strategy and tactics**, adapts the evolution of **marketing landscape, maximizes efficiencies through technology, analysis of performance, leverage iterative execution and optimization**. They use strategies like social media, digital devices, etc.

ADVANTAGES AND DISADVANTAGES OF TRADITIONAL MARKETING:

ADVANTAGES:

- **REACH LOCAL AUDIENCE:** By using radio, tv, they advertise their business and their products.
- **FACE TO FACE CONTACT:** Personalized marketing is considered to be one the main strategies and a best method to recognize the brand and their products.
- **TANGIBLE OFFERS:** This refers to the products that clients could come in contact at their time and purchase the products.
- **PRODUCT TESTING:**
- They provide product testing for checking the quality and knowing the performance.
- Advertisements are done through hard copies of pamphlets and other strategies.

DISADVANTAGES:

- **EXPENSIVE:** Purchasing digital devices like radio, television or printers ads tends to be pricy for both small and large business.
- **INEFFICIENCY:**
- Unlike modern marketing concept it is difficult to measure the conversion rate of your ads through traditional marketing which makes it difficult to get efficient ads and its return.
- Forced strategy.

ADVANTAGES AND DISADVANTAGES OF MODERN MARKETING:

ADVANTAGES:

GLOBAL REACH:

With a small investment they can run a business and trade globally through social media and digital device. They can advertise their products from their home and advertise globally.

LOWER COST:

A properly planned and well targeted marketing campaign can reach right customers at low cost .

- Personalization
- Openness:

By getting involved with social media and managing it , it help in creating customer loyalty and focuses on satisfaction of customer.

- Improved conversion rates

DISADVANTAGES:

- **Time consuming:** It takes lot of time due to the various strategies and other online advertising campaign. It takes lot of time to get returns on their investment.
- **Confidentialty:** There is issue of privacy due to the collection of customers information for modern marketing. There is need for data protection and security for information.
- **High competition:** Due to increase in the business in every sector , there is high competition for long run and profits .
- Risk of fraud

Area of Comparison	Traditional Marketing	Modern Marketing
(a) Interactivity	Customer has no choice in receiving messages of his interest	All channels have certain interactivity
(b) Engagement	Difficult to track results and impact of marketing	Focus is on customer satisfaction and building a relationship
(c) Agility	Delivery though physical channels takes larger fulfillment time	Efficiency in terms of 'agility of service' is much higher
(d) Conversions	Closer to product awareness and interest stages	Activities targeted to move towards 'end of the funnel' relating them with consumption
(e) Personalization	Mass marketing techniques with low personal touch	High potential to customize offerings for each customer
(f) Brand imagery	Difficult to build brand imagery because of platform limitations	With rich media/video gaining prominence strong imagery is possible
(g) Social involvement	Not able to involve social integration features	Ability to socialize and build trust by leveraging social networks

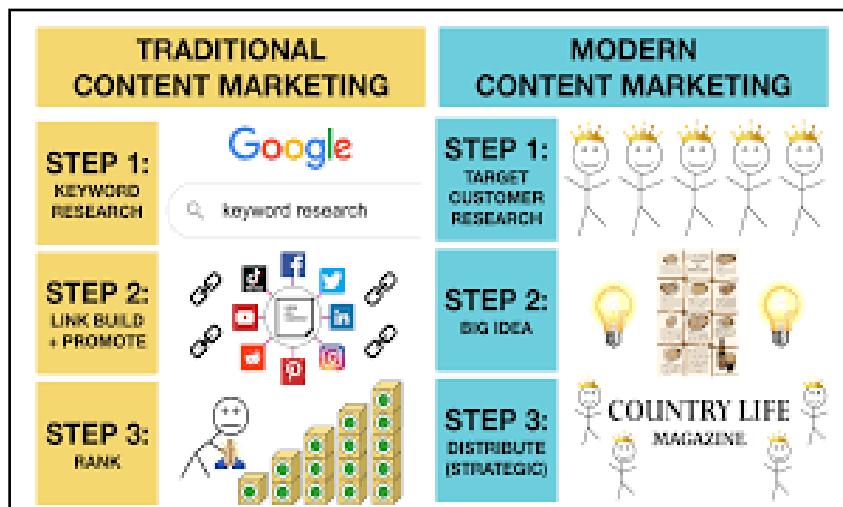


This graph shows the change in the marketing concepts in India during past years.

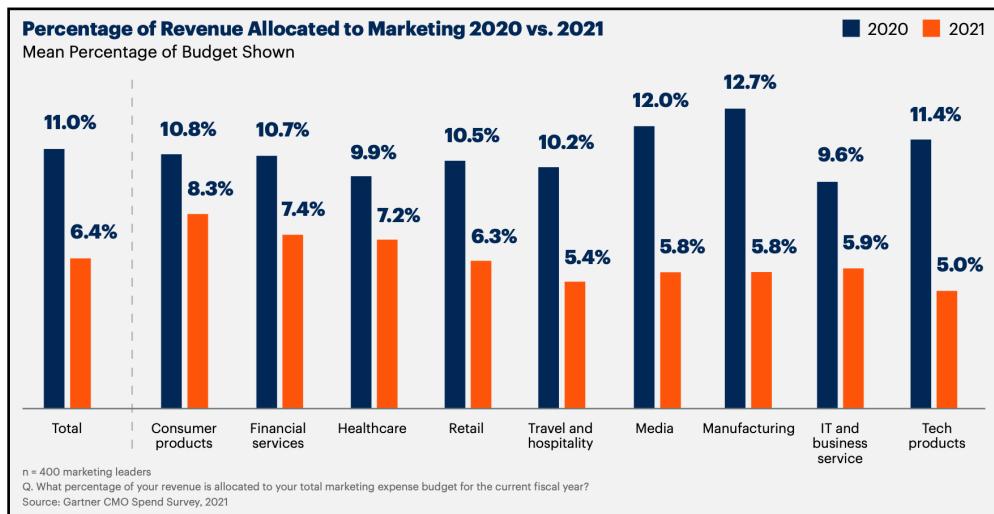
Workings of traditional and modern marketing:

This picture shows the strategy used by both the concept which is advertisement. It shows how they use technology and other tools to reach all the possible audience at some cost.

It shows the difference of cost usage and time consumption. Also they have used technology. This is how these marketing type works with the use of given strategy.



This picture says how targeted market and products are chosen and created with help of various approaches.



This graph indicates the revenue of every sector in past two years with the help of modern marketing.

3. CONCLUSION:

Marketing is the most existing of all business. It is the heart beat of for every successful business. It is continuously changing in response to its explosion of information, the expansion of technology and the aggressiveness of competition at all levels . Therefore both marketing concepts are important.

Emerging Trends in Social Entrepreneurship in India

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Abstract In the present contemporary society, there is a development of social enterprise which has been considered as reactions to ineptitudes of the business and public area in tackling the social issue looked by the general public which incorporates issues like unemployment, destitution and lacking social administrations. Further, this idea of Social Entrepreneurship is grounded in business jargon. The significance of Social Entrepreneurship is extended to the level that it has made a spot in the instructive parts of driving business colleges with an essential matter of conversation at a few scholarly and expert gatherings. Yet, with regards to the Indian setting, Social Entrepreneurship has still not made engaging development and various reasons are supporting it. Considering the likeness among India and other created countries dependent on their separate political foundation, India is only second biggest popular government after the United States where the monetary created is upheld with such equitable arrangement. The other essential include is the reality where in the most established market-put together economies had no limitations with respect to private property freedoms. Procurement of information (in whatever structure, need not be in the organized manner) to create assets to trade it with material things to fulfill human needs was central plan of Indian outlook. The existence excursion of an individual was vigorously affected by life 'previously, then after the fact': 'for example on the off chance that an individual at present is honoured with beneficial things-it is accepted as the result of merchandise deeds in the past birth and to guarantee something very similar in future, one is relied upon to focus on such great deeds. It is an overall thought implanted in the vast majority of the strict way of thinking in India. This is to express that there is a way of thinking in India that contends for stretching out some assistance to the people who need. Hence, the current study gives a deep insight on the trends in Social Entrepreneurship in India and it is a secondary data based study.

Keywords: *Social Problems, Social Services, Economic Development, Democratic Setup, Property Rights, Human Needs Satisfaction and Social Entrepreneurship.*

1. INTRODUCTION

With colonization of the continent, the Indian culture underwent a monetary and social change. The course of modernization brought about arrangement of present day schooling, formation of current organizations and setting up of businesses. Consequently, a class society began arising. However the entry obstructions to the newly discovered class was (hypothetically) apparently absent, for larger part of individuals from lower layers it was extremely challenging to stroll over to recently discovered class in current culture. Helpless representation of down trampled in the cutting edge foundations presented solid defense for state intervention. Development configuration (directed by the soul of blended financial model) of Independent India that endeavored to change life of individuals from varying backgrounds additionally met with helpless outcomes. Financial performance and social effect of the working of both public and the private area couldn't meet the assumptions for the residents. It is to overcome this issue, that we in India have assortment organizations formal and casual, noticeable and imperceptible working to address the necessities of the minimized. Practically these loads of foundations are mission driven, deliberate, and upheld generously by public.

Following forty years of freedom there has been a change in perspective in the development strategy. Consequent to this the equilibrium named from left of the center to the right of the center. There was a reasonable shift from the prior socialistic example to showcase economy with another monetary arrangement. The changed financial strategy opened sufficient space for the 'Third Sector' drives that was accepted to assume and dynamic part in seeking after comprehensive development. In post progression India on the one side we have assembled internationally aggressive areas like Information innovation, bio-innovation, while simultaneously the economy is stalled by a gigantic multitude of jobless youth, huge number of mal fed kids, huge scope relocation from provincial region to the metropolitan, feminisation of occupations, and blossoming casual area. Issues associated with above division of separating monetary condition inside economy, fundamentally called for organizations to address the difficulties arising in the post-change time frame. It is in this setting that 'Third Sector' and drives inside this area like social entrepreneurship are drawing in attention of strategy creators and specialists.

2. RESEARCH OBJECTIVES

Current study aimed with following objectives:

- To know the facts of social entrepreneurship in India.
- To highlight the key trends in the current development of social entrepreneurship globally.

3 REVIEWS OF RELATED LITERATURE

Bulsara et al. (2012) have done a study and found that the Social Entrepreneurship is a comprehensive nomenclature, utilized for portraying the most common way of, achieving social change on a significant and effective scale contrasted with a customary Non-Governmental Organization (NGO). It is an inexorably significant idea in the investigation of intentional, non-benefit and not-for - benefit associations. Prior, associations addressing key social issues were thought to be hopeful, altruistic with entrepreneurial abilities. Social Entrepreneurship in India is arising basically in light of the fact that the government is extremely enthused about its advancement, not really by subsidizing it or by prompting on it yet by empowering it. The Corporate Social Responsibility (CSR) of the private area with unmistakably reserved assets and undeniable activity groups have assumed a significant part in tidying up the picture of Social Entrepreneurship. The focal point of the paper is to concentrate on the developing patterns of Social Entrepreneurship in India and the new drives taken by different Social Entrepreneurs. It additionally gives a short thought of different Theories of Social Entrepreneurship. Endeavors are made to give data and an exploratory review, identified with the help exercises of Social Entrepreneurship and Social Entrepreneurial ventures in India. This might be gainful in future experimental investigations of the subject.

Kumarasamy, N & Krishnan, Murali. (2014) have done a study and it summarizes that the economy has been seeing fast development since the beginning of progressions from 1991 onwards with changes in innovation and expanding financial rivalry. In this way, India is encountering an increment in social entrepreneurship to find reasonable answers for different social issues of society. Social entrepreneurs need to turn out to be more powerful in nature. Social entrepreneurs can assist with improving different issues like sustenance, instruction and medical services and many are as yet scoured by unemployment and ignorance by aiding those less lucky towards an advantageous life. Maybe than passing on cultural requirements to the government or business areas, they can tackle the issue by changing the framework. Social entrepreneurship is relied upon to be the following enormous thing to impact India as the nation shuffles to accomplish a harmony between a developing GDP development, guaranteeing comprehensive development and endeavoring to resolve issues going from instruction, energy productivity to environmental change. This paper endeavors an insightful, basic and engineered assessment of social entrepreneurship in India.

Sulin et al. (2020) have done a study and the aim of this paper was to explore the entrepreneurship development in India and dissect the patterns in the development of the entrepreneurial field. The entrepreneurship exercises were completed rather forcefully, especially with the drives of the government-support and government-ensured India's limited scale ventures. Many new companies were set up as innovation, administration and provider of parts to the public level under the central government help programs. The government's drive put accentuation on the innovation and administration in most entrepreneurial attempts. The drives of India's government for the entrepreneurship prodded the development of firms and gave the doorway to the procurement of significant mechanical information, specialized abilities, and entrepreneurial talent and in the outcome the monetary and modern exercises from 2014 to 2019, shows immense development in India. The paper targets liking the requirement for and importance of understanding unique worldview of administration and mechanical entrepreneurship in India between the years 2014-2019. Mostly after 2014 an immense entrepreneurial inspiration among the Indian youth gives the fire in the wing of country's financial development. This paper proposes that a recent fad has arisen in the field of entrepreneurship in India because of the central and state drove government put forth in India and entrepreneurial attempts.

4. SOCIAL ENTREPRENEURSHIP IN INDIA

The start of 21st century has denoted the meaning of Social Innovation development for handling social, political, monetary and environmental challenges. Some wellknown Indians became mindful of the potential of Social Entrepreneurship very early. Two of them were the Social Entrepreneurs Dr. Govindappa Venkataswamy and Thulasiraj D Ravilla who set up the Aravind Eye Hospital in 1976. From that point forward, they have treated more than 2.4 million patients, frequently for nothing. Many others have likewise added to the relatively undeniable degrees of Social Entrepreneurship which have been reached in India. As the Swiss Klaus Schwab, organizer of the World Economic Forum and of the Schwab Foundation, called attention to in a meeting with the Hindustan Times: "India has probably the most progressive and inventive social entrepreneurs. We accept and as of now see that many of the models created in India, for example water collecting for schools spearheaded by Barefoot College, are sent out around the world." Thus, India is a critical country in creating social entrepreneurs. A few foundations assist individuals with becoming associated with Social Entrepreneurship, for example, UnLtd India and the National Social Entrepreneurship Forum (NSEF).

Besides, the Schwab Foundation and its Indian partner, the Jubilant Bhartia Foundation, give the Social Entrepreneurship Award to prominent visionary Indian social entrepreneurs. In 2009, the victors of the Social Entrepreneur of the Year Award included Brij Kothari of "Planet Read and Bookbox" who found to battle ignorance, Padmanabha Rao and Rama Rao of "Stream" which zeroed in on the essential training of youngsters and Rajendra Joshi of "Saath" who made comprehensive social orders by engaging India's metropolitan and rustic poor. The following victor will be reported in a function harmonizing with the India Economic Summit in November 2010. One more significant association that is connected to India is Ashoka, which is the worldwide relationship of the world's driving social entrepreneurs. Starting around 1981, they have chosen over 2.000 driving social entrepreneurs as Ashoka Fellows, giving them living allowances, proficient help and admittance to a worldwide organization of friends in excess of 60 nations. India is home to Ashoka's first Fellow and for the beyond 25 years, India has filled in as a proving ground for the greater part of Ashoka's worldwide Fellowship building programs and other key drives. Beginning around 2003, Ashoka and the American India Foundation (AIF) have banded together to co-put resources into social entrepreneurs in India. This organization has empowered Ashoka to expand the quantity of Fellows chose in India to 250.

AIF is a main global development association accused of the mission of speeding up social and monetary change in India. Starting around 2001, it has raised more than 30 million US-Dollars and granted awards to training, work, and general wellbeing projects in India with an accentuation on

elementary instruction, women's empowerment and HIV/AIDS.

Increase in Microfinancing

Specifically, the field of microfinance is a growing one. The Bhartiya Samruddhi Investments and Consulting Services (BASIX) established by Vijay Mahajan was the main microfinance undertaking to loan to poor people. Vikram Akula is one more organizer of an effective Indian microfinance project. His association "SKS Microfinance" offers microloans and protection to poor women in devastated spaces of India. SKS is currently one of the biggest and quickest developing microfinance associations on the planet. Moreover, the Bangladeshian Grameen Bank will be mentioned as a pariah in the field of microfinance. As Anna Agarwal of the Massachusetts Institute of Technology brought up, banking and money are the greatest recipients of innovation empowered social new businesses.

There are three motivations behind why microfinancing is so significant for poor people: Firstly, they don't have cash to open a ledger. Furthermore, they don't have insurance or a credit record to get an advance and thirdly, they are regularly unfit to finish the essential administrative work as a result of their helpless norm of proficiency. This is the reason they once in a while approach the formal monetary area and microfinancing is a significant help in helping to adapt to these issues. In India, self improvement gatherings structure the essential constituent unit of microfinance. These gatherings normally comprise of 5 to 20 poor women who pool their reserve funds, now and again as low as 10 or 20 cents each month, per part, into an asset from which they can get when important. The gathering is connected to a bank, where they keep a gathering account. After somewhere around a half year of 'between credit' repayments the gathering is qualified for the advance. The bank loans to the gathering as a unit, without insurance, depending on self-observing and companion tension inside the gathering for repayment of these advances. Beginning with lower products (1:1 to 2:1) the greatest credit sum frequently is a 4:1 numerous of the complete assets in the gathering account. Many other imaginative social entrepreneurs could be named.

5. KEY TRENDS IN THE CURRENT DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP GLOBALLY

Social entrepreneurship is steadily changing into standard entrepreneurship. In the course of recent years, we have seen an upsurge in the quantity of social drives. Truth be told, social entrepreneurs all around the world are progressively understanding that they have the aptitude, information and industriousness to have a colossal effect on the existences of individuals in their general public and furthermore across the globe. Pursuing are the key directions which she is currently seeing in the development of social entrepreneurship universally, particularly concerning the beginning phase backing of social enterprises.

There's a difference between market-based and Financially Profitable

In the beginning of social entrepreneurship, the greater part of the exploring associations that spearheaded significant advancements were non-benefits. For many youngsters today, be that as it may, social entrepreneurship is about a monetarily feasible enterprise. The talk has swung excessively far into that bearing and needs to return to some place in the center. Social enterprises ought to take a stab at monetary practicality at every possible opportunity, influence market influences, and embrace strategic approaches and standards. Simultaneously, there is a justification for why these issues persevere: in light of the fact that the market or the government disappointment is simply so outrageous.

Public institutions are our partners, not the Opposition

One more pattern is the relationship of the social entrepreneurship area with governments and related foundations. Years and years prior, the social entrepreneurship movement was conceived out of disappointment with the failure of governments to take care of social issues at scale. This brought about the picture of a social entrepreneur striking out contrary to the customary public administrations

like training, medical care, squander, sterilization, water, and so on

The myth of the ‘hero entrepreneur’ is dead

The third and last is communicates something specific that will talk straightforwardly to youthful social agents and entrepreneurs who are presently beginning their career.

Today, social enterprises add to all features of society, offering strong and extraordinary offices, drawing in countless people and creating a huge number of dollars.

Millennials are Reshaping the Global Economy

Twenty to thirty year olds are driving the way in social entrepreneurship as an age that is worried about many social issues. Many recent college grads who start their own organizations do as such with some feeling of social obligation and care for their effect on the environment, individuals, and world. As indicated by research led by Goldman Sachs, recent college grads are the biggest age from the beyond fifty years to enter the market. Since their needs and outlooks are different from past ages, they will modify how business is led. Twenty to thirty year olds are the age that is generally ready to pay more for sustainable choices, as announced by a Nielsen worldwide web-based review. This age will utilize social entrepreneurship to make the change they wish to find on the planet.

The way in which Social Enterprises are funded is changing

A typical battle of social organizations is scaling into a global enterprise. Financing is one of the boundaries to turning into a worldwide social organization. Steadily, increasingly more social enterprises are finding a way over this snag through different choices in subsidizing, to be specific effect investments and awards.

More Resources Are Becoming Available to Social Entrepreneurs

One more key pattern in social entrepreneurship to watch in 2017 is the increment in accessible assets for social entrepreneurs. Associations and different experts that have been supporting social entrepreneurs are working on their scholarly strategies and assets. Likewise, more alumni programs are offering social development and social entrepreneurship programs in light of rising demand.

Social Platforms for Social Entrepreneurs Are Multiplying

An expanding number of social stages for social entrepreneurs are creating. Many social entrepreneurs ache for associations with one another, and different organizations and associations are moving forward to address this issue. With these stages, social entrepreneurs can find support from similar people. They will likewise have additional systems administration openings and individuals to team up with for novel thoughts for social enterprise.

Social entrepreneurship has entered the standard and keeps on developing as an expanding number of buyers care regarding where their things come from. Individuals are starting to think often about the workers that constructed the item for them. Due to expanding demand from purchasers, social entrepreneurship can all the more effectively thrive and spread. Some entrepreneurs anticipate that social entrepreneurship will turn into the standard inside the following decade.

6. DISCUSSIONS AND CONCLUSION

Developing the world and the main concern at the same time has never been more on-pattern. Social entrepreneurship, the idea of applying business methods and market systems to tackle social issues, like destitution, violent wrongdoing or environmental dangers, has been around for quite a long time. Today in the period of economical development everyone is worry about the general public. We take a ton from society. Presently the inquiries emerges what we are offering as a trade off. This prompts development of social entrepreneurship. Social entrepreneurship is a term that is utilized to represent the entire image of the course of social change on a bigger and more noteworthy scale than a

conventional Non-Governmental Organization (NGO). It is exceptionally huge in the investigation of intentional associations, non-benefit association. Already, associations managing key social issues must be optimistic, magnanimous with entrepreneurial characteristics. Social entrepreneurship in India is arising predominantly on the grounds that the government is additionally extremely intrigued by its advancement, not exclusively to back or guidance, yet in addition to its permitting. After the impulse of corporate social obligation in Companies Act 2013, CSR in the private area with unmistakably dispensed assets and undeniable activity groups have assumed a significant part in working on the picture of social entrepreneurship.

One example of exceptionally energetic youthful Indians wishing to advance Social Entrepreneurship is Rikin Gandhi. Subsequent to working for the US space program as an aeronautical specialist he chose to assist Indian ranchers with his venture "Advanced Green". The task is supported by the Bill and Melinda Gates Foundation and cooperates with different NGOs. It creates and conveys local area centric, locally important recordings about best rural practices. Later on, "Advanced Green" plans to foster an innovation stage where ranchers can share information and recordings. There are a few difficulties that Social Entrepreneurs should address in India. They frequently face circumstances that are eccentric, continually changing and difficult to control. In 2008 for example the dread assaults in Mumbai constrained Social Entrepreneurs to re-examine their overall systems. Moreover, despite the fact that there are many openings in the Indian government assistance area, most social entrepreneurs still spotlight on customary regions like schooling and medical care.

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Digital Innovation in Indian Agricultural Sector

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Abstract Agriculture is the foundation of Indian economy as it supplies unrefined substance for many of the enterprises and it is the wellspring of work for larger part of the provincial populace in India. There had been countless changes in development practices of yields to suit the demands of the general population. Corresponding to that number of developments were likewise essential for these adjustments which were effective in changing the essence of Indian agriculture from simple 'Taste to Mouth' position to the present glad situation of 'independence' and procuring a sizeable measure of unfamiliar trade from agricultural sends out. Be that as it may, we can't be careless with these achievements as the demand for food is truly mounting because of diligent expansion in human and creature populace in the country. Subsequently, it is a lot of crucial for take the supply of the circumstance and quest for new developments which can upgrade the efficiency without making a lot of harm the environment. More prominent degree for additional improvement in yields of food grains in India is the strength for Indian agricultural science. Future exploration needs to focus more on environment strong agriculture protecting the normal asset base to cause our people in the future to flourish with this living planet. Hence, this current study aimed to highlight the digitalized improvisations and innovations of Indian Agricultural sector.

Keywords: *Digital Cultivation Practices, Modernization of Agriculture, Fundamental Changes, Green Revolution and Digital Market Exports.*

1. INTRODUCTION

There are horde advancements that have been important for agricultural change in India. In agriculture, India is a place that is known for logical inconsistencies. The nation produces 11% of absolute worldwide agriculture and, simultaneously, is host to the world's biggest number of malnourished individuals. Agriculture gives occupations to about portion of the Indian populace, the greater part of whom are smallholder ranchers, yet a greater part of government agricultural appropriations are utilized by medium and huge scope ranchers. Corresponding to India's tremendous triumphs in the modernization of agriculture, smallholder ranchers have been underestimated. The normal obligation of cultivating family has risen fivefold in 10 years, while expansions in ranch livelihoods have not kept up, and in excess of 300,000 Indian ranchers have ended it all starting around 1995.

Given the intricacy of Indian agriculture, no single arrangement change or innovation shift will push the country toward its double objectives of raising pay for smallholder ranchers and proceeding to fortify the intensity of Indian agriculture, yet the computerized change of agriculture happening overall holds some guarantee for progress. This article presents reflections on the theme from four innovators in Indian agriculture. They offer experiences showing fundamental changes in the construction of the sector and bring up issues regarding whether smallholder ranchers will profit from advanced development similarly those bigger ranchers will.

2. OBJECTIVES OF THE STUDY

The present study has been associated with following objectives:

- To know the statistical perspective of Indian Agricultural sector and its innovations.
- To study the digital innovation in Indian agriculture.
- To concise about the revolutionary innovations in Indian agricultural sector.

3. REVIEWS OF RELATED LITERATURE

Gulati et al. (2021) have summarized their study as from once a net shipper of food during 1960s India has arisen as independent as well as has become a net exporter. And this has occurred because of series of developments underway advancements going from seeds (high yielding, hereditarily adjusted and environment tough) that brought about higher efficiency, security of harvests from bugs, expansion in mineral, nutrient and protein content, to cultivating works on addressing how to apply (water system), manures, pesticides, hardware that saves money on costs and advances feasible agriculture. Advancements in dribble water system with fertigation, soil wellbeing cards, neem covering of urea and custom employing ('Uberisation') of ranch hardware have yielded empowering results and need further increasing. Indeed, developments have an effect past creation advances into the field of establishments that guarantee powerful implementation of arrangements, into exchange, advertising and capacity of agri-produce which carry higher worth to the ranchers. In this paper, we illuminate significant advancements underway advances in Indian agriculture which altogether affect generally speaking efficiency and creation, and furthermore address developments that are at present unfurling in information sources and creation cycles, for example, advancements in accuracy agriculture utilizing savvy advances computerized reasoning, drones, Internet of things (IoT), remote detecting, and so forth, and developments in secured agriculture (poly-houses), tank-farming, aeroponics and hydroponics. Subsequently, this section plans to cover advancements spreading up and down the agri-esteem chains, from ranch to fork, or, all the more appropriately in a demand-driven framework, from "plate to furrow".

Singh, K. & Meena, M S. (2011) have done a study and found that during the past 60 years, the Indian expansion framework has developed to reflect public needs. At the beginning, expansion attempted to achieve wide based rustic development. Be that as it may, the food emergencies beginning in the late 1950 pulled together the endeavors of expansion on food security and expanding food creation. The mix of Green Revolution innovation in the last part of the 1960s and Training and Visit (T&V) expansion during the 1970s empowered India to accomplish food independence during the 1980s-1990s. Simultaneously, hunger and destitution keep on being constant issues for the provincial poor. Therefore, the Government of India, with the help of the World Bank, planned and pilot-tried another expansion approach that would decentralize augmentation and make it more market-arranged. This paper depicts the Agricultural Technology Management Agency (ATMA) model that was effectively pilot-tried from 1998-2005 and in view of the encounters of pilot stage it was up-scaled to cover 252 areas under a halfway supported plan, "Backing to State Extension Programs for Extension Reforms in 2005 and further stretched out to 591 provincial regions of 29 States and 2 Union Territories of the country. The paper looks at the different phases of implementation of this imaginative methodology towards agricultural expansion and its effect on augmentation programs in India.

INDIAN AGRICULTURAL SECTOR AND ITS INNOVATIONS – A Statistical Perspective

Agriculture has been perhaps the most grounded driver of advancement all through human history. The beginning of agriculture has been liable for human progress and stays a foundation for humanity's proceeded with endurance and success. With a monstrous expansion in the human populace and environmental changes, advancements in the AgriTech space will be essential for practical agricultural development. India has a celebrated history of spearheading advancements in agriculture, having initiated its own Green Revolution under M.S Swaminathan, significantly affecting harvest

yields and strength. The AGNIi Mission (AGNIi is a program of the Office of the Principal Scientific Adviser to the Government of India) is focused on exploring and sustaining promising AgriTech pioneers, who can decidedly affect the agriculture business. AGNIi has effectively drawn in with various new businesses and pioneers in the agriculture and provincial livelihood space.

The Indian agriculture sector has its own difficulties. The holes in the ecosystem ruin neighbourhood produce from going worldwide. Kalgudi, a startup, has made a model to lessen these holes and interface ranchers, brokers, input sellers, coordinations suppliers, the scholarly world, institutional buyers, POs, government departments, and purchasers. Data, help, prompt, purchase, sell, and administration connections happen between them as they tackle another's concerns and advantage together. With AGNIi's assistance, Kalgudi got freedoms to pitch their advancement to associations such Bill and Melinda Gates Foundation, Digital Green and Common Service Center among many different accomplices. This offered the startup a chance to scale its answers through new organization openings. UNDP's Secure Himalaya project group contacted the AGNIi Mission group with an issue statement dependent on Human-untamed life struggle. The Human-untamed life struggle because of contracting normal natural surroundings is a vital space of concern, coming about in human and animal mortality, however harm to agricultural crops, which is additionally constraining many individuals in country regions to quit any pretense of cultivating accordingly affecting jobs in distant locales where the chances for employment are now restricted. Thus, the AGNIi mission group began exploring arrangements which are innocuous to creatures, can forestall clashes are serviceable for higher elevations and minimal price just as relevant for agricultural lands. ANIDERS (Animal Intrusion Detection and Repellent System) is a gadget that identifies animal interruption in farmlands and dismisses them by utilizing the mix of Active and Passive Infrared sensors. These sensors identify the creature movements and utilize light and caution framework to repulse them. According to a WWF India report, the development effectively shocked the creatures 86% of the occasions, which thusly brought about 60% flood in crop produce. Since, this advancement impeccably coordinated with the issue statements mentioned by UNDP group, the arrangement got chosen for its deployment in Uttarkashi and Sikkim region at higher scope of Himalayas.

4. DIGITAL INNOVATION IN INDIAN AGRICULTURE

There are a few motivations behind why the multiplying of ranchers' livelihoods ought to succeed. Indeed, in case we are discussing net rancher pay per square meter, we could well high pitch or fourfold it. The primary explanation is the private sector looking for benefits. Presently, there isn't a sector as perplexing as agriculture, especially Indian agriculture. In Indian agriculture, everybody is under-technologized, lands are fragmented, and there's a solid nexus among economics and legislative issues at the ground level. It takes boldness to hop in there and give and make some worth a shot of it.

However, this is evolving. In the new past, there was an under immersion of investment in many spaces of the Indian economy. Cash found its direction into programming or vehicles or something besides agriculture, on the grounds that there was a simplicity of working together and better returns. Presently many other sectors in the nation are smoothing out their development bends, and agriculture is at long last finding its place. One more justification behind progress lies in the political objective. There are just so many many years that you can discuss volumes of creation. At last, when 60% of the functioning populace says, "We are searching for swelling our own wallets," then, at that point, the political objective and the political discourse additionally shift in that bearing. Presently, this large number of variables set up, we are seeing that over the most recent couple of years, it's becoming simpler to draw cash, draw innovation, draw ability the hardest being the final remaining one into Indian agriculture.

However, there are difficulties. How about we check out eNAM, for instance. It's a commendable genuine that has been first rate. Yet, regardless of the elective business sectors, the rancher isn't actually allowed to sell where he needs to sell. We really want to recall that the rancher is owing

debtors to the nearby cash bank, and this oversees the offer of the rancher's produce. The cash moneylender needs value darkness, while the framework needs value straightforwardness. Additionally, even after the arrangement is struck through eNAM, the merchandise need to move, and the cash needs to move. In many places there is as yet a tight grip of the dealer. Thus, despite the fact that it's a brilliant illustration of computerized advancement having sway, we want bigger entrance to break the nexus of the cash loan specialist. All the more by and large, the effect of advanced development on Indian agriculture will set aside time. Despite the fact that we talk about portable infiltration rates on normal the nation over, the entrance of advanced mobile phones into rustic regions is in reality still very low. It is expanding quickly, yet we might be quite a while away from scaling the sorts of administrations we talk about around there.

5. REVOLUTIONARY INNOVATIONS IN INDIAN AGRICULTURAL SECTOR

BARRIX AGRO SCIENCES

The Bangalore-based startup offers eco-accommodating yield security techniques after much exploration on items that help natural cultivating to expand crop produce and quality with insignificant consumption. The item includes are:

1. Barrix Catch Fruit and Fly Lure + trap: Toxic pesticides debase water, soil and leave behind unsafe buildup, other than being costly. Barrix's pheromone-based bug control traps have falsely orchestrated smelling specialists that draws in and traps bothers. Rather than eating the yields, the bugs are drawn to the pheromones in the snare.
2. Fly bug tacky sheet: Barrix utilizes dazzling yellow and blue shaded recyclable sheets of frequencies between 500 nm to 600 nm, demonstrated to adequately draw in and trap somewhere around 19 high-hazard bothers from a significant distance.

CROPIN TECHNOLOGY SOLUTIONS

A cultivating innovation arrangements startup established by a Bangalore programmer, it gives agri organizations the innovation and ability to make a more brilliant and more secure food supply for buyers all throughout the planet. The item includes are:

1. CropIn offers data on a cloud-based stage, incorporated with a versatile application for Android. Called Smart Farms, it permits huge food organizations to follow the development of yields on ranches around the country with insights concerning what the harvest is and the conditions it is filled in to assist companies with remotely observing homesteads, cooperate with ranchers and make each harvest transparents and discernible.
2. It additionally helps ranchers in taking on worldwide agricultural rehearses and further develops usefulness by offering efficiency bits of knowledge and reap estimates.

ERUVAKA TECHNOLOGIES

An association situated in Vijayawada, Andhra Pradesh, its central goal is to speed up the utilization of innovation in hydroponics, a region where ranchers deal with issues because of inaccessibility of sufficient innovation to quantify and control water wellbeing. The item includes are:

1. Eruvaka Technologies, to assist ranchers with checking hydroponics lakes, creates sun oriented controlled skimming floats that action distinctive water boundaries, for example, oxygen levels, temperature and pH range, essential for the development and endurance of fish and shrimp.
2. The gathered data is transferred on the cloud and sent to individual clients through an Android application, SMS, voice call or the web. Ranchers can likewise remotely control computerized equipment like aerators and feeders.

SKYMET

Skymet is India's biggest climate checking and agri-hazard arrangements organization. As per their site, they are the specialists in estimating, foreseeing, and restricting environment hazard to agriculture, hence lessening misfortunes brought about because of terrible climate conditions. The

item includes are:

1. Launched to help ranchers, Skymet's climate site offers administrations like climate figure, crop protection and agri-hazard management.
2. Prediction of climate conditions can assist with getting ready ranchers for a dry spell or substantial unseasonal precipitation and assist them with going to suitable preventive lengths, they say and guarantee to precisely quantify and foresee yield at the town level for any harvest.

ANULEK AGROTECH

Set up by Mumbai-based business people, Anulekh centers around expanding soil fruitfulness to accomplish higher agricultural efficiency and harvest yield with lower asset use. The item includes are:

1. BIOSAT: BIOSAT (Biochar based natural Soil Amendment Technology), a dirt added substance, is made of biochar blended in with various natural supplements. The item protects soil richness, traps fossil fuel byproducts, keeps up with the dirt strength and builds crop creation, along these lines decreasing reliance on synthetic composts.

MITRA

A Nashik-based startup, MITRA (Machines, Information, Technology, Resources for Agriculture) intends to further develop motorization at agriculture ranches with the utilization of R&D and top notch ranch equipment. The item includes are:

1. Air impact sprayers: Developed for products of the soil as a rule, and grapes and pomegranates specifically, the sprayers, used to add chemicals that help the development of yields, diminish the use on manual work and are less tedious.

EKGON

A Gujarat-based endeavor began in 2001, Ekgon Technologies is an IT based organization integrator that gives an innovation stage and offers a scope of administrations to ranchers in rustic regions including monetary, agricultural inputs and government help. The item includes are:

1. Financial: A cell phone empowered monetary administrations conveyance stage, it gives data on microfinance foundations and banks for conveyance of entryway step administrations like credit, reserve funds, settlement, protection, investment and contract.
2. Agricultural: Offered in Hindi, Gujarati and Tamil dialects, the framework utilizes versatile, voice recognition, intuitive voice reaction framework (IVRS) and web advancements to give data on climate, item market costs, soil supplement management and crop management.
3. Citizen: The web and portable applications assist residents with observing the conveyance of government projects and administrations qualified for them.

DIGITAL GREEN

Digital Green is a not-revenue driven global development association that spotlights on preparing ranchers to make and show short recordings where they record their concerns, share arrangements and feature examples of overcoming adversity as local area engagement to further develop lives of provincial networks across South Asia and Sub-Saharan Africa. The item includes are:

1. It utilizations innovation empowered conduct correspondence that is practical, versatile and unites specialists, development professionals, and rustic networks to deliver and share locally significant data through video.
2. Two social web based games Wonder Village and Farmer Book: In the games, players recreate a town economy and relate with real ranchers that Digital Green works with, on the field. The players are set in an asset compelled setting in which they need to finish journeys, for example, set up paddy and maize homesteads and supply unrefined components to the ranchers' business sectors.

FRONTALRAIN TECHNOLOGIES

The Bangalore-based agri-tech startup looks to convey reasonable trend setting innovation answers for arising organizations and take innovation to remote corners of the country. The item includes are:

1. The organization's contribution Rain+, as per their site, is a far reaching set-up of items on the cloud for food and agribusinesses. Rain+ can help organizations at each phase of the worth chain beginning from developing, handling, coordinations, discount exchange, retail exchange and products.
2. This innovation, available through work area, tablet and cell phones, is utilized by organizations managing wares like flavors, spices, basmati rice, seeds, creature feed, ocean depths, dairy and consumable oil.

AGROSTAR

A Pune-based 'direct to rancher' m-trade stage, Agrostar endeavors to give quality agro inputs at the ranchers' doorstep. The item includes are:

1. AgroStar empowers ranchers to secure a scope of agricultural merchandise like seeds, crop sustenance, crop insurance and agri-equipment items by basically giving a missed approach the organization's 1800 number or through their versatile application to wipe out inaccessibility of items, unacceptable items, duplication and contaminated.

6. GREEN INNOVATIONS IN AGRICULTURAL SECTOR

These days, reasonableness and innovation to "green" things are more alluring than you may might suspect. Mechanical developments including computerized change and the Internet of Things have prodded many advancements in the agricultural sector. Coming up next are instances of advancements that as of now exist and smooth out the cycles in the agricultural sector:

Drone Technology

As we probably are aware, drones are independent airplane that fly over a specific region. It is unquestionable that eventually, drones additionally entered the domain of agriculture. In its application in the agricultural sector, drones are utilized to take pictures or recordings, while flying over fields.

Eco-Friendly Plant Production Products

The utilization of synthetics will be limited in establishing exercises. The presence of developments like tweaked biofertilizers, pee based manures, and green growth and-microorganisms-based composts is quite possibly the most intriguing and soothing trend in the agricultural sector.

Farm Management Platform

The following advancement is the observing or global positioning framework, for example, a computerized agenda for agricultural management. It is a coordinated stage to give chiefs admittance to data and devices to follow every day exercises. With this, ranchers can keep a superior outline of their fields.

IoTs in Farming

In agriculture, Internet of Things (IoT) frameworks use soil and climate sensors to give bits of knowledge that can be handled into appropriate choices. Furthermore, the IoT framework can likewise assist ranchers with limiting vermin aggravations through information experiences.

Smart Agriculture Machines

Machines have been broadly utilized in the agricultural sector. Be that as it may, with the present mechanical developments, most machines are now coordinated with information and robotized frameworks. Sensors and controller have empowered ranchers to drive their farm vehicles and machines without going out.

Software for Modern Orchard Management

There have been many arising programming projects that assist with cultivating pioneers to gather, portray, and give additional data on rice fields or plants and related items. These programming projects are furnished with climate detecting, giving information making it simpler to ranchers to settle on choices all through the season.

Yield Monitoring and Estimation

Previously, to get information on the size of the organic product or the quantity of yields, ranchers did it manually by counting individually. Because of advanced change, ranchers are presently more assisted with the development of innovation that robotizes yield checking and computation.

7. DISCUSSIONS AND CONCLUSION

An effective future development system for agriculture should see agriculture as a business venture including steady advancement and obliging powerful market demand. Despite the fact that agricultural advances are quick developing in India and a blend of plans of action are driving the ecosystem, there is a need to plan the pathway to fruitful commercialization and to increase it by using the right impetuses and strategy support. Innovation will keep on assuming a significant part while the elements of the agriculture sector changes and delivers new difficulties. With the private sector assuming an undeniably significant part in investments, tasks, and mastery, agriculture will acquire immensely as the public sector catalyzes these endeavors. The IT upheaval in India was presented by the private sector, with the public sector making an empowering environment. Take-up of advances at market costs in a sector that has customarily been intensely sponsored stays testing, however ranchers are brief to distinguish what works to their greatest advantage and are prepared to pay for it.

Advanced advances offer the possibility to accomplish the essential conditions for scale, with disseminated minimal expense and altered conveyance, setting out an exceptional freedom for private undertaking and development to flourish. The test before India lies in offsetting high development with comprehensive development; utilizing innovation to accomplish these twin objectives will be an entrancing excursion to follow. A created agriculture framework depends on three key columns: information, foundation, and a hearty conveyance instrument. Supporting the exploration and development ecosystem in agriculture straightforwardly adds to making information and planning for what's to come. To reinforce the supporting system for development, it will be critical to zero in on making new actual business sectors, further developing stockpiling and transport offices, improving streets, and guaranteeing a proceeded with power and water supply. These framework parts additionally work with productive systems for conveyance and the observing of significant government plans and expansion benefits that will speed up the speed of development. The public strategy system in India has been supporting innovation drove agricultural development and has been progressively growing new establishments to ease access and reasonableness of innovation reception among ranchers.

By checking out these advancement patterns in the agricultural sector, we can discover that all cycles in the agricultural business will be quicker and simpler. Digitalization, IoT, and supportability have completely upheld ranchers in different situations.

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A Study on Network Marketing

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Abstract Network marketing, also known as Multi level marketing, Pyramid marketing & direct selling, is the marketing style & technique, adopted by many companies in India as well as worldwide. In multi level marketing, companies sell their products directly through the distributors. They take the distributors from the society.

1. INTRODUCTION

Multi-level marketing (MLM), also called **network marketing** or **pyramid selling**, is a controversial marketing strategy for the sale of products or services where the revenue of the MLM company is derived from a non-salaried workforce selling the company's products or services, while the earnings of the participants are derived from a pyramid-shaped or binary compensation commission system. An MLM strategy may be an illegal pyramid scheme

In multi-level marketing, the compensation plan usually pays out to participants from two potential revenue streams. The first is based on a sales commission from directly selling the product or service; the second is paid out from commissions based upon the wholesale purchases made by other sellers whom the participant has recruited to also sell product. In the organizational hierarchy of MLM companies, recruited participants (as well as those whom the recruit recruits) are referred to as one's *downline* distributors

2. HISTORY

The origin of multi-level marketing is often disputed, but multi-level marketing style businesses existed in the 1920s and the 1930s, such as the California Vitamin Compan (later named Neutralize) and the California Perfume Company (renamed "Avon Products")

3. TERMINOLOGY

Multi-level marketing is also known as

- Pyramid selling
- Network marketing
- Referral marketing.

Advantages of network marketing

1. The first and foremost advantage of it is that company saves a lot of costs due to networking marketing because marketing is done through individuals which is less expensive as compared to traditional method of advertising like television, online medium, newspaper and so on.
2. As far as individuals are concerned they also benefit from this marketing because they get

the opportunity to work from home and be their own boss. Hence individuals who have the strong network of friends and family can make a lot of money by just selling or marketing the product to their network. Hence in a way this marketing helps the individuals to become entrepreneurs without too much investment as this type of marketing requires strong network rather than capital or money.

3. Another benefit of it is that it does not require any professional degree or experience like MBA to start network marketing and hence it gives the opportunity to all types of people whether they are pensioners or students or housewives and even working people can start it on part time basis. Hence in a way network marketing gives flexibility to people thinking of earning extra income without doing too much effort.

Disadvantages of Network Marketing

1. The biggest disadvantage of this type of marketing is that majority of companies and schemes are fraud and it is very difficult to trust on such schemes and companies which in turn make the task of genuine companies also difficult as individuals treat every company as fraud and therefore they will not market the products of the companies easily to their networks.
2. Another disadvantage of it is that individuals who do network marketing are amateur and not professionals and that results in even good products being marketed badly resulting in overall bad impression about the company and in case of marketing 1 dissatisfied customer will lead to company losing 10 customers and hence in a way network marketing can create more bad image than good image due to lack of experience and expertise of individuals doing network marketing.
3. Another limitation of it is that people believe what they see and since in the case of network marketing there is no use of marketing channels like television, newspapers and internet people are uncomfortable with products which are sold through network marketing as they have never seen the products before. Hence in simple words, lack of awareness about the products make this type of marketing a tough job for the companies doing this marketing.

TYPES OF NETWORK MARKETING

- Single-tier Network Marketing
- Two-tier Network Marketing
- Multi-level Network Marketing

MULTI-LEVEL MARKETING

Multi-level marketing (MLM), also called **network marketing** or **pyramid selling**, is a controversial marketing strategy for the sale of products or services where the revenue of the MLM company is derived from a non-salaried workforce selling the company's products or services, while the earnings of the participants are derived from a pyramid-shaped or binary compensation commission system. An MLM strategy may be an illegal pyramid scheme.

In multi-level marketing, the compensation plan usually pays out to participants from two potential revenue streams. The first is based on a sales commission from directly selling the product or service; the second is paid out from commissions based upon the wholesale purchases made by other sellers whom the participant has recruited to also sell product. In the organizational hierarchy of MLM companies, recruited participants (as well as those whom the recruit recruits) are referred to as one's *downline* distributors.

MLM salespeople are, therefore, expected to sell products directly to end-user retail consumers by means of relationship referrals and word of mouth marketing, but more importantly they are incentivized to recruit others to join the company's distribution chain as fellow salespeople so that these can become downline distributors. According to a report that studied the business models of 350 MLM companies in the United States, published on the Federal Trade Commission's website, at least 99% of people who join MLM companies lose money. Nonetheless, MLM companies function

because downline participants are encouraged to hold onto the belief that they can achieve large returns, while the statistical improbability of this is de-emphasized. MLM companies have been made illegal or otherwise strictly regulated in some jurisdictions as merely variations of the traditional pyramid scheme, including in mainland China.

PARTICIPANTS

The overwhelming majority of MLM participants participate at either an insignificant or nil net profit. (A study of 27 MLM schemes found that on average, 99.6% of participants lost money.)^[14] Indeed, the largest proportion of participants must operate at a net loss (after expenses are deducted) so that the few individuals in the uppermost level of the MLM pyramid can derive their significant earnings. Said earnings are then emphasized by the MLM company to all other participants to encourage their continued participation at a continuing financial loss.^[14]

COMPANIES

Many MLM companies generate billions of dollars in annual revenue and hundreds of millions of dollars in annual profit. However, profits accrue to the detriment of the majority of the company's constituent workforce (the MLM participants). Only some of the profits are then shared with individual participants at the top of the MLM distributorship pyramid. The earnings of those top few participants are emphasized and championed at company seminars and conferences, thus creating the illusion that one can become financially successful if one participates in the MLM. This is then advertised by the MLM company to recruit more distributors in the MLM with an unrealistic anticipation of earning margins which are in reality merely theoretical and statistically improbable. Although an MLM company holds out those few top individual participants as evidence of how participation in the MLM could lead to success, the MLM business model depends on the failure of the overwhelming majority of all other participants, through the injecting of money from their own pockets, so that it can become the revenue and profit of the MLM company, of which the MLM company shares only a small proportion with a few individuals at the top of the MLM participant pyramid. Other than the few at the top, participants provide nothing more than their own financial loss for the company's own profit and the profit of the top few individual participants.

LAWSUITS

Companies that use the MLM business model have been a frequent subject of criticism and lawsuits. Legal claims against MLM companies have included, among other things:

- Their similarity to traditional illegal pyramid schemes
- Price fixing of products or services,
- Collusion and racketeering in backroom deals where secret compensation packages are created between the MLM company and a few individual participants, to the detriment of others
- High initial entry costs (for marketing kit and first products),
- Emphasis on recruitment of others over actual sales (especially sales to non-participants)
- Encouraging if not requiring members to purchase and use the company's products,
- Exploitation of personal relationships as both sales and recruiting targets,
- Complex and exaggerated compensation schemes,
- False product claims
- The company or leading distributors making major money off participant-attended conventions, training events and materials, advertising materials, and
- Cult-like techniques which some groups use to enhance their members' enthusiasm and devotion.

DIRECT SELLING VERSUS NETWORK MARKETING

"Network marketing" and "multi-level marketing" (MLM) have been described by author Dominique Xardel as being synonymous, with it being a type of direct selling. Some sources emphasize that

multi-level marketing is merely one form of direct selling, rather than *being* direct selling. Other terms that are sometimes used to describe multi-level marketing include "word-of-mouth marketing", "interactive distribution", and "relationship marketing". Critics have argued that the use of these and other different terms and "buzzwords" is an effort to draw distinctions between multi-level marketing and illegal Ponzi schemes, chain letters, and consumer fraud scams — where none meaningfully exist.

The Direct Selling Association (DSA), a lobbying group for the MLM industry, reported that in 1990 only 25% of DSA members used the MLM business model. By 1999, this had grown to 77.3%. By 2009, 94.2% of DSA members were using MLM, accounting for 99.6% of sellers, and 97.1% of sales. Companies such as Avon, Electrolux, Tupperware, and Kirby were all originally single-level marketing companies, using that traditional and uncontroversial direct selling business model (distinct from MLM) to sell their goods. However, they later introduced multi-level compensation plans, becoming MLM companies. The DSA has approximately 200 members while it is estimated there are over 1,000 firms using multi-level marketing in the United States.

SETUP

Independent non-salaried participants, referred to as distributors (variously called "associates", "independent business owners", "independent agents", etc.), are authorized to distribute the company's products or services. They are awarded their own immediate retail profit from customers plus commission from the company, not downlines, through a multi-level marketing compensation plan, which is based upon the volume of products sold through their own sales efforts as well as that of their downline organization.

Independent distributors develop their organizations by either building an active consumer network, who buy direct from the company, or by recruiting a *downline* of independent distributors who also build a consumer network base, thereby expanding the overall organization.

4. CONCLUSION

Direct selling does have distinct advantages. Customers can get personal, detailed information on the product and have it delivered to their door. It is a cost-effective, efficient marketing channel for small businesses and new products. To some extent, it guarantees quality products, and also creates employment.

A Study on Prospects and Problems of First Generation Women Entrepreneurs in Tiruchengode Town

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Abstract

Entrepreneurs play a key role in economic development of any nation. They have skills and good new ideas to market and make the right decisions to make the idea. In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. The educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance.

The present paper endeavors to study the problems and prospects of first generation women entrepreneurs, concept of women entrepreneur –Reasons women become entrepreneurs -Reasons for slow progress of women entrepreneurs in India - suggestions for the growth of women entrepreneurs - schemes for promotion & development of women entrepreneurship.

Keywords Entrepreneurship, prospects, problems, reasons

1. INTRODUCTION

Entrepreneurs play a key role in economic development of any nation. They have skills and good new ideas to market and make the right decisions to make the idea. In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Due to the growing industrialization, urbanization, social legislation and along with the spread of higher education and awareness, the emergence of Women owned businesses are highly increasing in the economies of almost all countries.

The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women - owned business enterprises are playing a more active role in the society and in the economy. This paper focused on the role and contribution of women entrepreneurs, problems faced by women entrepreneurs and suggestions for future prospects for development of women entrepreneurs.

2. REVIEW OF LITERATURE

S.Bhuvaneswari (2016)¹ studied the problems in starting and running women enterprises in Malappuram District and whether adequate promotional schemes are offered by Government for women entrepreneurs. She studied the method by which women entrepreneurs are raising funds and the attitude of family and others towards women entrepreneurs in Malappuram District.

Neelam Choudhary (2018)² examined the factors responsible for growth of women entrepreneurship in India, and analysed the problems and challenges faced by the women entrepreneurs in India.

According to **Dr.B.Ramesh (2018)³** Entrepreneurship Among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy.

3. STATEMENT OF THE PROBLEM

In India, women dominate the micro enterprise sector both in rural and urban areas. According to the Central Statistical Authority women account for close to 70 percent of the micro enterprises in India are run by women. However, their participation in small, medium and large enterprises diminishes. Beyond the participating in productive activities such as agriculture, trade and industry, women have multiple roles in society.

They participate in productive activities such as agriculture; they are responsible for caring for the family including the preparation of food, health care and education. Women need to balance these different roles and therefore they are multitasked, managing their businesses alongside all other roles they are expected to perform.

4. OBJECTIVES OF THE STUDY

Every study starts with the specification of a set of objectives. These objectives serve as a guide as well as destination for further detailed study. This study will try to explore the following objectives:

- i) To understand role and contribution of women entrepreneurs in India;
- ii) To identify the problems faced by women entrepreneurs; and
- iii) To offer suggestions for future prospects for development of women entrepreneurs.

5.METHODOLOGY OF THE STUDY

The following methodology is used in the study

Area of the study

The area of the study refers to Tiruchengode Town Only.

¹ 3.S.Bhuvaneswari (2016) A Study on the Issues and Problems of Women Entrepreneurs in Kerala with Special Reference to Malappuram District, Vol.4, Issue 9, ISSN: 2394-3629(P).

² Neelam Choudhary, An Account of Women Entrepreneurship development in India: challenges, opportunities and future prospects, M.D University Rohtak, Haryana, India.

³ Dr.B.Ramesh,(PDF) Senior Research Scholar, Department of Public Administration, Osmania University, Hyderabad, Telangana. Problems And Prospective Of Women Entrepreneurship In India © 2018IJRAR Jan2018, Volume 5, Issue 1www.ijrar.org (E-ISSN 2348-1269,-ISSN 2349-5138)

Sources of data

The study has used primary data. The data were collected from 50 entrepreneurs by using questionnaire method. This has been prepared in such a way that the respondents are able to express their opinions freely and frankly.

SAMPLING DESIGN

The study has used primary data collected from first generation women entrepreneurs. 50 entrepreneurs were selected for the study. In the selection of respondents convenient random sampling method is used.

TOOLS FOR ANALYSIS

The following statistical tools were used in the study

- a) Descriptive Analysis
- b) Chi-Square Analysis and
- c) Weighted Average Score Analysis

6. LIMITATIONS OF THE STUDY

The following are the limitations of the study

- For want of time, the study is restricted to Tiruchengode Town Only.
- Data collection took more time but adequate attempts have been made to collect unbiased data.

ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND PROBLEMS OF WOMEN ENTREPRENEURS

The Cross-Tab analysis has been performed between the demographic profile and problems of women entrepreneurs. It is used to find out the varied opinion of problems of women entrepreneurs. Further, chi-square test has been applied to test the proximity of the same.

Table 1 Monthly Income and Problems of Women Entrepreneurs

Monthly Income	Problems of Women Entrepreneurs						Total
	Lack of Capital	Lack of Experience	Low Demand	Lack of Raw material	Lack of Place	Lack of Market	
Below Rs. 15000	11	0	1	1	6	2	21
Rs15000 to Rs. 30000	5	4	1	1	7	7	25
Above Rs. 30000	3	0	0	0	0	1	4
Total	19	4	2	2	13	10	50

It could be understood from the above table that the major problem for the entrepreneurs in the income group of below Rs. 15000 was lack of capital as indicated by 11 entrepreneurs in that income group. It indicates that they are unable to generate capital. The same problem was faced by 3 out of 4 entrepreneurs in the income slab of above Rs. 30000. However, lack of place and lack of market were the major problems for the entrepreneurs earning a monthly income of Rs.15000 to Rs.30000.

The following table indicates the nature of association between the monthly income and problems of women entrepreneur.

Table 2 Association between Monthly Income and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	11.190	10	.343
Likelihood Ratio	14.034	10	.171
Linear-by-Linear Association	.960	1	.327

Hypothesis . There is no association between Monthly Income and Problems of Women Entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (11.190), likelihood ratio (14.034) and linear by linear association (0.960) is not significant at 5% level. Hence, it is concluded that the monthly income and problems of women entrepreneurs are not associated with each other. This implies that there is no association between the monthly income and problems of women entrepreneurs.

Table 3 Age and Problems of Women Entrepreneurs

Age (Years)	Problems of Women Entrepreneurs						Total
	Lack of capital	Lack of experience	Low demand	Lack of raw material	Lack of place	Lack of market	
Below 20	1	0	1	1	0	0	3
21 to 40	8	3	1	0	9	6	27
41 to 60	8	2	0	1	4	3	18
Above 61	1	0	0	0	0	1	2
Total	18	5	2	2	13	10	50

According to the Table 2, lack of capital was the serious problem for the entrepreneurs belonging to all the age groups. Low demand and lack of raw material were the other problems at par with the lack of capital for entrepreneurs below the age of 20 years. Lack of place was even more affecting problem for the entrepreneurs in the age group of 21 to 40 years. The second biggest problem for entrepreneurs pertaining to the age group of 41 to 60 years was lack of place. Along with lack of capital, an equal response was obtained for lack of market from the entrepreneurs in the age group of above 61.

The following table indicates the nature of association between the age and problems of women entrepreneurs.

Table 4 Association between Age and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	19.937	15	.174
Likelihood Ratio	16.016	15	.381
Linear-by-Linear Association	.125	1	.724

Hypothesis – There is no association between age and problems of women entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (19.937), likelihood ratio (16.016) and linear by linear association (0.125) is not significant at 5% level. Hence, it is concluded that the age and problems of women entrepreneurs are not associated with each other. This implies that there is no association between the age and problems of women entrepreneurs.

Table 5 Education Qualification and Problems of Women Entrepreneurs

Education Qualification	Problems of Women Entrepreneurs						Total
	Lack of capital	Lack of experience	Low demand	Lack of raw material	Lack of place	Lack of market	
School level	10	4	1	1	8	4	28
UG level	8	1	1	1	5	6	22
Total	18	5	2	2	13	10	50

From the above table, it is found that the huge frequency of entrepreneurs having completed school level education is suffering from lack of capital followed by lack of place. The entrepreneurs participated in this study have opined that their first and second problems were lack of capital and lack of market.

Table 6 Association between Education Qualification and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	2.430	5	.787
Likelihood Ratio	2.530	5	.772
Linear-by-Linear Association	.378	1	.539

Hypothesis – There is no association between education qualification and problems of women entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (2.430), likelihood ratio (2.530) and linear by linear association (0.378) is not significant at 5% level. Hence, it is concluded that the education qualification and problems of women entrepreneurs are not associated with each other. This implies that there is no association between the education qualification and problems of women entrepreneurs.

Table 7 Marital Status and Problems of Women Entrepreneurs

Marital Status	Problems of Women Entrepreneurs						Total
	Lack of capital	Lack of experience	Low demand	Lack of raw material	Lack of place	Lack of market	
Single	3	1	1	1	0	3	9
Married	14	4	1	1	13	7	40
Others	1	0	0	0	0	0	1
Total	18	5	2	2	13	10	50

From the above table, it is found that the maximum frequency of 14 married respondents was affected by lack of capital followed by lack of price. Other entrepreneurs have also stated that lack of capital was their major problem.

The following table indicates the nature of association between the marital status and problems of women entrepreneur.

Table 8 Association between Marital Status and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	8.458	10	.584
Likelihood Ratio	10.207	10	.422
Linear-by-Linear Association	.136	1	.713

Hypothesis *There is no association between marital status and problems of women entrepreneurs*
 From the chi-square test, it is found that Pearson's chi-square value (8.458), likelihood ratio (10.207) and linear by linear association (0.136) is not significant at 5% level. Hence, it is concluded that the marital status and problems of women entrepreneurs are not associated with each other. This implies that there is no association between the marital status and problems of women entrepreneurs.

ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND REASON OF WOMEN ENTREPRENEURS

Table 9 Monthly Income and Reason of Women Entrepreneurs

Monthly Income	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
Below Rs. 15000	18	0	2	0	1	21
Rs. 15000 to Rs. 30000	17	0	4	1	3	25
Above Rs. 30000	2	1	1	0	0	4
Total	37	1	7	1	4	50

From the above table, it is found that the self interest was the main reason for becoming entrepreneurs in accordance with the majority of respondents in all the categories of monthly income. The following table indicates the nature of association between the monthly income and reason of women entrepreneurs.

Table 10 Association between Monthly Income and Reason of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	19.621	8	.012
Likelihood Ratio	10.484	8	.233
Linear-by-Linear Association	1.715	1	.190

Hypothesis *There is no association between Monthly Income and Reason of Women Entrepreneurs*

From the chi-square test, it is found that Pearson's chi-square value (19.621), likelihood ratio (10.484) and linear by linear association (1.715) is significant at 5% level. Hence, it is concluded that the monthly income and reason of women entrepreneurs are associated with each other. This implies that there is an association between the monthly income and reason of women entrepreneurs.

Table 11 Age and Reason of Women Entrepreneurs

Age (Years)	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
Below 20	2	0	0	0	1	3
21 to 40	23	0	3	1	0	27
41 to 60	11	1	4	0	2	18
Above 61	0	0	1	0	1	2
Total	36	1	8	1	4	50

It is evinced from the above table that self interest was main reason for becoming entrepreneurs to the majority of the respondents in the age groups of below 20 years; 21 to 40 years; and 41 to 60 years whereas the none of the respondents above the age of 61 had self interest to start their enterprises.

The following table indicates the nature of association between the age and reason of women entrepreneur.

Table 12 Association between Age and Reason of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	16.988	12	.150
Likelihood Ratio	17.648	12	.127
Linear-by-Linear Association	3.617	1	.057

Hypothesis – There is no association between age and reason of women entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (16.988), likelihood ratio (17.648) and linear by linear association (3.617) is not significant at 5% level. Hence, it is concluded that the age and reason of women entrepreneurs are not associated with each other. This implies that there is no association between the reason and problems of women entrepreneurs.

Table 13 Education Qualification and Reason of Women Entrepreneurs

Education Qualification	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
School level	20	1	4	0	3	28
UG level	16	0	4	1	1	22
Total	36	1	8	1	4	50

According to the above table, 20 out of 28 entrepreneurs having school level education and 16 out of 22 entrepreneurs having UG level education were motivated to start business by their self interest.

The following table indicates the nature of association between the education qualification and reason of women entrepreneur.

Table 14 Association between Education Qualification and Reason of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	2.764	4	.598
Likelihood Ratio	3.543	4	.471
Linear-by-Linear Association	.039	1	.843

Hypothesis – There is no association between education qualification and reason of women entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (2.764), likelihood ratio (3.543) and linear by linear association (0.039) is not significant at 5% level. Hence, it is concluded that the education qualification and reason of women entrepreneurs are not associated with each other. This implies that there is no association between the education qualification and reason of women entrepreneurs.

Table 15 Marital Status and Reason of Women Entrepreneurs

Marital Status	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
Single	7	0	1	0	1	9
Married	28	1	7	1	3	40
Others	1	0	0	0	0	1
Total	36	1	8	1	4	50

The above table portrays that only one entrepreneur was forced to start business due to unemployment and the reason for one of the entrepreneurs was easy to enter and exit. The major proportion of respondents in all the groups of marital status have affirmed that they were motivated by self interest. The following table indicates the nature of association between the marital status and reason of women entrepreneur.

Table 16 Association between Marital Status and Reason of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	1.225	8	.996
Likelihood Ratio	1.848	8	.985
Linear-by-Linear Association	.009	1	.926

Hypothesis – There is no association between marital status and reason of women entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (1.225), likelihood ratio (1.848) and linear by linear association (0.009) is not significant at 5% level. Hence, it is concluded that the marital status and reason of women entrepreneurs are not associated with each other. This implies that there is no association between the marital status and reason of women entrepreneurs.

7. FININDINGS

ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND PROBLEMS OF WOMEN ENTREPRENEURS

There is no association between the monthly income and problems of women entrepreneurs.

- There is no association between the age and problems of women entrepreneurs.
- There is no association between the education qualification and problems of women entrepreneurs.
- There is no association between the marital status and problems of women entrepreneurs.

ASSOCIATION BETWEEN DEMOGRAPHIC PROFILE AND REASON OF WOMEN ENTREPRENEURS

- There is an association between the income and reason of women entrepreneurs.
- There is no association between the reason and problems of women entrepreneurs.
- There is no association between the education qualification and reason of women entrepreneurs.
- There is no association between the marital status and reason of women entrepreneurs.

8. SUGGESTIONS

- It is better to take necessary steps it encourage teenage entrepreneur
- Government can do easy access of funds for starting business
- It is good to increase the seasonal entrepreneurs
- More awareness should be created to increase medium scale business
- Agriculture and agriculture-based business can be encouraged

9. CONCLUSION

Gone are the times once women were thought of no match for all powerful men in this world. The new generation girls across the globe have overcome all negative notions and have established themselves absolutely altogether spheres of life together with the foremost Byzantine and cumbersome world of entrepreneurship. In a nutshell, the problems of lack of capital, lack of place and lack of market were the hurdles of first-generation women entrepreneurs to establish their ventures in their interesting areas. Self interest and family profession were the motivating factors for

starting the enterprises for women entrepreneurs in Tiruchengode Town. There are a number of government-supported programs available for the First-Generation Women entrepreneurs today.

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Claims Settlement in Crop Insurance: An Analysis

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Abstract : Crop insurance is purchased by agricultural producers, including farmers, ranchers, and others to protect themselves against either the loss of their crops due to natural disasters, such as hail, drought, and floods, or the loss of revenue due to declines in the prices of agricultural commodities. In India, the agricultural production is dependent on the nature. The Indian farmers have to suffer a huge loss during natural disasters such as flood, drought or earthquake. Therefore, insurance is one of the best ways to protect the farmers from such damages. Crop insurance helps in stabilization of farm production and income of the farming community. The total Crop Insurance premium in the year 2014-15 is the order of about Rupees 5000 crores and the Sum Insured is the order of Rs.82000 crores

This paper mainly focuses on claims settlement of Crop Insurance.

Keywords Crop Insurance, Premium, Sum Insured, Farmers, Agricultural Commodities

1. INTRODUCTION

India is an agriculture country and around 58 percent are engaged in agriculture and allied activities contributing about 15.3% to GDP (2015-16). Every year, large scale crop failure occur in one part of the country or the other due to various natural calamities such as flood, drought, cyclone etc and damaging the crops in wide spread areas and making agriculture as the most risky business. Though such farmers are given some support from the government under various schemes but the help is not enough. The subject of crop insurance was discussed in Indian parliament as early as 1950 and Government assured that viable crop insurance scheme would be introduced. Crop insurance is important in a country like India with millions of farmers largely dependent on monsoons for the success of their crops. Monsoons also have a bearing on the production costs and agricultural production in respect of irrigated areas too in the country. The need for crop insurance has to be seen in the light of improved security for farmers, enthusing them for investing in better agricultural inputs, blending with other insurance products for overall improved risk cover, assured access to institutional credit facilities and an overall boost to the agricultural sector in particular, the rural economy at large and growth of the country in general. Prime Minister has launched the new scheme, namely Pradhan Mantri Fasal Bima Yojana (PMFBY), a uniform ‘one nation-one scheme’ type crop insurance scheme for the entire country, promises to change the face of the agricultural insurance sector in the country.

2. OBJECTIVES OF THE STUDY:

- To know the importance of crop insurance in India
- To study the different types of crops insured by the farmers in India.
- To analyse the claims settled under the crop insurance schemes.

3. REVIEW OF LITERATURE:

G. Venkatesh(2009), Crop Insurance in India – A study in their research article deals with Agriculture contributes to 24% of the GDP and any change has a multiplier effect on the economy as a whole. Economic growth and agricultural growth are inextricably linked to each other. Crop insurance helps in stabilization of farm production and income of the farming community. It helps in optimal allocation of resources in the production process . Indian Government has been concerned about the risk and uncertainty prevalent in agriculture. Crop insurance is cumbersome to administer and prone to losses. Claims ratio have been around 500 per cent. Insurance companies may feel that crop insurance is a liability – there is a feeling that it is not a profitable proposition at all. Estimating crop loss due to an unexpected weather event is difficult so also estimation of potential yield and actual yield. This is why weather insurance is needed.

Pooja Kansra,(2016) Awareness and Willingness of Farmers Towards Crop Insurance in Punjab, in their article deals with In the present study an attempt has been to assess the awareness perceptions and willingness of the farmers towards crop insurance. The analysis of the data shows that only 23.0 percent of the respondents were aware of the crop insurance and the main source of awareness was T.V. followed by radio, farmers and relatives. The result indicates that the respondents hold different opinion/perceptions about the crop insurance such as lack awareness on crop insurance followed by preference of government company, lack of paying capacity for crop insurance, attitude of the farmers to buy the policy of other farmers of the area purchases such policies , do not know the benefits of crop insurance, prefer non institutional source of finance, do not feel the need of the crop insurance, do not want to buy due to complex procedures, crop insurance will not yield any return rather it is a monetary loss and no one suggested about crop insurance. It was observed that the farmers have different perceptions towards crop insurance and they were not clear with the exact role of crop insurance. The awareness of crop insurance is of immense importance for the welfare of the farmers and society as well as nation at large, as agricultural production is heavily dependent on the nature.

4. RESEARCH METHODOLOGY:

The present study was based on secondary data. The data were collected from various journals such as Indian Regulatory Development Authority , Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India.

5. NEED FOR CROP INSURANCE:

Crop insurance is one alternative available to manage risk in yield lossby the farmers. It is a potent mechanism to reduce the overall impact of income loss on the farmer(family and farming) Thus, it is ameans of protecting farmers against the probable variations in theiryield, resulting from uncertainty of practically all natural factors beyond their control such as rainfall (drought or excess rainfall), flood, hails, other weather variables like (temperature, sunlight, wind), thepest infestation, etc. It is a financial tool to minimize the impact of loss in farm income byfactoring in a large number of uncertainties occurring which affect the crop yields of the farmers.

6. IMPORTANCE OF CROP INSURANCE:

(1)ASSURE STABILITY OF FARMERS' INCOMES.

This not only prevents misery and economic hardship and keep farmers in business but by cushioning the bad years insurance prevents debts traps and maintains the credit eligibility of farmers.

(2)STRENGTHEN THE FINANCIAL POSITIONS OF THE LENDING INSTITUTIONS:

By preventing defaults, crop insurance help banks to continue their important lending activity.

(3) HELPS GOVERNMENT BUDGET:

Crop insurance, by indemnising the loss incurring farmers through premiums collected in good years, replaces the financial burdens on the government imposed by measures like relief payments, remission of land revenues and loan waivers.

(4) BENEFIT TO SMALL FARMERS:

Small holding farmers who have meager resources numerically dominate India's agriculture. Any policy that target them as beneficiaries have made economic and political sense. Crop insurance could be a powerful tool to provide them with the much needed guarantee for their efforts, reward their activities and prevent paucity of resource from deterring them. The government also has an option of subsidising the small farmers in particular and CIP could be made more targeted than many other agricultural support programmes. In this sense crop insurance is also a welfare programme.

(5) PROMOTE AGRICULTURAL DEVELOPMENT:

Crop insurance by encouraging the use of new and promising technology could pave the way to much needed agricultural development

CROP INSURANCE SCHEMES:

CROP INSURANCE SCHEMES	YEAR
Pilot Crop Insurance Scheme	1979
Experimental Crop Insurance Scheme	1997
Comprehensive Crop Insurance Scheme	1985
National Agricultural Insurance Scheme	1999
Weather Based Crop InsuranceScheme	2007
Modified National Agricultural Insurance Scheme	2010

SOURCE: Insurance Regulatory Development Authority, Janaury 2016

7. DATA ANALYSIS AND INTERPRETATION:

TABLE NO .1 PERFORMANCE FOR KHARIF SEASONS FROM 2000 – 2012
 (M= Million) (H= Hectacre).

Season Kharif	Farmers Insured (IN M.)	Area Insured (M. Ha.)	Sum Insured (M. Rs)	Gross Premium (M. Rs)	Claims (M. Rs)	Farmers Benefitted (M.)	Farmers Benefitted (%)
2000	8.41	13.22	69,033.80	2,067.40	12,224.80	3.64	43.23
2001	8.70	12.89	75,024.60	2,616.20	4,936.40	1.74	20.03
2002	9.77	15.53	94,316.90	3,254.70	18,243.90	4.30	43.99
2003	7.97	12.36	81,141.30	2,833.30	6,526.80	1.71	21.48
2004	12.69	24.27	1,31,706.20	4,589.40	10,381.70	2.68	21.08
2005	12.67	20.53	1,35,191.00	4,499.50	10,850.30	2.69	21.19
2006	12.93	19.67	1,47,593.60	4,672.90	17,762.20	3.13	24.22
2007	13.40	20.76	1,70,079.60	5,243.20	9,153.60	1.59	11.88
2008	12.99	17.64	1,56,660.70	5,119.40	23,778.00	4.22	32.47
2009	18.25	25.77	2,76,167.10	8,628.50	45,374.50	7.97	43.67
2010	12.68	17.11	2,37,110.70	7,217.90	16,412.10	2.25	17.77
2011	11.56	15.78	2,34,871.00	7,143.50	16,654.10	1.85	15.97
2012	10.65	15.69	2,71,813.60	8,782.40	27,895.20	1.90	17.83
Total	152.67	231.21	20,80,710.10	66,668.30	2,20,193.60	39.66	25.98

Source: Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India. May 2014.

The Table No .1 shows that in kharif season, the crops insured by farmers in the year 2000 isRs.69,033.80 million and its claim amounted to Rs. 12,224.80 million .It represents 43.23%.But in 2012 farmers insured for Rs.2,71,813.60 Million and its claim Rs.27,895.20 and the farmers benefited

has decreased to 17.83%. However the value of crop insured has increased by 74.60%.

TABLE NO. 2 PERFORMANCE FOR RABI SEASONS FROM 2000 –2012

Season	Farmers Insured	Area Insured	Sum Insured	Gross Premium	Claims	Farmers Benefitted	Farmers Benefitted (%)
Rabi	(m.)	(m. Ha.)	(m. Rs)	(m. Rs)	(m. Rs)	(m.)	(%)
1999–00	0.58	0.78	3,564.10	54.20	76.90	0.06	9.48
2000–01	2.09	3.11	16,026.80	277.90	594.90	0.53	25.19
2001–02	1.96	3.15	14,975.10	301.50	646.60	0.45	23.17
2002–03	2.33	4.04	18,375.50	385.00	1,885.50	0.93	39.83
2003–04	4.42	6.47	30,494.90	640.60	4,970.60	2.10	47.46
2004–05	3.53	5.34	37,742.10	758.50	1,605.90	0.77	21.89
2005–06	4.05	7.22	50,716.60	1,048.20	3,383.00	0.98	24.23
2006–07	4.98	7.63	65,422.10	1,428.80	5,159.70	1.39	27.96
2007–08	5.04	7.39	74,666.40	1,587.10	8,101.80	1.58	31.30
2008–09	6.21	8.86	1,11,487.10	2,957.20	15,101.80	1.98	31.88
2009–10	5.68	7.90	1,10,075.00	2,917.00	5,861.70	1.04	18.36
2010–11	4.97	6.94	1,10,105.60	2,981.70	6,579.30	1.14	22.91
2011–12	5.24	7.61	1,12,839.40	2,576.80	5,454.80	1.29	24.58
Total	51.08	76.43	7,56,490.70	17,914.50	59,422.50	14.23	27.87
Kharif + Rabi 203.74	307.64		28,37,200.80	84,582.80	2,79,616.10	53.89	26.45

Source: Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India. May 2014

The Table No .2 shows that in Rabi season,the crops insured by farmers in the year 1999 Rs.3,564.10 million and its claim amounted to Rs.76.90 million and at represents 9.48 %.But in 2012 farmers insured by Rs. 1,12,839.40 Million and its claim Rs. 2,576.80 and its farmers benefited has increased to 24.58 %.Therefore in both kharif and Rabi season Rs. 28,37,200.80 sum insured and its claim Rs. 2,79,616.10.

TABLE.3 CROP-WISE PREMIUM, CLAIMS, CLAIMS RATIO, AND LOSS COST FROM 2007–2013

Crop	Sum Insured		Premium		Claims		Claim	Loss Cost
	(m. Rs)	(% of total of all crops)	(m. Rs)	(% of total of all crops)	(m. Rs)	(% of total of all crops)	Ratio (Claims/Premium)	(Claims as % of Sum Insured)
Bajra	25,684	6	2,568	6	628	2	0.24	2
Wheat	1,08,611	25	8,372	21	4,333	14	0.52	4
Paddy	40,381	9	4,017	10	2,448	8	0.61	6
Other cereals	11,097	3	1,060	3	807	3	0.76	7
All cereals	1,85,772	43	16,017	40	8,216	27	0.51	4
Mustard	23,692	5	1,866	5	3464	11	1.86	15
Soya bean	13,745	3	1,375	3	724	2	0.53	5
Groundnut	62,747	15	6,276	16	4,448	14	0.71	7
Other oilseeds	4,481	1	429	1	141	0	0.33	3
All oilseeds	1,04,664	24	9,945	25	8,777	28	0.88	8
Apple	3,865	1	446	1	428	1	0.96	11
Banana	3,345	1	399	1	1,015	3	2.55	30
Grapes	2,932	1	352	1	17	0	0.05	1
Mango	2,372	1	279	1	321	1	1.15	14
Other fruit/plantation	4,552	1	535	1	352	1	0.66	8

crops								
All fruit / plantation crops	17,066	4	2,010	5	2,133	7	1.06	12
Gram	31,341	7	2,492	6	5,491	18	2.20	18
Guar	18,645	4	1,865	5	542	2	0.29	3
Green gram	9,875	2	989	2	292	1	0.29	3
Other pulses	11,287	3	1,126	3	495	2	0.44	4
All pulses	71,147	16	6,472	16	6,820	22	1.05	10
Chilli	6,334	1	608	2	675	2	1.11	11
Cotton	21,068	5	2,303	6	1,230	4	0.53	6
Cumin	11,863	3	1,396	3	892	3	0.64	8
Other comm. Crops	13,369	3	1,582	4	2,065	7%	1.31	15
All comm. Crops	52,633	12	5,889	15	4,863	16%	0.83	9
All crops	431,280		40,330		30,810		0.76	7

Source: Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India.
 May 2014

TABLE .4 CROP-WISE PREMIUM, INDEMNITY, CLAIMS RATIO AND LOSS COST

Crop	Premium	Indemnity	Claims Ratio	Loss Cost
	(% of total for all crops)	(% of total for all Crops)	(Claims /Premium)	(Claims as % of Sum Insured)
Paddy (rice)	57.88	31.38	3.12	6.24
Wheat	4.42	1.3	1.69	3.39
Jowar (sorghum)	8.35	4.96	3.42	6.83
Bajra (pearl millet)	4.12	5.4	7.53	15.06
Other cereals	1.39	0.66	2.69	5.38
All cereals	76.16	43.7	3.3	6.60
Groundnuts	19	52.94	16.02	16.02
Other oilseeds	3.51	1.4	2.28	2.28
All oilseeds	22.51	54.34	13.88	13.88
Pulses	1.33	1.96	8.5	8.50
All crops	100	100	5.75	9.29

Source: Calculated on the basis of data from the Agriculture Insurance Company of India (AIC) Ltd.

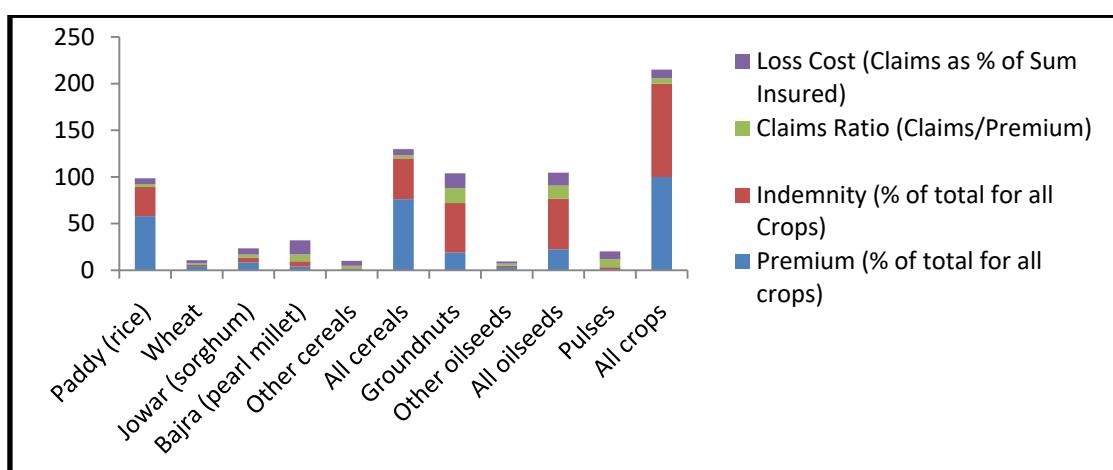


Figure 1.1

The above Table No .4 shows that crop wise premium ,claims ratio and loss .There are number of 138

crops like paddy ,wheat, groundnuts, pulses etc..the farmers are insured in different crops.In paddy 57.88% are paid premium and its loss is 6.24%.Among all the crops the least loss in wheat 3.39%.

8. CONCLUSION:

Thus ,it can be concluded that,the crop insurance scheme has performed well both in khariff as well as rabi seasons.There has been a significant improvement in the amount of cross premium, claims and the number of farmers benefited .However , the percentage of farmers benefited during the period shows the fluctuating trend and which has declined since 2009-2010.So the insurance companies have to shoulder the responsibility of popularizing the scheme in all parts of the country.In addition to that , the farmers should be educated the benefits of crop insurance and the subsidy available under the crop insurance schemes.

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A Study on Customer Based Brand Equity towards Automobiles in Madurai District

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Abstract : Every company in today's business world wishes to establish brand equity in order to set itself apart from competition as well as to increase firm value. As defined in research: "Strong brands enjoying high brand equity can help managers to relish higher margins, greater customer loyalty, less vulnerability to competitive attacks,"(Gill & Dawra 2010). It is therefore important for a company to be aware of the factors affecting its brand equity in order to stay on top in a competitive environment. The study of brand equity is increasingly popular as some researchers have concluded that brands are one of the most valuable assets that a company has. High brand equity levels are known to lead to higher consumer preferences and purchase intentions (Cobb-Walgren et al. 1995) as well as higher stock returns (Aaker and Jacobson, 1994). Besides, high brand equity brings an opportunity for successful extensions, resilience against competitors' promotional pressures, and creation of barriers to competitive entry (Farquhar 1989).

Keywords: *Brand Equity ,customer loyalty ,Brands, consumer preferences*

1. INTRODUCTION

Nowadays people's lives are significantly influenced by the goods they consume and by the true or false promises that these products make. Brands are important assets which represent the essence of a company and they must be clearly developed and administrated. Therefore, the role of brand management has gained further significance. Brands contribute, from the firm's perspective, to the differentiation of goods and services which are similar in terms of their functional worth and, on the other hand, from a consumer perspective, they represent a very useful decision making tool, determining purchase decision.

In recent years the car industry has changed considerably. Product diversity has increased and the automobile buying decision process has become extremely complex. Most people consider that purchasing a new car represents a fundamental investment and the final decision is taken only after a thorough analysis of alternatives. Buyers speak to different experts or car dealers, establish criterion hierarchies of choice and consider using them for a fairly large number of car models available on the market. At present, the European market offers about fifty car brands, each having a number of models that use various technologies and performance-related characteristics. Choosing the right car is an increasingly complex task and buyers rely on brands as a means of simplifying the decision-reaching process.

Brand equity has risen considerably in the third millennium. Marketing scholars recognize that the brand equity paradigm represents a key strategic asset for organizations. The information pertaining to

brands is linked more or less directly to consumer's purchase decisions. People are growing more and more attentive, choosing familiar and favourite brands. Therefore, if companies want to outdo their competition, they have to persuade the consumers to appreciate, positively appraise and buy their products. A brand is influential at three key levels which correspond to three distinct yet interconnected market dimensions, or indeed three distinct markets: customer, product and financial markets. Therefore, the value accrued by these markets may be designated as brand equity.

2. PROBLEM STATEMENT

The paper will investigate which dimensions contribute in building strong brand equity. It will also investigate which of the car brands has the strongest brand equity, as well as which dimensions are most important in contributing to strong brand equity for the fiat customer.

3. OBJECTIVE OF THE STUDY

- To determine the reason for purchase of car.
- To examine the factors influencing the purchase decision.
- To measure the influence of demographic variable on the brand equity dimension
- To measure the relationship between brand equity dimension and overall brand equity dimension.

4. REVIEW OF LITERATURE

Factors such as brand association, brand loyalty, brand awareness, brand image, and brand equity are further elaborated in this section, which are based on guiding principle of Aaker (1991) Model. Foregoing research by Chan et al. (2013), Flecketal. (2012), Luijten and Reijnders (2009), Tantiseneepong et al. (2012), and Thwaites et al. (2012) found that consumer who has a positive perception of the brand, will be inclined to develop a greater willingness to purchase the product and subsequently actively seek out the product in a store. Undeniably, attitudes positively affect customers' intention to spread positive word-of-mouth recommendation and willingly pay more for the products (Choi et al., 2009; Han et al., 2009, 2011; Han and Kim, 2010).

5. RESEARCH DESIGN

It is a conceptual structure within which research should be conducted. Thus the preparation of such a design facilitates research to be as efficient as possible and will yield max information.

6. HYPOTHESIS

- H₀: The mean score of perception of respondents' towards each dimension of reason for the purchase of car are ≥ 3 .
- H₀: The mean score of perception of respondents' towards each dimension of factors influence purchase decision are ≥ 3 .
- H₀: There is no significant mean difference among the profile of the respondents with respect to perceived quality.
- H₀: There is no significant mean difference among the profile of the respondents with respect to brand loyalty.
- H₀: There is no significant mean difference among the profile of the respondents with respect to brand association & brand awareness.
- H₀: There is no significant mean difference among the profile of the respondents with respect to over all brand equity.

7. SOURCES OF DATA

- The task of collecting data begins after a research problem has been defined and plan is chalked out. This study pertains to collection of data from primary sources.

PRIMARY DATA

- Data are collected for the first time for a specific purpose in mind using the questionnaire method.

SECONDARY DATA

- In this project the secondary data was collected through websites, internal records of the company.

TYPE OF RESEARCH

- Here in order to meet the research objectives, descriptive research design is used.

DESCRIPTIVE RESEARCH DESIGN

- A research design is an arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure.
- The study is descriptive in nature i.e., descriptive research. This includes surveys and fact-finding enquiries of different kinds. The main characteristic of this method is that the researcher has no control over the variables; one can only report what has happened or what is happening. Thus, the research design in case of descriptive study is a comparative design throwing light on all the areas and must be prepared keeping the objectives of the study and the resources available.

QUESTIONNAIRE DESIGN

- Designing and implementing the questionnaire is one of the most interesting and challenging tasks of conducting research and analysis. This questionnaire has revealed the importance of the above.

QUESTIONNAIRE

- This method of data collection is quiet popular particularly in case of big enquiries.
- Research workers, private and public organizations and even by government. In this method, a questionnaire is sent to the persons concerned with the request to answer the questions and return the questionnaire. A questionnaire consists of number of questions printed or typed in a definite order on a form.
- The researcher has used questionnaire for the following purposes
- To identify the reason for the brand preference over the competing brands and to find out the consumer perception on various attributes of the products.
- To study the interest and perception level towards the various attributes of fiat brands.
- To identify the kinds of recommendations made towards the product to others.

RESEARCH PLAN

Data source	: Primary
Research Approach	: Survey method
Research Instrument	: Questionnaire
Sample size	: 102

SAMPLING DESIGN

The sampling technique used was under non-probability convenience sampling. The targeted respondents were the customers of fiat automobile in madurai city.

DATA ANALYSIS

HYPOTHESES TESTING

This section discusses the preliminary data analysis: checking normality, reliability, exploratory and confirmatory factor analysis followed by inferential statistics. In this part of research to measure the mean difference, association and relationship among the study variables advanced tools like one sample t test, Anova, multiple regression and multiple choice were used.

Throughout the analysis process, significance tests were used to decide whether to accept or reject the hypotheses concerning the sample data that have been collected (Harris, 1998). The confidence level was taken as 95% (or 5% level of significance).

DATA ANALYSIS

ONE SAMPLE T TEST ON THE REASONS FOR PURCHASE OF CAR

A one sample t test was used for the data analysis to measure the perception of the respondents on the five dimensions of reason for the purchase of car. For measuring the perception of the respondents a summated scale of all the items pertaining to each dimension is used. The one sample T test procedure tests whether the mean of a single variable differs from a specified constant. The hypothesized test value in the present research is 3 as it will help in categorizing highly agreed and less agreed respondents. Accordingly the null hypothesis is stated as below.

H0: The mean score of perception of respondents' towards each dimension of reason for the purchase of car are ≥ 3 .

Table 1.1 T Test Results for Reason for Purchase of Car

Dimensions	Mean	T Statistics	Sig	Results
Increase in my Disposable income	2.46	-4.776	0.000**	Significant
Better safety at road	3.97	12.420	0.000**	Significant
My family needs	4.28	14.879	0.000**	Significant
Increase in my family size	3.59	5.144	0.000**	Significant
Suits my lifestyle & personality	4.26	15.584	0.000**	Significant

** Significant at one per cent level

From the above Table 1.1, significant mean difference were found with regard to Increase in my disposable income($t = -4.776$, $P < 0.01$), Better safety at road ($t = 12.420$, $P < 0.01$), My family needs ($t = 14.879$, $P < 0.01$) , Increase in my family size ($t = 5.144$, $P < 0.01$), and Suits my lifestyle and personality ($t = 15.584$, $P < 0.01$).Also it is found from the analysis that the mean value for all the significant dimensions is higher than the hypothesized value of 3.

When observing the mean scores for the five dimensions (Table 1.1), it is evident that participants have higher agreement score on "My family needs" ($M = 4.28$), followed by "Suits my lifestyle & personality" ($M = 4.26$), "Better safety at road" ($M = 3.97$) "Increase in my family size" ($M = 3.59$)

and “increase in my disposable income” ($M = 2.46$).

ONE SAMPLE T TEST ON FACTORS INFLUENCING PURCHASE DECISION

A one sample t test was used for the data analysis to measure the perception of the respondents on the fifteen dimensions of factors influence purchase decision. For measuring the perception of the respondents a summated scale of all the items pertaining to each dimension is used. The one sample T test procedure tests whether the mean of a single variable differs from a specified constant. The hypothesized test value in the present research is 3 as it will help in categorizing highly agreed and less agreed respondents. Accordingly the null hypothesis is stated as below.

H₀: The mean score of perception of respondents' towards each dimension of factors influence purchase decision are ≥ 3 .

The results are presented in Table 1.2

Table 1.2 T Test Results for Factors Influencing Purchase Decision

Dimensions	Mean	T Statistics	Sig	Results
Friends/Relatives	3.32	2.459	0.016**	InSignificant
Other family members	3.17	1.220	0.225**	InSignificant
Color	4.19	16.168	0.000**	Significant
Size	4.21	13.627	0.000**	Significant
Design	4.26	15.818	0.000**	Significant
Shape of the car (hatchback or sedan)	4.16	13.339	0.000**	Significant
Decision of head in family	3.75	6.548	0.000**	Significant
Car class(eg.economy, Luxury)	4.06	11.351	0.000**	Significant
Car type	4.04	14.649	0.000**	Significant
Manufacturer/brand Image	4.20	11.787	0.000**	Significant
Reviews of existing customer On internet	3.60	5.121	0.000**	Significant
Car magazine Published reports	3.89	9.064	0.000**	Significant
Television/radio/ Newspaper ad	4.01	11.836	0.000**	Significant
Dealer sales staff	4.01	11.997	0.000**	Significant
Exchange melas/car shows	3.85	8.205	0.000**	Significant

** Significant at one percent level

From the above Table 1.2, significant mean difference were found with regard to color ($t=16.168, P < 0.01$), size($t=13.627, P < 0.01$) , Design ($t=15.818, P < 0.01$), and Shape of car ($t=13.339, P < 0.01$), Decision of head in family($t=6.548,P < 0.01$), Car class($t=11.351,P< 0.01$), Car type($t=14.649,P< 0.01$), manufacturer / brand image($t=11.787,P< 0.01$), review on internet($t=5.121,p< 0.01$), Brochures consumer report($t=9.064,P < 0.01$),Television/radio ad($t=11.836,P < 0.01$),Dealer staff($t=11.997,P < 0.01$),exchange melas($t=8.205,P < 0.01$).Also it is found from the analysis that the mean value for all the significant dimensions is higher than the hypothesized value of 3.except the value of friends/ relatives and other family members are insignificant.

When observing the mean scores for the fifteen dimensions (Table 1.2), it is evident that participants
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have higher agreement score on “Design”(M= 4.26), followed by “Size” (M = 4.21), “manufacturer brand image”(M = 4.20)“color”(M = 4.19) and “shape of the car”(M = 4.16), “car class”(M = 4.06).“car type”(M = 4.04). “television radio advertising”(M=4.01),“Dealerstaff”(M = 4.01), “brochures published report”(M = 3.89), “exchange melas” (M = 3.85), “Decision head in family” (M = 3.75), “Review on internet” (M = 3.60), “Friends/relatives” (M = 3.32), “ other family members” (M = 3.17).

COMPARISON OF BRAND EQUITY DIMENSIONS AND PROFILE OF THE RESPONDENTS

This section discusses the ANOVA (F-test) conducted to test the various hypotheses undertaken for the study. The Anova tests have been used to examine the hypothesis that the mean value of the Perceived quality, brand loyalty, brand association with brand awareness and overall brand equity do not vary significantly across the personal profile of the respondents.

COMPARISON OF PERCEIVED QUALITY AND PROFILE OF THE RESPONDENTS

In order to assess how far the mean score of perceived quality varies between the personal profiles of the sample respondents a one-way analysis of variance has been used. The resultant ‘F’ statistics are illustrated in Table 1.3.

H_0 There is no significant mean difference among the profile of the respondents with respect to perceived quality.

Table 1.3 Anova Between Perceived Quality and Profile of the Respondents

Profile	Category	Dependent variable- perceived quality				
		Mean	SD	F statistics	Significance (5%)	Hypothesis
Age	<35 years	3.6486	0.5387	4.508	0.13	Accepted
	36-45 years	3.9750	0.4183			
	>45 years	3.3500	0.8226			
Education	Others	3.6000	0.2828	0.714	0.492	Accepted
	Graduate	3.776	0.5666			
	Post graduate or above	3.6591	0.5448			
Occupation	Salaried employee	3.887	0.3976	6.706	0.000	Rejected
	Self employed	3.884	0.5937			
	Retired	3.000	0.5291			
	Others	3.502	0.5484			
Family annual income	< 7 lakhs	3.667	0.5426	3.886	0.24	Accepted
	7 lakhs – 15 lakhs	4.127	0.3379			
	> 15 lakhs	3.500	0.7071			

* Significant at 5 per cent level

ANOVA TEST RESULTS FOR PERCEIVED QUALITY

According to the ANOVA Table 1.3 insignificant mean differences among Age($F= 4.508$, $P > 0.05$) and Education($F= 0.714$, $P > 0.05$), Family annual income($F= 3.886$, $P > 0.05$), were found with regard to the “Percieved quality”. where Occupation($F= 6.706$, $P < 0.05$), is significant.

On comparing the respondents mean value of perceived quality, those who are of salaried employee($M=3.8$) have a higher mean score in comparison with other groups.

COMPARISON OF BRAND LOYALTY AND PROFILE OF THE RESPONDENTS

In order to assess how far the mean score of brand loyalty varies between the personal profiles of the sample respondents a one-way analysis of variance has been used. The resultant 'F' statistics are illustrated in Table 1.4.

H_0 There is no significant mean difference among the profile of the respondents with respect to brand loyalty

Table 1.4 Anova Between Brand Loyalty and Profile of the Respondents

Profile	Category	Dependent variable- Brand loyalty				
		Mean	SD	F statistics	Significance (5%)	Hypothesis
Age	<35 years	4.000	0.748	6.179	.003	Rejected
	36-45 years	4.236	0.455			
	>45 years	2.916	0.917			
Education	Others	4.142	0.325	0.297	0.744	Accepted
	Graduate	4.045	0.780			
	Post graduate or above	3.954	0.728			
Occupation	Salaried employee	4.357	0.251	10.260	0.000	Rejected
	Self employed	3.894	0.770			
	Retired	2.555	0.693			
	Others	3.820	0.844			
Family annual income	< 7 lakhs	4.018	0.735	1.471	0.235	Accepted
	7 lakhs – 15 lakhs	4.121	0.477			
	> 15 lakhs	3.166	1.649			

* Significant at 5 per cent level

ANOVA TEST RESULTS FOR BRAND LOYALTY

According to the ANOVA Table 1.4 insignificant mean differences among Education($F= 0.297, P > 0.05$), Family annual income($F= 1.471, P > 0.05$), were found with regard to the "Brand Loyalty ". where Age ($F=6.179, P < 0.05$) and Occupation($F= 10.260, P < 0.05$), are significant.

On comparing the respondents mean value of Brand loyalty, occupation of salaried employee ($M = 4.35$) have a higher mean score in comparison with other groups.

Comparing the mean value of respondents on the basis of age, those who are 36-45 years ($M = 4.23$) have a higher mean score on brand loyalty than other group of respondents.

COMPARISON OF BRAND ASSOCIATIONS AND PROFILE OF THE RESPONDENTS

In order to assess how far the mean score of brand associations with brand awareness varies between the personal profiles of the sample respondents a one-way analysis of variance has been used. The resultant 'F' statistics are illustrated in Table 1.5.

H_0 There is no significant mean difference among the profile of the respondents with respect to brand association & brand awareness.

Table 1.5 Anova Between Brand Association and Profile of the Respondents

Profile	Category	Dependent variable- Brand association(w)brand awareness				
		Mean	SD	F statistics	Significance (5%)	Hypothesis
Age	<35 years	3.754	0.646	0.694	0.502	Accepted
	36-45 years	3.861	0.413			
	>45 years	3.500	0.781			

Profile	Category	Dependent variable- Brand association(w)brand awareness				
		Mean	SD	F statistics	Significance (5%)	Hypothesis
Education	Others	3.833	0.535	0.308	0.736	Accepted
	Graduate	3.807	0.572			
	Post graduate or above	3.715	0.654			
Occupation	Salaried employee	3.967	0.245	4.235	0.007	Rejected
	Self employed	3.833	0.741			
	Retired	3.166	0.500			
	Others	3.576	0.721			
Family annual income	< 7 lakhs	3.743	0.613	0.781	0.461	Accepted
	7 lakhs – 15 lakhs	3.984	0.273			
	> 15 lakhs	3.750	1.532			

* Significant at 5 per cent level

ANOVA TEST RESULTS FOR BRAND ASSOCIATION WITH BRAND AWARENESS

According to the ANOVA Table 1.5 insignificant mean differences among Age($F=0.694, P > 0.05$) and Education($F= 0.308, P > 0.05$), Family annual income($F= 0.781, P > 0.05$) and were found to be with regard to the “Brand Association with brand awareness”. Where Occupation($F= 4.235, P < 0.05$), are significant.

On comparing the respondents mean value of brand associations with brand awareness , occupation of salaried employee ($M = 3.96$) have a higher mean score in comparison with other groups.

COMPARISON OF OVERALL BRAND EQUITY AND PROFILE OF THE RESPONDENTS

In order to assess how far the mean score of Overall brand equity varies between the personal profiles of the sample respondents a one-way analysis of variance has been used. The resultant ‘F’ statistics are illustrated in Table 1.6.

H_0 There is no significant mean difference among the profile of the respondents with respect to over all brand equity.

Table 1.6 Anova Between Overall Brand Equity and Profile of the Respondents

Profile	Category	Dependent variable- Overall Brand equity				
		Mean	SD	F statistics	Significance (5%)	Hypothesis
Age	<35 years	3.756	0.646	0.176	0.839	Accepted
	36-45 years	3.760	0.627			
	>45 years	3.562	0.746			
Education	Others	3.750	0.408	0.319	0.728	Accepted
	Graduate	3.799	0.554			
	Post graduate or above	3.693	0.758			
Occupation	Salaried employee	3.890	0.477	3.070	0.031	Accepted
	Self employed	3.921	0.571			
	Retired	3.250	0.500			
	Others	3.557	0.766			
Family annual income	< 7 lakhs	3.710	0.639	1.360	0.261	Accepted
	7 lakhs – 15 lakhs	4.000	0.591			
	> 15 lakhs	4.125	0.883			

* Significant at 5 per cent level

ANOVA TEST RESULTS FOR OVERALL BRAND EQUITY

According to the ANOVA Table 1.6 insignificant mean differences among Age ($F=0.176$, $P > 0.05$) and Education($F=0.319$, $P > 0.05$), Occupation($F=3.070$, $P > 0.05$), Family annual income($F=1.360$, $P > 0.05$), were found with regard to the “ Overall Brand equity ”.

MULTIPLE REGRESSION ANALYSIS BETWEEN BRAND EQUITY DIMENSION ANDOVERALL BRAND EQUITY

Multiple linear regression analysis was done to examine the strength of the relationship between multiple IVs and a single DV. The IVs used in the present study are the brand equity dimensions (perceived quality, brand loyalty, brand association and awareness) and DV (Overall Brand Equity). Beta coefficient had been used to examine the expected change in the DV due to the change in one unit of the IVs; R^2 coefficient had been used to investigate the strength that the IVs can explain the DV. The predictors are stronger when the R^2 value is nearer to 1.

P-value had been used to determine the significant relationship between IVs and DV. There was a significant relationship between the IVs and DV if the p-value is less than 0.05. Meanwhile, F-test had been used to investigate the fitness of the regression model. The regression model is considered as fit if the p-value is less than 0.05.

HYPOTHESIS

H_0 = There is no significant influence of Brand equity dimension on Overall Brand equity.
The test results are indicated in the following table.

Table 1.7 Multiple Regression Analysis Between Brand Equity Dimensions Andoverall Brand Equity

Dependent Variables	Independent Variables	Standardized β	R	F-Value
Overall brand equity	perceived quality	0.056	0.494	31.945*
	brand loyalty	0.003		
	brand association and awareness	0.665*		

* Significance at five per cent level

REGRESSION RESULTS

According to the results in Table 1.7, there is a insignificant relationship between overall brand equity and perceived quality ($\beta = .056$, $p > .05$), brand association and awareness($\beta = .665$, $p > .05$).

However the variables brand loyalty ($\beta = 0.03$, $p < .05$) found to be significantly influence overall brand equity.

F ratio is used to assess the overall fitness of the regression model. The F-statistics of 31.945 is significant at the 5% level indicating that this is a highly significant relationship. The three independent variables explain the variance in overall brand equity by 49.4 %. According to Bonate (2005), R^2 that is exceeded 0.4 was considered acceptable.

MOST PREFERRED BRANDS DURING PURCHASE

A good service quality starts from understanding the customer's expectation on product and services.. The selection of top three brands of car while purchasing your present car. Table 1.8 shows the distribution of the respondents based on the Awareness of Top Three Brands

TABLE 1.8 Distribution of Respondents based on Awareness of Top Three Brands

SI.No	Brands of car	Responses	Percent
1	Chevrolet	11	3.6
2	Fiat	102	33.2
3	Ford	15	4.9
4	Honda	13	4.2
5	Hyundai	17	5.5
6	Maruti Suzuki	25	8.1
7	Nissan	18	5.9
8	Renault	24	7.8
9	Skoda	26	8.5
10	Tata	19	6.2
11	Toyota	18	5.9
12	Volkswagen	18	6.2
Total		306	100

As shown in Table 1.8, out of 307 responses 33.2 per cent of the respondents are aware of fiat brand, 3.6 percent of the respondents are aware of Chevrolet brand, 4.9 percent of the respondents aware of ford brand, 4.2 percent of the respondents are aware of Honda brand, 5.5 percent of the respondents are aware of Hyundai brand, 8.1 percent of the respondents are aware of Maruti Suzuki brand, 5.9 per cent of the respondents are aware of Nissan brand, 7.8 per cent of the respondents are aware of Renault brand, 8.5 per cent of the respondents are aware of Skoda brand, 6.2 per cent of the respondents are aware of Tata brand, 5.9 percent of the respondents are aware of Toyota brand and 6.2 percent of the respondents are aware of Volkswagen brand.

8. DISCUSSION AND CONCLUSION

ONE SAMPLE T TEST ON THE DIMENSIONS OF REASON FOR PURCHASE OF CAR

There is significant mean difference were found with regard to Increase in my disposable income, Better safety at road, My family needsIncrease in my family size , and Suits my lifestyle and personality .Also it is found from the analysis that the mean value for all the significant dimensions is higher than the hypothesized value of 3.

ONE SAMPLE T TEST ON THE DIMENSIONS OF FACTORS INFLUENCE PURCHASE DECISION

There is significant mean difference were found with regard to Friends/Relatives, color, size, Design, Shape of car Decision of head in family, Car class, Car type, manufacturer / brand image, review on internet, Brochures consumer report,Television/radio ad, Dealer staff, exchange melas. Also it is found from the analysis that the mean value for all the significant dimensions is higher than the hypothesized value of 3.

COMPARISON OF PERCEIVED QUALITY AND PROFILE OF THE RESPONDENTS - ANOVA TEST RESULTS

Anova test results indicated that significant mean difference among amount of benefit adopted by the respondents were occupation,found with regard to the “Percieved quality”.

COMPARISON BRAND LOYALTY DIMENSIONS AND PROFILE OF THE RESPONDENTS - ANOVA TEST RESULTS

Anova test results indicated where Age and Occupation, are significant regard to brand loyalty dimension.

COMPARISON OF BRAND ASSOCIATIONS WITH BRAND AWARENESS AND PROFILE OF THE RESPONDENTS ANOVA TEST RESULTS

Anova test results indicated where occupation are significant with regard to brand awareness with brand association and profile of the respondent.

COMPARISON OF OVERALL BRAND EQUITY AND PROFILE OF THE RESPONDENTS ANOVA TEST RESULTS

Anova test There is no significant difference in overall brand equity

MULTIPLE REGRESSION ANALYSIS BETWEEN BRAND EQUITY DIMENSION ANDOVERALL BRAND EQUITY

brand loyalty found to be significantly influence overall brand equity.

MULTIPLE CHOICE

The selection of top three brands of car while purchasing your present car. out of 307 responses 33.2 per cent of the respondents are aware of fiat brand, 8.5 per cent of the respondents are aware of Skoda brand, , 8.1 percent of the respondents are aware of Maruti Suzuki brand.

9. CONCLUSION

Most of the buyers are professionals and business people using the Fiat cars. Most of the respondents are saying that main reasons for buying fiat are trust Worthy and good for Indian roads. In terms of information sources used by the new car buyer, the results indicate that the dealer still has an important role in supplying facts and figures to the public. Friends and Relatives are also relied upon for advice, especially by younger buyers. people are very satisfied with quality and technology, Most of the people are very satisfied with luxury and spacious. Many of the respondents are satisfied with regard to mileage.

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Block Chain Technology Its Obstacle in Implementation in Banking Industry

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Abstract : Block Chain technology may be a core, abecedarian creation with smart operation prospects alongside the fiscal business. On one hand, the fiscal business in India is defying the execute of loan figure progression and assist decay caused by the constricting interest- rate spread. but, it's likewise told by financial change, Internet enhancement, and plutocrat affiliated developments. Hereafter, the fiscal business requires critical change and is trying to find new development roads. therein capacity, blockchains could alter the retired invention of the payment clearing and credit data system in banks, latterly redesigning and changing them. Blockchain operations also advance the arrangement of "multi-focus, perceptibly interceded" situations, which can ameliorate the proficiency of the fiscal business. In any case, in malignancy of the authorization less and tone- governing nature of blockchains, the rule and superior action of a decentralised frame are issues that stay to be colonised. during this way, we propose the pinch administration of an "nonsupervisory sandbox" and thus the enhancement of assiduousness principles and the way the COVID-19 epidemic impacts the commissioning of blockchain

Keywords: Blockchain, Decentralization, Banking industry transformation

1. INTRODUCTION

Block Chain

Blockchain is one among the chief promising innovations which will be utilized in a few encompasses and innumerable tirelessness. Its new achievement emerges from the probability of acquiring critical benefits for business. In fact, a blockchain might be a record of a progression of arrangements during a public virtual data set, decentralized and partook among all junkies, without outsider intercession to approve activities. The arrangements are gathered into blocks, and in this manner the arrangement of all squares establishes a grouping . Blockchain portrays a legitimate succession of arrangements, and thusly the expansion of most recent squares is approved by a combination of distributed organizations, understanding, and encryption systems to guarantee the honesty of the entered information. it's the benefit of the perpetual quality of explained records and may lube disintermediation by permitting providers to trade straightforwardly with visitors, track coffers effectively and safeguard information respectability (Lacity (2018)).

The onsets of this innovation generally return to the distribution of Satoshi's (Nakamoto (2008)) white book , which acquainted a companion with peer translation of Bitcoin, permitting on the web monetary arrangements between parties without the intercession of an incorporated figure (for example a financial conciliator). inside a similar paper, among the establishments that permitted bitcoin to serve, Nakamoto initially referenced " an arrangement of squares" (Nakamoto (2008)). the general interest in blockchain tasks is validated by the innumerable institutional mediations on the side of the production of the innovation. In February 2017, the ecu Parliament distributed an inside

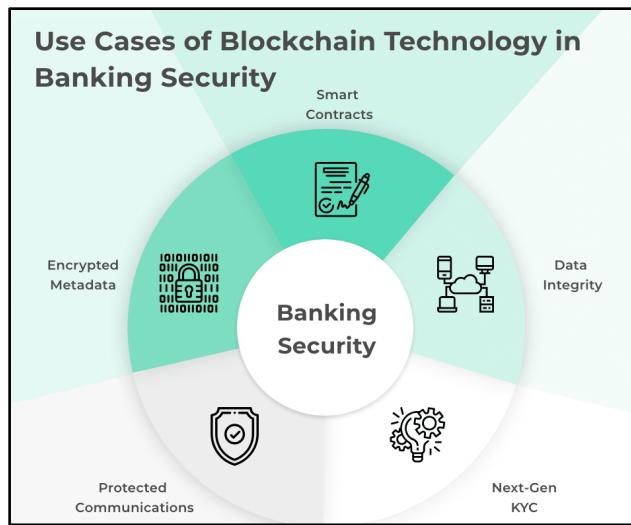
and out examination on the point that started the blockchain innovation's benefits as far as clarity and decentralized arrangements, likewise as its related traps (Boucher et al. (2017)). Since likewise, the ecu Union (EU) has expected to dedicate sufficient space to the investigation of blockchain by advancing brilliant venture, including " Blockchain4EU Blockchain for fake transformations", " EU blockchain disregard and gathering", " Blockchain for the social great", and " Study on the event and possibility of an EU blockchain structure".

On April 10, 2018, the EU dispatched the ecu Blockchain Partnership to create the ecu Blockchain Services Structure (EBSI) that may be biddable with European enactment and be appropriate to guarantee a blockchain's benefits as far as security, sequestration and interoperability of vivid subjects of interest. With its goal on October 3, 2018, the ecu Parliament explicitly stressed, " Distributed Ledger Technologies (DLT) can present, through the necessary encryption and control instruments, an IT worldview which will homogenize information and reinforce trust and clarity, outfitting a protected and successful way for the indictment of arrangements" (European Parliament goal of October 3, 2018 on appropriated count innovations and blockchains raising trust with disintermediation). also to squeezing the forenamed benefits of a blockchain, the ecu Parliament (2018) highlighted the effect that DLT-grounded activities could wear the design of public administration and along these lines the a piece of organizations.

The COVID-19 scourge has had an abecedarian influence inside the most common way of authorizing new innovations (Abd-alrazaq et al. (2020); Brem et al. (2020); Giones et al. (2020); Kalla et al. (2020)). particularly , the financial area has not been powerless to COVID-19. For sure, credit foundations have encountered a bouleversement, both in hierarchical terms and concerning their visitors, retail and business (Reply (2020)). Social separating measures have redounded inside the sped up spread and utilization of computerized financial administrations, especially banking , whose surrender has expanded by 20 contrasted and the pre-emergency ages (EY (2020)).

The consummation of different branches has constrained banks to interface with their visitors through new web joint effort instruments, which have come critical in both customer relations and everyday tasks. This methodology will start a course of progress, including imaginative viewpoints, which can expand the possibility to at any point oversee visitors by empowering the drive to digitize the entire assiduity (KPMG (2020)). Indeed, if the digitization of cycles and relations with visitors was previously an activity priority, 84 of banks have now begun a reassessment of their medium-to long haul key priorities. The new plans of action include lesser thoughtfulness regarding monitoring both the wellbeing and thusly the investment funds of visitors, which can additionally improve the outskirts of financial administrations. Almost the vast majority of banks accept that it is important to modernize their scope of financial and nonfinancial items, likewise through hookups with players in different areas (EY (2020)).

Significant of the current consideration on blockchain innovation has focusing on its ability to unnaturally change the monetary administrations assiduity. Banks ought to consider how their plans of action are frequently experiencing quickly developing blockchain tasks (Morkunas et al. (2019)). Adjusting a business technique to a blockchain result that tends to difficulties inside the spaces of execution, versatility and combination with different frameworks isn't any simple assignment when the culmination of benefits is dubious. Given these difficulties, it isn't is really to be expected that a great deal of affiliations can plan to critical ventures past the model stage to ground the hole among guaranteed and verifiable business esteem (Lacity (2018)). In spite of these hesitations, the fundamental attributes of a blockchain make the innovation an enticing possibility for shifted affiliations .



Blockchain technology is expected to transform the banking industry

The financial business in India is at the present resisting bright loads, consolidating a drop by benefits and a development in risk, and has entered one more state of progress and improvement. The unexpected Internet tycoon impact has in like manner encouraged beautiful hardships in Financial Innovation. Consequently, business banks got to rely on new mechanical improvement to enliven thing and organization headways, thusly adjusting to new client demands and forceful conditions.

Internal and External Issues of the Banking Industry

Impact of Macroeconomic Situation and Policies

Starting around 2015, India's large scale thriftiness has entered "another common," wherein monetary improvement continues to slow down, while financing cost headway is fundamentally completed, and their joined effects are winding up steeply obvious. On one hand, there has been an example towards limiting advance figure spread and declining the upside of business banks. be that as it may, there has been extending credit risk and nonperforming coffers. Either, following a movement of changes, including facilitating business access for remote banks and internationalization, the endurance state of India's business banks has dressed to be particularly pitiless.

Internet Finance Boom with Increased Market Share

As of late, impacting Internet account has animated the Mercerization of the monetary part. The never-ending ascent of Internet magnate related specifics has asked the liberal redirection of family members saving stores and extended banks' consumption of commitment. As demonstrated by checking data for public Internet FinTech stages, as of the a piece of the course of action, the amount of Internet magnate partnered stages had shown up at \$ 490 and along these lines the volume of dynamic visitors 618 million. the principal late data released by the India Internet Network Information Center exhibited that, as of June 2016, the amount of Internet visitors in India was 710 million. All impacts considered, the situation of Internet magnate visitors addresses 87 of full scale Internet visitors in India. The remarkable achievement of Internet tycoon inside a fast time span is because of four edges establishment, stages, channels, and circumstances. Web store. Associations realize that record is n't a free component, actually is embedded inside beautiful authentic circumstances. Thusly, the in vogue design to expand the objective solicitation is to arrange stages on versatile outstations and gives activity to various circumstances so on include the client's time. Additionally, the web account region remains perpetually making new online-to separated (OTO) circumstance to draw in additional visitors and improve client thickness. since the ecosphere of Internet account continues to create, it'll imply further into the standard circumstances of its customers, consequently addressing a basic hazard to the intriguing position implied by banks.

Lack of Information on Banking Customers Leading to Difficulties in Creating Credit

The shortfall of information is that the most obvious issue inside the bank credit information Framework. On one hand, this has obliged the business expansion of business banks, making SMEs and others witness issues getting propels from banks. be that as it may, this has likewise asked the consistent occasion of non-performing credits, and business banks experience issues in webbing and controlling development quality. Fluctuated with Internet tycoon affiliations, the shortfall of information is that the most clear shortcoming in banks. Banks can procure Mastercard charges, which simply gives an overall representation of utilization circumstances. Actually hand, it can get the visitors' application create, application extents, and for sure their regular expenses. this is habitually in light of the fact that it's made a Living limit with regards to its visitors on its multi-helpful mix stage. As credit is that the establishment of money related development, the monetary business has persevered through a running back in credit creation due compelled client information.

Blockchain technology can revolutionize the underlying technology of banking businesses

In context on these inward and outside issues, the monetary business required new wellsprings of improvement in order to switch the current dropping example. It's critical that the development of FinTech is a fundamental example. If Internet account, portrayed by its transformation in activity circumstances, is known as FinTech1.0, by then we're at this point at FinTech2.0, which underlines the stressed in the abecedarian creation. The trendy unsettling influence of Internet reserve for the standard monetary assiduity lies in improving activity circumstances and practicing colossal data assessment as foundation, to give decreasingly redid and accommodating organizations to pull by more visitors. Nevertheless, innumerable circumstances have recently been made, and headways in circumstance tasks are twisting up sharply troubling. Thusly, new advancement should be satisfied with legitimate inventive accomplishments. Blockchain innovation is a sort of resigned development that can partner with a diverseness of circumstances. It can arrange reSource digitization and highlight point worth trade, as such duplicating the tycoon subsidiary establishment. This violently fabricates the strategy capability of the getting and arrangement free from well known coffers after trades, while lessening charges. From now on, it settle a many being issues in the financial business to a colossal degree. Clearly, blockchain can transform into the middle, basic creation of the magnate related division hitherto on. Eventually, for sure Club has quite recently begun to seem Blockchain. Appropriately, given its sweeping fall behind the overshadowing and inflow Fin Tech1.0, the financial business should utilize the patterns of its means and size to viably coordinate investigation and testing of blockchain tasks. This will engage them to transform into the pilgrims of imaginative activities that can lead and partake in the improvement of new business scenes, from now on, continually consummating the breaking point and substance of high respect monetary organizations and developing new advancement in the business.

Specific application scenarios for blockchain technology

Blockchain can develop a credit part in a situation whereThere is a shortfall of divided trust between social events, as such settling the amazing costs achieved by the non-specific pieces of centralization. The systems of money related organizations are loaded down with issues, for instance, capability bottlenecks, trade slack, distortion, and action risks. It is acknowledged that a large portion of these issues can be settled in view of applying blockchain development.

Payment clearing system distributed clearing mechanism

Interbank installments continually rely upon dealing with by delegate clearing undertakings, which incorporates a movement of puzzled systems, including account, trade concession, balance concession, induction commencement, etc. Thusly, the technique included is far reaching and valuable. Exercising cross-edge portions for case, as the clearing techniques for each country is extraordinary, an arrangement needs around 3 days to show up. This shows the low usefulness and huge volume of involved means involved.⁸ Point-to-point instatement can in like manner be executed practicing blockchain creation, thusly taking out the representative association of outsider well known affiliations, which will phenomenally improve organization capability and wane the trade charges of

banks. This will in like manner engage banks to satisfy the musts for quick and productive inauguration clearing organizations for cross-edge business works out. It has made an assessment which exhibits that the consumption of each trade in Cross-Border business can be staggeringly dropped due to the utilization of blockchain. By and by, brilliant monetary affiliations started to test trades on blockchain stages.

Obstacles to implementing blockchain technology in the banking industry Industry Is disintermediation truly possible?

Vitable disintermediation requires complete decentralization as its foundation. Decentralization from a totally specialized outlook exists in specific models. For case, for Bitcoin and other progressed monetary standards, complete decentralization engages them to perform molding without the interest for center individuals. Regardless, actually, the monetary region. Endless circumstances ought to be safeguarded by a particular level of centralization, especially when applied in Latterly, we've to move from a specific to a leader perspective. Arranging certified decentralization is authentically trying and could without a doubt be unlimited; thusly, real disintermediation can't be satisfied. Thusly, this point should be given due concentrate on when seeming blockchain innovation. To resolve the issues of this present reality, decreasingly focused organization and private blockchains can be gotten from totally decentralized open blockchains. Bright banks and other magnate related affiliations have gotten together to make the world's greatest blockchain establishment, R3, which is a multi united foundation blockchain. This is at this point the most uplifting model in the monetary business. Regardless of the way that blockchains have a mechanical leaned toward position over banks as credit go-betweens, it's still too early for this creation to totally upset the current monetary edge. Thusly, a "multi-concentrate, detectably mediated circumstance is apparently going to create. This is the spot banks use blockchain creation to enhance their induction clearing textures and beat specific obstacles in information correspondence, while similarly forming schools, thusly joining their position.

Is there an efficiency problem?

The adequacy issue of blockchains ought to be discussed in two Sections. The capability of single trades is impacted by innovation and the situation of centralization. As trade and clearing be meanwhile. Each trade ought to be checked by all of the capitals in the absolute orchestrate, which is badly designed to its speed. This impact will end up being especially obvious when the capitals of the blockchain expansion. Likewise once more, the brought down in the usefulness of single trades would enhance trade security. Likewise, the synchronization of trades and getting would take out the issues free from performing concession. All things considered, this conveys irrefragable moves up to the overall capability of banks, even more altogether, the trade speed of Bitcoin is significantly affected by its decentralization. As for organization blockchains, which are steeply sensible for the monetary business, the lower position of decentralization derives that the accident in speed isn't extremely basic.

Industry standards

As a middle, essential advancement, more alarm is needed in the rule of blockchain development. In spite of the way that the Bit coin system has not been hacked in the quite a while since its establishment, the hacking attack on the DAO raised alarms. A couple of associations are as of now asking about blockchain advancement, and the security of this development actually ought to be had a go at using authentic standards. Lately, Standards Australia has introduced a requesting to the International Organization for Standardization to make overall models for blockchain advancement. The R3 blockchain consortium is moreover researching the meaning of industry standards for interbank applications. In India, the blockchain advancement research social occasion of the Interbank Market Technology Standards Workgroup was set up in August 2016. This workgroup is to lead arranged exploration on interbank exhibit blockchain development, rules, and legitimate framework.

Information access mechanisms

The unchanging idea of blockchain frameworks is a certification of its genuineness. That is, when a snippet of data enters the framework, it can't be altered. This wipes out the ensuing issues of extortion,

yet in addition suggests that primer examination of data should be increasingly wary. Subsequently, stricter data get to instruments should be built up, and the information on every hub should be surveyed to guarantee that misrepresentation practices don't develop. When an exchange is started, it can't be switched. Consequently, its genuineness and unwavering quality should be confirmed so as to maintain a strategic distance from unplanned misfortunes.

2. CONCLUSIONS

The blockchain represents a test to monetary mediators that are called to develop their plans of action to recuperate palatable net revenues and be serious on the lookout. This work intends to explore the impact of blockchain innovation on the financial plan of action and the effect of COVID-19 in accelerating or loosening blockchain execution. The examination was directed utilizing the contextual investigation procedure. The cases inspected give a down to earth use of the model of Morkunas et al. (2019), and the current exploration adds to the past writing by examining the reason why banks are keen on carrying out new advancements and clarifying the benefits and hindrances emerging from the utilization of this innovation.

The execution of blockchain innovation can impact the way that organizations can work and contend. Administrators ought to continually screen blockchain innovations to survey their effect and think about the essential significance of the innovation for their business. If not, they will lose their upper hand over other organizations' administrators, who comprehend the advantages of the blockchain and are prepared to develop their plans of action. Top directors proposing to carry out blockchain activities should consider adjusting the undertakings to their general business procedure and ponder which component of their plan of action will work on the most with execution. Organization size may likewise influence the execution of the blockchain. A little bank might have less assets accessible to improve contrasted and an enormous bank. Nonetheless, a more modest bank is more smoothed out as far as guideline. Truth be told, more APIs work in bigger credit organizations, and rigid standards could frustrate the blockchain execution process. Blockchains could change the principal development of the portion clearing and credit information structures in banks, likewise refreshing and evolving them. Blockchain applications in like manner advance the course of action of "multi-concentrate, weakly intermediated" circumstances, which will overhaul the efficiency of the monetary business. It is critical that the issues of rule, capability, and security have reliably begun expansive conversation during the time spent each new monetary turn of events. Nevertheless, history isn't ended by current obstacles, as the particular, regulatory, and various issues of blockchain advancement will finally be settled. Accordingly, the chance of organizing blockchain advancement into the monetary business will certainly happen as soon as possible. Moreover, the current COVID-19 pandemic has impacted and keeps on affecting the financial area also. Banking bunches are changing their marketable strategies and reconsidering their business methodologies to comprehend the consistently changing climate and to limit its effect on individuals, clients and associations.

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An Overview of Business Process Outsourcing Industry in India

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Abstract : This paper is concerned with business process outsourcing (BPO) in India which is the fastest growing industry today. It started to increase its pace in India after liberalization. Business process outsourcing is the delegation of one or more of the business process to an external provider, which in turn owns, manage and control the selected process based on some specific standard. With low-end data process BPO started in India, but in the present scenario it is dealing in the core business process. In India both voice and non-voice BPO industry exists which is attracting large numbers of youth today, and it is likely to be the next big thing for services in this decade. However along with the phenomenal increase in BPO to India there has been a backlash against outsourcing. Even after anti-outsourcing movement it is important to understand the long-term benefit of outsourcing to India

Keywords: *Business Process, Outsourcing, Industry, Services.*

1. INTRODUCTION

Business process outsourcing is a contract of a company to an outside provider of services or business process. It is a cost saving measure that allows companies to outsource the non-core functions of the organization. In other words, we can say that it is a business practice in which one organization hires another company to perform a process task that hiring organization requires for its own business to operate successfully. With time BPO has been adopted by almost every industry and organizations. Today BPO is used by all kind of profit business, non-profit and even government offices and agencies.

2. REVIEW OF LITERATURE

In the words of Domberger (1998) Outsourcing was referred to as contracting. This process involved various tedious activities for the outsourcing country such as to search for the contractors, the various provisions that are needed in the supply of goods and services and especially in the execution of these duties to the fullest extent possible. To overcome these above cited problems, it was again divided into a two-way process like – (i) whether it was outsourced totally (ii) selective outsourcing. Total outsourcing involves the entire functions of the business to be outsourced entirely to a third party. It also involved tasks like transferring the employees, equipment's, facilities and sometimes handing over the entire responsibility of the business to a vendor. On the other hand, selective outsourcing involves the assigning of jobs that are tedious or that require a time-consuming task. In this method it is focused on a single method. Examples of selective outsourcing can be of payrolls that are handled by expertise outsourcing team or any other minor activities that can be handled effectively by the outside vendor. Despite so many efforts, Outsourcing has been a failure in many industries due to the

carelessness of the vendor companies in handling the data. Negligence on the part of no full knowledge about the type of business.

In another study conducted by **Baitheiemy (2003)** he discovered six reasons for the failure of outsourcing. He listed out the reasons are under:

1. The activities of the Management should not outsource as it involves the requirement of taking quick decisions many a time. It also included many core activities and listed to the predominant cause for failure of the organization.
2. Contractual obligations that are not stated in clear terms among both the parties hold as the second reason for the failure of outsource. Both the companies should make a clear understanding with regard to the nature of business that is to be outsourced and the relationship that exist among both the companies still the closure of the process.
3. Another major problem faced in outsourcing business activity is the personal bias of many employees and the managers. The managers in this regard must address the employees and clear state as to what is expected of them.
4. Controlling serves as an ultimate purpose in making decision come true. When a manager loses control over the employees it lacks it achieving the purpose for what it is outsourced. So, controlling serves as the fourth problem for the failure.
5. Anything that is not communicated properly to the employee's lack in accomplishment of the desired goals. So, the managers must constantly communicate with the staff members, suppliers and other members of the company. Lack of communication serves as the fifth hindrance.
6. Hidden cost is another major drawback for the success of the BPO.

3. OBJECTIVES OF THE STUDY

- To know the facts and reasons about BPO in Indian Industries
- To study the different types of Outsourcing
- To highlight the advantages and disadvantages of Outsourcing
- To Know the future studies of Outsourcing

4. RESEARCH METHODOLOGY

The qualitative research technique was utilized to seek more insight information from the experiences of managers and directors in various businesses. The purpose of this was to investigate the advantages and disadvantages of promoting outsourcing. By using selective sampling technique, the sample of this study 20 managers and directors in the selected 20 small and medium enterprises in different types of industries of Chennai. For apply outsourcing system for at least five years. Most sample groups of selected companies have theirs in Chennai and India. The qualitative technique of interview and small group conversation with sample groups. The 20 informants must have at least five years of direct experiences in the areas of outsourcing.

5. ELABORATIVE APPROACHSERVICES OFFERED BY INDIAN BPO COMPANIES

1. IT help desk: - It helps in system problem resolutions as well as technical problem resolutions.
2. Data entry and processing: - It helps in providing services such as e books, websites, software applications and mailing list.
3. Book keeping and accounting services: - It helps in identifying, analyzing summarizing and interpreting the financial statements.
4. Customer support service: -It provides 24x7 inbound and outbound call center services for customer's queries through emails, phone and livechat.
5. Online research: - It helps in market research, product research and web research.

SOME INTERESTING FACTS ABOUT BPO IN INDIAN INDUSTRIES

- Outsourcing to India- According to reports by NASSCOM, the IT and BPO industry in India has amassed a whopping revenue of \$154 billion in the year of 2019. Over the next five years 40% of India's workforce is expected to augment their skills in order to meet the requirement of outsourcers.
- Cloud technology in outsourcing- As per reports by outsourcing insights the cloud industry reached up to \$200 billion in value in 2019. The revenue of global cloud infrastructure has catapulted from \$717 million in 2010 to \$26 billion in 2019.
- Popularly outsourced services- The most popularly outsourced services in 2018 and 2019 were mobile application development, data entry, BPO, customer support, datacenter operation, web hosting and web operations.

REASON FOR JOINING BPO INDUSTRY

- Good opportunity
- Level of education does not matter.
- Better working environment
- Flexible Timing
- Better lifestyle
- Transport facilities

REASONS FOR LEAVING BPO INDUSTRY

- Lack of promotion and growth
- For hike in salary
- Policies and procedures are not well
- Personal life problems
- Physical Strains

6. DIFFERENT TYPES OF OUTSOURCING

1. BPO:

Business Process Outsourcing (BPO) is a subject of outsourcing that involves the contracting of the operation and responsibilities of a specific business process to a third-party service provider. It has the feasibility of increasing the flexibility of the company. But in the initial stage of start up of the BPO it was considered as most cost effective and which enabled an optimal level of flexibility in it.

2. KPO:

Where BPO is concerned with the outsourcing of the certain business activities to a third party or a vendor whereas KPO - Knowledge Process Outsourcing involves the outsourcing of core or internal business-related activities that are important to the working or running of the business. KPO requires a high degree of technical, analytical and specialized knowledge. However, it's a continuation of the BPO.

7. FINDINGS

Table-1

S.No	Advantage	Percentage
1	Expertise and fast delivery	89
2	Concentrating noncore process production	82
3	Risk sharing	91
4	Cost reduction-operating cost and recruitment cost	90

Table-2

S.No	Disadvantage	Percentage
1	Risk of exposing confidential data and technology	86
2	Synchronizing the deliverables	84
3	Many hidden costs	91
4	Lack of customer focus	90

From table - 1 The conclusion revealed that the preponderance of the respondents agreed that risk-sharing is the factor of the advantages of outsourcing, then cost reduction such as operating cost and employment cost, expertise and fast and concentrate on core process production. Also, **table- 2** revealed that the majority of respondents agreed that they were many concealed cost, then be short of customer focus, the risk of exposing confidential data and synchronize the deliverables.

ADVANTAGES OF OUTSOURCING

1. Knowledge and quick liberation: Most of the times tasks or projects to others who specialize in the field. The outsourced vendor must have specific tackle and technical expertise, most of the times better than the ones at the outsourcing organization. The tasks should be accomplished faster and with better quality and prompt delivery.
2. The ability to concentrate on core progression rather than the supporting ones: Outsourcing the behind process allows the organization more time to focus on core business procedure or job assignment.
3. Risk-sharing: This is the most vital factors determining the outcome of a campaign is risk-analysis. Outsourcing mechanism of many company's businesses that helps the organization to shift certain everyday jobs to the outsourced vendor. The outsourced must have to plan your risk-mitigating factors better.
4. Summary cost such as Set up cost, Operational and Recruitment costs: Outsourcing reduces the need to hire persons in-house; hence recruitment and operational costs can be minimizing.

DISADVANTAGES OF OUTSOURCING

1. Jeopardy of divulging confidential data and technology: Whenever an organization outsources HR, Payroll and Recruitment services, it involves a risk if exposing confidential company information as well as technology to a third-party. For example, if you allow outsourcing, soon there is going to be imitation products.
2. Deliverables: If you choose a wrong partner for outsourcing, some of the common problem areas include expanded delivery time frames, quality output, defects, and inappropriate categorization of responsibilities. At times it is easier to mitigate these factors surrounded by an organization rather than with an outsourced partner.
3. Many Hidden costs: In general, the perception of outsourcing is cost-effective at times the hidden costs involved in signing a contract while signing a convention across international limitations may pose a threat.
4. Lack of customer focus: An outsourced vendor may have to serve up many companies and organizations at a time. Therefore, they may lack a complete focus on your organization's everyday jobs and job assignment (Wongleedee, 2016).

8. FUTURE STUDIES

The only small entrepreneurs in various industries, both managers and director, were selected as the sample. The research may be conducted with companies of large business sizes, as well as in other locations. Further studies for outsourcing may necessitate using both qualitative method and quantitative method gain more information.

9. CONCLUSION

BPO plays a very significant role in telecom Ector. Today BPO firm provides many services to the telecom sector as well as many sector i.e retail or e- retail, insurance, healthcare, telecommunication, and banking etc. It has enhanced the employment generation. In this report we have tried to cover almosteverything related to BPO industry in brief. So we can conclude that this study is a warning signal to BPO's to take immediate actions to tackle the problems of their existing employees and provide them a good work life. Because we can find that they are dissatisfied with their policies and provisions which are followed in their organization

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Rural Entrepreneurship in India - A Review

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Abstract : The word entrepreneur originates from the French word, entrepreneur, which means “to undertake”. In a business context, it means to start a business. The Merriam-Webster Dictionary presents the definition of an entrepreneur as one who organizes, manages, and assumes the risk of a business or enterprise. Rural entrepreneurship is now a days a major opportunity for the people who migrate from rural areas or semi - urban areas to Urban areas. It is also a fact on the contrary that the majority of rural entrepreneurs are facing many problems due to non-availability of primary amenities in rural areas like India. Financial problems, Lack of education, insufficient technical and conceptual ability at present it is too difficult for the rural entrepreneurs to establish industries in rural areas. Certainly the economic development of our country largely depends on the development of rural areas and also the standard of living in its rural mass. The paper also makes an attempt to find out the challenges and problems for the potentiality of rural entrepreneurship. It also tries to focus on the major problems faced by entrepreneurs especially in the field of marketing of products, other primary amenities like water supply, availability of electricity, transport facilities, required energy and financial amenities. In the light of this research paper focuses on the major challenges and problems available in the Indian market by en-cashing the possibilities and prospects of the same to be an able and successful entrepreneur

Keywords: Rural entrepreneurs, Innovator, economic development, conceptual ability

1. INTRODUCTION

India is a country of villages. About three-fourth of India's population are living in rural areas out of which 75% of the labor force is still earning its livelihood from agriculture and its allied activities. Land being limited is unable to absorb the labor force in agriculture. Therefore, there is a need to develop rural industries to solve rural unemployment and rural migration to cities. Growth and Development of rural economy is an essential pre-condition to development of the nation as a whole. The gap between rural urban disparities should be lessened. The standard of living of the rural people should be increased. Entrepreneurship in rural sector provides an answer to the above problems. Indian rural sector is no longer primitive and isolated. Therefore, entrepreneurship in the rural and tribal areas looms large to solve the problems of poverty, unemployment and backwardness of Indian economy. Rural industrialization is viewed as an effective means of accelerating the process of rural development. Government of India has been continuously assigning increasing importance and support for the promotion and growth of rural entrepreneurship.

Today rural entrepreneurship has emerged as a dynamic concept. In general parlance rural entrepreneurship is defined as “entrepreneurship emerging at village level which can take place in a variety of fields of Endeavour such as industry, business, agriculture and act as a potent factor for overall economic development. Compared to earlier days development of rural areas have been linked

to entrepreneurship.

Defining entrepreneurship is not an easy task. Entrepreneurship means primarily innovation to some, to others it means risk taking? To others a market stabilizing force and to some others it means starting, managing or owning a small business. An entrepreneur is a person who either creates new combination of production factors such as new products, new methods of production, new markets, finds new sources of supply and new products and new organizational forms or as a person who is necessarily willing to take risks or a person who by exploiting market opportunities, eliminates disequilibrium between aggregate demand and aggregate supply or as one who owns and operates a business.

2. WHAT IS RURAL ENTREPRENEURSHIP?

In simple terms “entrepreneurship” is the act of being an entrepreneur, which can be defined as “one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods”. The problem is essentially lopsided development which is a development of one area at the cost of development of some other place, with concomitant associated problems of underdevelopment. For instance, we have seen underemployment or unemployment in the villages that has led to major influx of rural population to the cities. At present what is needed is to create a situation where in the migration from rural areas to urban areas comes down. Migration per se is not always undesirable but it should be minimum as far as employment is concerned. Indeed the situation should be such that people should find it worthwhile to shift themselves from towns and cities to rural areas because of realization of better amenities and opportunities there.

3. MAJOR OBJECTIVES OF STUDY:

- To analyze the roles of rural entrepreneurs in economic development
- To know the major benefits from rural entrepreneurship
- To study the problems in rural entrepreneurship
- To suggest some remedial measures to solve the problems faced by rural entrepreneurs

4. RESEARCH METHODOLOGY

The study used both primary and secondary data sources. The primary data include data collected from various entrepreneurs. Secondary data was collected from internet and online database.

5. RURAL ENTREPRENEURSHIP IN INDIA:

Who should necessarily be capable of making use of the government schemes and policies for the betterment of rural people? Some individuals who happen to be NGO's and local leaders and also who are committed to the cause of the rural people have certainly been the catalytic agents for development. Though their efforts need to be recognized and lauded, yet much more needs to be done to reverse the direction of movement of people i.e., to attract people to rural areas which means not only stopping the outflow of rural people but also attracting them back from towns and cities where they had migrated. This can be made possible only when young people consider rural areas as places of opportunities. Despite all the inadequacies and incompetencies in rural areas one should assess their strengths and also build upon them to make rural areas places of opportunities. But due to various compilations they change their minds and join the bandwagon of job seekers. Enabling the public to think positively, creatively and engaging them purposefully in entrepreneurship activities is most important for the development of rural areas. Young people with such perspective and also with the help of rightly channelized efforts would certainly usher in an era of rural entrepreneurship.

Some of the basic principles of entrepreneur which can be applied to rural development are:

- Optimum and full utilization of local resources in an entrepreneurial venture by rural population
- Better distributions of the farm produce results in rural prosperity
- Entrepreneurial occupation opportunities for rural population to reduce discrimination and also providing alternative occupations as against the rural migration
- To activate such system as to provide basic Manpower, Money, Materials, Management, Machinery and Market to rural population.

6. RURAL ENTREPRENEURSHIP AND DEVELOPMENT OF VILLAGES:

Rural entrepreneurship certainly implies entrepreneurship emerging in rural areas. In other words establishing the industry in rural areas is referred to as rural entrepreneurship. This means that rural entrepreneurship is synonymous with rural industrialization. Many such examples of successful rural entrepreneurship can already be found in literature. Diversification into non-agricultural uses of available resources such as blacksmithing, catering for tourists, carpentry, spinning etc as well as diversification into activities other than those solely related to agricultural usage like use of resources other than land such as water, woodlands, buildings, local features and available skills all fit into rural entrepreneurship. The entrepreneurial combinations of these resources are for example tourism, sport and recreation facilities, professional and technical training, retailing and wholesaling, industrial applications (engineering, crafts), servicing (consultancy), value added (products from meat, milk, wood etc) and the possibility of off-farm work. Equally entrepreneurial are new uses of land resources that enable a reduction in the intensity of agricultural production, for example, organic production. Some of the major opportunities in rural entrepreneurship are:

- a) Better distribution of farm produce which results in rural prosperity
- b) Entrepreneurial occupation for rural youth resulting in reduction of disguised employment opportunities and alternative occupations for rural youth
- c) For optimum and maximum utilization of farm produce formation of big co-operatives like Amul
- d) Optimum utilization of local resource in entrepreneurial venture by rural youth

On the contrary, Indian agriculture is characterized by low productivity, flood, and exposure for vagaries of nature like drought, other natural disasters and weaknesses like mismatch between agricultural and cash crops, inadequate infrastructure to provide for value addition, wide disparity which exists between private partnership in agricultural development. Land being limited is unable to absorb the entire labor force throughout the year leading to large scale underemployment and unemployment. Rural people, in search of jobs and better livelihood opportunities often migrate to urban centers creating unwanted slums and also live in unhygienic conditions of living. In the above mentioned trend if employment opportunities are made available in rural areas along with basic amenities of life. Peter Drucker had proposed that, "entrepreneurship" as such is a practice. He says entrepreneurship is not a state of being but is characterized by making plans that are not acted upon. Entrepreneurship certainly begins with action and creation of new organization. This organization in the long run may or may not become self-sustaining and in fact, may never earn significant revenues. But, when individuals create a new organization they have truly entered the entrepreneurship paradigm. Balanced and sustainable development is certainly the need of the hour and it can be made possible only when rural areas flourish. Growth of rural entrepreneurship may lead to reduction in poverty, pollution in cities, growth of slums and ignorance of inhabitants. It also helps in improving the literacy rate and improving standard of rural people. Rural industries include traditional sector and modern sector. Former consists of khadi and village industries, sericulture, handloom and coir industries while the latter includes powerloom and small scale industries.

7. PROBLEMS IN RURAL ENTREPRENEURSHIP

Entrepreneurs certainly play very important role in the development of economy thus contributing to overall Gross Domestic Product of the nation. They face various problems in day to day life and work. As thorns are part of roses, in the same way flourishing business has its own kind of problems. Some of the major problems faced by rural entrepreneurs are as under:

Financial Problems: Some of the major financial problems faced by rural entrepreneurs as follows:

- ***Paucity of funds:*** Due to absence of tangible security and credit in the market most of the rural entrepreneurs fail to get external funds. Also the procedure to avail the loan facility from the banks is too time consuming that its delay often disappoints the rural entrepreneurs. Lack of finance available to rural entrepreneurs is by far one of the biggest problems faced by rural entrepreneurs nowadays especially due to global recession.
- ***Lack of Infrastructural facilities:*** In spite of efforts made by government the growth of rural entrepreneurs is not very healthy due to lack of proper and adequate infrastructural facilities.
- ***Rise Element:*** Rural Entrepreneurs have very less risk bearing capacity due to lack of financial resources and external support.

Marketing Problems: Some of the major marketing problems faced by rural entrepreneurs are as follows:

- ***Competition:*** Rural entrepreneurs face stiff and severe competition from large sized organizations and urban entrepreneurs. They incur high cost of production due to high input cost. Problem of standardization and competition from large scale units are some of the major problems faced by marketers. New ventures have limited financial resources and hence cannot afford to spend more on sales promotion and advertising.
- ***Middlemen:*** Middlemen exploit rural entrepreneurs. Rural entrepreneurs are heavily dependent on middlemen for marketing of their products who necessarily pocket large amount of profit. Poor means of transportation facilities and storage facilities are also other marketing problems in rural areas.

Management Problems: Some of the major management problems are as follows:

- ***Lack of Knowledge of I.T:*** Information technology as such is not very common in rural areas. Entrepreneurs rely on internal linkages that which encourage the flow of services, goods, ideas and information.
- ***Legal formalities:*** In complying with various legal formalities and in obtaining licenses rural entrepreneurs find it extremely difficult due to ignorance and illiteracy. Also procurement of raw materials is really a tough task for many rural entrepreneurs. They may also end up with poor quality raw materials, which may also face the problem of storage and warehousing.
- ***Lack of technical knowledge:*** Rural entrepreneurs to a major extent suffer a severe problem of lack of technical knowledge. Lack of training facilities and other extensive services create a hurdle for the development of rural entrepreneurship.
- ***Poor quality products:*** Another important problem is growth of rural entrepreneurship is the inferior quality of products produced due to lack of availability of standard tools and other equipments as well as poor quality of raw materials.

Human resource Problems: Some of the major human resource problems found in organization are as follows:

- ***Low skill level of workers:*** Most of the entrepreneurs working in rural areas are unable to find workers with high skills. They have to be provided with on the job training and their training too generally is a serious problem for entrepreneur as they are mostly uneducated and the training should be imparted in local language which they can understand easily.
- ***Negative attitude:*** Sometimes environment in the family, society and support system is not much conducive enough to encourage rural people to take up entrepreneurship as a career. It may be certainly due to lack of awareness and knowledge of entrepreneurial opportunities.

Remedial measures to solve the problems faced by rural entrepreneurs

- Different organizations like IFCI, SIDBI, ICICI, NABARD etc are trying to sort themajor problems faced by rural entrepreneurs. Marketing problems are mainly related with pricing, distributionchannels, product promotion etc. In orderto make the rural entrepreneurs to state thebusiness venture, following measures maybe adopted:
- ***Creation of finance cells:*** Banks and financial institutions which provide finances to entrepreneurs must create special cells for providing easy finance to rural entrepreneur
- ***Concessional rates of Interest:*** On easy repayment basis and at concessional rates of interest the rural entrepreneurs should be provided finances. The cumbersome formalities should necessarily be avoided in sanctioning the loans to rural entrepreneurs.
- ***Offering training facilities:*** Training is essential for the overall development of entrepreneurship. It also enables the rural entrepreneurs to undertake the venture successfully as it certainly imparts required skills to run the enterprise. At present the economically weaker entrepreneurs of the society are necessarily offered such training facility by government of India regarding skill development of the existing entrepreneurs so that rural entrepreneurs can indeed generate income as well as employmentopportunities in rural area.
- ***Power supply of raw materials:*** Rural entrepreneurs should be surely ensured of proper supply of scare raw materials on a priority basis. Subsidy may also be offeredat times to make the products manufactured by rural entrepreneurs reasonable and cost competitive.
- ***Setting up marketing co-operatives:*** Proper assistance and encouragementshould be provided to rural entrepreneurs for setting up marketing co-operatives. These co-operatives shall help in getting various inputs at reasonable rate and they are helpful in selling their products at remuneration prices. Thus comprehensive training, proper education, setting up of separate financial Institutions,development of marketing co-operatives to a large extent help to flourish the rural entrepreneurs in India.

8.CONCLUSION

Rural entrepreneurs are certainly act as a key figure in economic progress of India. They play a vital role in converting developing country into developed nation. In today's global market a country's economic policy environment must always be favorable for an organization to achieve efficiency. Economic policy of a country should also enable entrepreneurs to provide magical touch to an organization irrespective of public, private or joint sector in achieving innovativeness, speed, flexibility and also strong sense of self determination. Rural entrepreneurship however is the best answer for removal of rural poverty in India. Hence government should stress and emphasize more on integrated rural development programs. Also majority of the rural youths do not think of entrepreneurship as a career option.

Hence organizations and government should come with training and sustaining support systems providing allnecessary assistance so that rural youth can be motivated to take upentrepreneurship as a career. Besides there should also be efficient regulated markets and governments should also lend its helping hand in this context. Standardization and grading should be promoted and also promotional activities should be enhanced to encourage rural entrepreneurs. NGO's should also be provided full support by the government. In the present context study of entrepreneurship helps entrepreneurs not only to fulfill their personal needs but also help in economic contribution of new ventures. More than increasing the national income by creating new jobs, rural entrepreneurship also acts a force in economic growth by serving as a majorbridge between innovation and marketplace. To conclude to bring change institutions need to focus on synergies between education, innovation and entrepreneurship.

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Recent Technology Trends in Banking & Financial Services Industry in India

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Abstract : The banking and financial sector plays a crucial role in the development of economy. The development of banking and financial sector depends upon the services provided to the customers in various aspects. The banking sector and financial sector has seen a number of changes. Most of the banks start innovative banking services with object to create more value customers. Chat bots, Artificial Intelligence (AI), Big Data, Blockchain Integration, Cyber Security, Robotic Process Automation (RPA) and Cloud Computing system are some new innovations. These new innovations may be grabbed by the Indian banks. So, this paper enlightens the knowledge light on new innovations in banking sector.

Keyword: *Banking and Financial Sector, Emerging Technology, Chatbots, Artificial Intelligence, Blockchain Integration, Cyber Security, Robotic Process Automation and Cloud Computing.*

1. INTRODUCTION

The banking doesn't merely lies in the acceptance of deposits & granting of loans to the needy persons. This was a conventional function of banking. Nowadays it's not limited to only deposit and lending but enhanced to more sophisticated services. Current banking industry and financial Services constitutes new innovative services with new technological system. Information technology in banking sector means the utilization of revolutionary information and communication technologies along with with computers to enable banks to deliver better services to its customer in an exceedingly most secure, credible and affordable manner.

Banking systems and financial institutions are integral parts of an economy. Seamless functioning of those sectors is most important for an economy to grow. Due to the advent of digital technology, banking and financial services have undergone an enormous shift in their mode of operations. New trends are gaining momentum at a fast pace because customers find it convenient and also flexible at the same time. The emergence of financial technologies has resulted in the introduction of several technological advancements in the industry. Fintech companies, internet banking and mobile banking are just few examples that mark this shift.

Today, we live in the digital era where technology is driving change in almost every industry, whether it is the use of smartphones, automation to boost operations, cloud computing to collaborate, data analysis to extract insights. Smart use of technology is becoming an integral a part of the success in business. However, no industry is as driven by technology as banking is. A study by PwC says more than 81% of banking CEOs are considering the impact of digitization in the finance world. There are several financial organizations trying to keep up with the newest technology

trends like chatbots, Artificial Intelligence, Blockchain, etc.

With such a lot of competitors vying for your customers, the only winning point is to keep track of the recent trends and start to implement them in the better way before your competitors bring about the change in the field. Get immense benefits and improve business results by keeping in mind the newest or latest technologies.

2. REVIEW OF LITERATURE

M.Sujatha¹, N.V Haritha², P. Sai Sreeja (2017) explained that, an up gradation of technology banks are playing vital role in economic development. Banking sector in India is resulting with increased growth in customers. The changes made by banks are mostly focused on financial inclusion for expansion into rural areas and bringing stability by boosting credit growth making banking services near to the customer directly and reducing customer valuable time.

T.Uma Maheshwari Rao and L Hymavathi (2005) stated the importance of internet usage for banking worldwide and its relevance in Indian scenario to compete the present banking business the banks were transforming themselves and conducting their business electronically. This transformation leads to normal banking to electronic banking, enabled customers to transact online, while saving on various factors. Normal Banking activities still prevails in developing countries like India.

Kohli (2001) emphasized on the importance of technology. According to him, technology is emerging as a key-driver of business in the financial services industry. The advancement in computing and telecommunications has revolutionized the financial industry and banking on the net is fast catching on. As e-commerce gets transformed into e-commerce with the increasing use of technologies like WAP, banking business is in for a major overhaul.

Narasimham Committee (1991): The banking industry has introduced various new customer services and products using IT. The banking industry has gone through many changes as a result of the introduction of IT. In fact, the structure of the industry is continuously changing because of rapid development of IT.

3. OBJECTIVES

This paper focus to know and study the recent technology trends in banking and financial services in India.

4. RESEARCH METHODOLOGY

This is a descriptive research paper based on secondary data. Data have been found on various websites, Reports of RBI, KPMG, IAMAI and various others. The data was also collected from journals and articles published in newspaper.

The present research study uses the most recent available published secondary data. To achieve the above stated objectives, the secondary data is used. The secondary data that mainly consists of published annual reports of various banks. The secondary data was also used from various reference books related to E-Banking, Banking Service Quality, E-Commerce, M-Commerce, Information Technology, Marketing, Banking, Finance, Commerce, Management etc.

5. RECENT TECHNOLOGICAL TRENDS

Chatbots: A chatbot could also be a chunk of conversational software that uses AI to mimic human interactions through a conversation interface. This technology allows users to induce the info they need using natural conversational language, instead of complicated menus and graphical user interfaces (GUIs). Users simply blood group question as if they were contacting a friend, and thus the chatbots replies with a relevant response.

Customers today don't have the patience to attend for long hours and obtain their queries resolved. Instead, they demand quick response and effective resolution of their issues. Chatbots has made this possible in banking organizations. Supported by AI technology, chatbots are utilized by many finance companies to scale back costs and meet ever-changing expectations. Now, users not rely upon traditional methods of two-way communication like email, phone, etc. Report by Gartner states that over 85% of customer service interactions are handled by chatbots in 2020.

ARTIFICIAL INTELLIGENCE (AI)

Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. These processes include learning, reasoning and self-correction. Some applications of AI include expert systems, speech recognition and machine vision. Artificial Intelligence is advancing dramatically. It's already transforming our world socially, economically and politically.

Banks have benefited enormously by adopting newer technologies like AI leading to lower costs and more profit through multiple channels. One common example is using AI to facilitate mobile banking enabling customers to induce 24/7 access for anybanking operations. AI also helps financial institutions to create more practical lending decisions and better risk management.

BIG DATA

With the increasing amount of knowledge generated daily by the banking sector, it's becoming difficult to extract actionable insights which will help in growing more opportunities. Big Data is that the answer! This technology has undoubtedly put all the banking data i.e. debit/credit card transactions, ATM withdrawals, money transfer, etc. to form informed decisions and process it effectively to gain valuable information that is needed to remain competitive in the future.

Big Data helps in making banks learn about their customers in a better way enabling them to make real-time business decisions through analysis of customer's purchase habits, sales management, etc. Other added benefits of big data are better marketing, product cross-selling, fraud detection, customer feedback analysis and many more. Additionally, it aids in identifying the latest market trends and streamlining internal processes to reduce risks.

BLOCK CHAIN INTEGRATION

Blockchain is also known as for crypto currency like Bitcoin that helps in keep track of transactions in a secure and verifiable way. Talking about security in banking institutions, Blockchain will surely disrupt banks by improving security, saving money and improving customer experience. As blockchains are highly secure and simple to operate, it will be used for promoting transparency during payments & currency exchange in banking.

Banking and technology are very closely associated and innovations have changed banking drastically last period of time. The digital innovations in the banking sector started with the introduction of money that replaced the barter system & then the gradual replacement of wax seal with digital signatures. One such disruptive innovation which is changing the banking sector globally is Blockchain Technology.

CYBER SECURITY

Banking is one such industry that deals with sensitive & personal information, which has made it a sexy target for cybercriminals. Though it's impossible to prevent all the cyber-attacks due to the diverse interactions with customers' money, security is essential and bank institutions must be ready with the plans to attenuate the damage if any mishap occurs.

Banks must share best practices and knowledge to assist customers avoids the probabilities of cyber-attacks. Additionally, they should invest in technical measures like working with the government to prioritize cyber security; educating customers about their cyber security responsibilities, roles in keep their data safe.

ROBOTIC PROCESS AUTOMATION (RPA)

Using RPA, the bank can use customer service bots to deal with low-priority questions from customers like account balance check, payment queries, etc. and save the time of human agents to handle with high-priority concerns. This will not only improve productivity but reduce labor/operational costs and therefore the error rate. With instant resolution through RPA, users can make a fast decision for his/ her credit card application without getting any human agents involved in the process.

Though robotic innovations are still in the adolescent phase, banking organizations should be remember of all the advantages it offers to take care of long-term AI results. Leverage RPA technology to deliver the best possible customer experience in the banking world through robots and virtual assistants. Automate your repetitive tasks without human intervention and save costs efficiently.

CLOUD COMPUTING:

Another latest trend of the industry is cloud computing which can make 24/7 customer service possible providing any time service to customers. This enhances the performance of financial institutions and scale-up services more quickly. Customers will only purchase the services they have enabling banks to manage costs.

One can easily avail pay-as-you-go pricing by paying the cloud provider as per the usage, making it easy for individual customers or businesses to use the cloud. In the banking system, cloud computing can promote safe online payments, digital money transfers, wallets, etc.

6. CONCLUSION

The Banking sector is now witnessing a new wave of progress with the introduction of new technologies; the face of the banking industry has changed tremendously over the years. Indian banking system will further grow in size and complexity while acting as an important agent of economic growth and intermingling different segments of the financial sector. It is very much sure that future of banking will offer more classy services to the customers with the constant product and process innovations. While banks deal with rising demands, increasing flexibility needs, new demographics, etc., technologies come into action to deliver efficient customer experiences. Chatbots is one of the most emerging trends that will impact the banking industry by saving costs and improving productivity. Get in touch with experts of AI chatbot solution providers to drive a radical shift in the banking world with these top trends in 2020.

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A Research Analysis on Generational Difference that Impact the Level of Employees' Satisfaction on Training Programs at it Sectors

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Abstract :

Training programs are seen as investment in any organization especially in IT industry. Training budgets are allocated every year in most of the organizations for upskilling the employee's skills.

Current workforce comprises of multi-generational work group, each generation have different expectation and interest. So, it is must to design a training program that satisfies and help the entire group.

The purpose of this study is to identify and analyse the effectiveness of training programs available in organizations. The critical analysis of the employee training and development methods applied in the IT sector as well as the criteria for selecting the programs for the realization of these methods. Upskilling the employees in organization will indirectly results in uplifting the growth and development of the organization..

Keywords: *IT sector, human resources, level of employee satisfaction by training and development programs, methods of employee training and development*

1. INTRODUCTION

Human resources are one of important foundations for building the strategy of modern workforce activities, since it is increasingly evident that productivity and customer satisfaction are the results of human activity, their knowledge, and skills. In achieving higher work productivity, one of the key challenges today the organization face is to ensure the qualifications and competence of employees. Consequently, this increases their work morale and efficiency, reduces absenteeism and fluctuation. There is an impact on generational diversity at workplace as well when it comes to employee satisfaction.

2. OBJECTIVE:

- To identify the various purposes of conducting training programs for the intra generational employees in IT industry
- To examine the influence of training on different employees at IT industry
- To analyse the level of employee's satisfaction on training at IT industry

3. REVIEW OF LITERATURE

Economic and demographic trends affect radical changes in the demands of jobs and employee competences. Training for specialized skills required by a special job performed by employees in the banking sector is no longer sufficient for acquiring competitive advantage. Nowadays, employees need so many more skills than in the past. Also, it is evident that the level of the skills required by a medium trained worker increased in the last ten years and that there is a gap between the existing labour force skills and the skills required for matching the business goals. To identify the skills required by every individual employee, it is important to define the purpose of his/her job and then to divide it into individual tasks and procedures (Boydell & Leary, 1996, p. 175). The general trend worldwide is that many jobs cannot be filled due to the lack of labour force competence.

There is a discrepancy between what companies' state ("people are our biggest riches") and what they actually do (Yiu& Saner, 2005, p. 10). Business organizations emphasize the importance of human resources as the key factor in achieving business results, but their relation to them and their importance are rather different than expected and very often neglected, which is evident in the banking sector as well. If top managers of an organization think about its survival in the future, they certainly need to think about the development of employees and their readiness to take new tasks.

Babić (2009, p. 9) conducted research into the importance of training illustrating it with two organizations in the Republic of Serbia on a sample of 488 employees. Most of the employees are dissatisfied by the situation in the society (63.5%) while a great deal of them is dissatisfied by the general conditions in the organization (39.5%). The results are in line with employees' scepticism about the chances for them to acquire new knowledge and skills via training and thus achieve professional promotion (38.3%). The largest number of employees believe that they were not sufficiently included in when the decision was made about the training program (70.5%). Most of them are clear that training is the basis for professional promotion and higher personal standard. In this respect there is motivation among employees for training. However, there is no faith in the real possibility for the realization of these hopes since the business environment does not offer enough options for training and promotion, while personal participation in the given process is at a minimum. The subjects showed satisfaction by their results in various training programs (52.3%) and lecturers (56.7%). In other words, in the favourable environment that includes good lecturers and appropriate training program, employees believe that they are able to benefit from new knowledge and skills.

The research made by McKinsey & Company (Putzer, Sermpetis&Tsopelas, 2008, p. 1) showed that European banks face problems with the lack of the main staff positions. In the future period, some of them are to experience difficulties with filling the positions that are crucial for the implementation of development strategies. Although some banks have data bases on the internal candidates for such challenging positions, many banks would be forced to fill in the main positions either by the inside candidates that are not completely able to respond to the demanding needs for such positions or by the external candidates, which is relatively costly and risky for the banks. All the bank representatives surveyed agree that development, keeping, and recruiting (when needed) the key staff is necessary to ensure the profitable growth of banks. Despite all this, only one third of the subjects succeeded in completing the task of finding the internal candidates for the key positions in a timely and efficient manner.

Aguinis and Kraiger (2009, pp. 451-474) in their studies recognized the benefits of training and development for the organization. The benefit is evident in increased organizational performances (profitability, efficiency, productivity, operationally per employee) as well as in other results that are realized directly (reduced costs, increased quality and quantity) or indirectly (organization reputation, social capital, etc.). Employee training and development are the way in which organizations invest into the intellectual capital. It cannot be said that employee training and development are cost free; however, the mistakes of non-investment into the human capital can result in much higher costs

(Cartwright, 2003, p. 2). Hence, employee training and development are by their nature useful for both organization and employees. Besides increased productivity of employees, their training and development are necessary for achieving long term benefits in the form of employee loyalty and ethics. It is therefore very important to analyse the need for employee training and development at the lower organization levels as well (Atkinson, 2006, p. 1444).

Suša (2009, pp. 238-239) emphasizes that modern concepts of employee education aim at their professional training not only for work and skills but also for thinking, problem solving, cooperation, and taking responsibility. In this respect, this concept is characterized by the relation between training and education goals and the development of a professional career of every single individual as well as the goals of organization development. The concept explains "knowledge worker" who is the most important competitive advantage of an organization. All this leads to the conclusion about how important it is to select the appropriate approach to employee training and development to achieve better work performances.

4. RESEARCH GAP IN EXISTING LITERATURE:

Brief analysis on impact of generational differences and expectations on employee satisfaction clearly indicates that there is vital gap in employees' behaviors and culture at workplace. There are a lot of studies related to employee satisfaction on training program. but there are no specific studies conducted in IT. Overall, the literature revealed mixed findings of behavior and characteristic difference among multi-generational workforce that results in employee satisfaction.

5. CONCLUSION

The review of literature on Generations, Generational Gaps, Workplace Culture and Managing Multi-generational workforce shows western countries has done more research and studies in managing multi-generational workforce at workplace. The literature review of the studies related to generational differences confirms that there are lot of studies and theories on this topic in western countries but very few studies and research related to this topic in India. Organizations should specifically focus on generational difference while evaluating the effectiveness of training program and employee's level of satisfaction.

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Online Shopping Behaviour in India

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Abstract : Recent years have seen a remarkable transformation in the way Indian shops and trades. The advent of this disruptive revolution among Indian consumers has led to a new wave in organized retail. With developments in the Internet and Web-based technologies, distinctions between traditional markets and the global electronic marketplace—such as business capital size, among others—are gradually being narrowed down. India is showing tremendous growth in the Ecommerce. The primary objective behind the current study is to understand the online shopping behavior of Indian consumers and how the e-retailers can accelerate their growth in India.

Keywords: *Online Shopping, Behavior, Attitude.*

1. INTRODUCTION

Online shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. Today, internet is not only a networking media, but also a global means of transaction for consumers. Internet usage has grown rapidly over the past years and it has become a common means for information transfer, services and trade. It has been reported that more than 627 million people in the world shopped online in 2006. (AcNielsen., 2007). According to Kotler, Keller, Koshy and Jha (2012) “Consumer Shopping behaviour is the study of how individuals groups and organisations Select, buy, use and dispose of goods, and service, idea, or experiences to satisfy their needs and wants.” A large body of research is available on the online shopping in the world. However, there is still a need for closer examination on the online shopping buying behavior in specific countries. Considering that internet shopping is still at the early stage of development in Malaysia, little is known about consumers’ attitudes towards adopting this new shopping channel and factors that influence their attitude (Haque, Sadeghzadeh, & Khatibi, 2006). The consumers’ attitudes towards online shopping are known as the main factor that affects e-shopping potential (Shwu-Ing, 2003).

2 OBJECTIVE

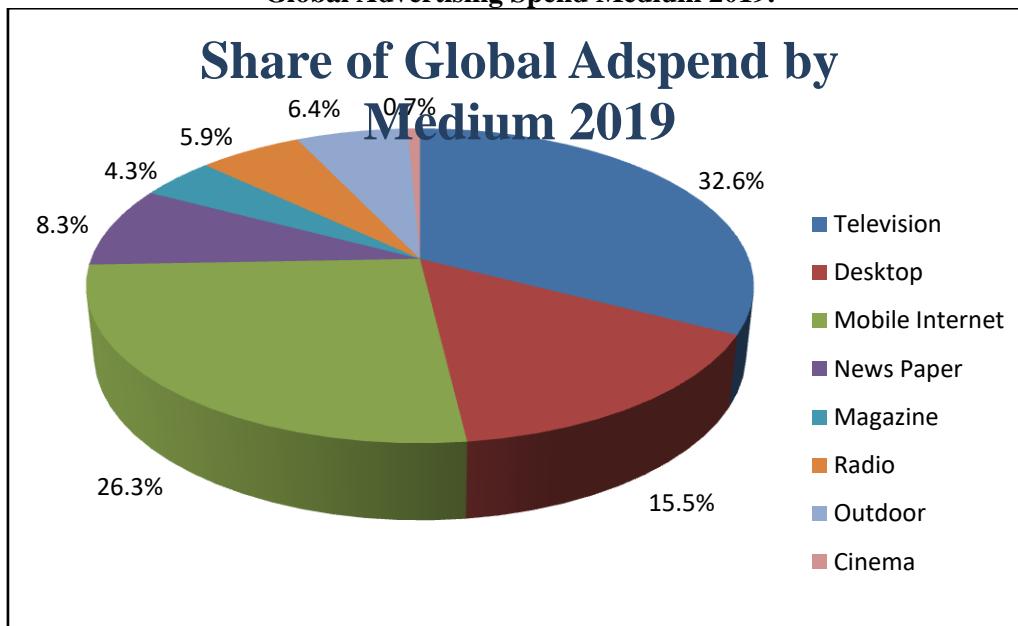
- To know the consumer Attitude towards online shopping

3 ONLINE MARKETING OVERVIEW- GLOBAL SPEND

With digital marketing growing in size and operations globally, we will start the discussion with an analysis of the global spend buckets for overall marketing activities by category and narrow it down further according to digital ad-spend format. With an understanding of the overall marketing spend

numbers, let us look at the global advertising spend in 2019.

FIGURE 1.1
Global Advertising Spend Medium 2019.



Source: Zenith

In the Fig.3.1 the division of global advertising spends is represented by all traditional and digital media types. Here, the digital advertising numbers are covered by the categories of desktop internet and mobile internet. Since 2015, digital advertising has surpassed print media (includes Newspaper and Magazines), as the second biggest advertising category after television.

Though television still reigns supreme (with a 32.6 percent share), the rapid rise of mobile internet is poised to give the top medium a tough fight. At present, the combined share of desktop and mobile internet numbers stands at 41.8 percent.

4 ONLINE SHOPPING- THE INDIAN VIEW

Online marketing is growing at a rate of 25- 30% in India annually, the 69 million online shoppers in 2016 and more than 100 million in 2017, India. And if statistics are to be believed, India will have reached 500 million users of the internet by the end of 2018. India also has the World's largest Facebook population. The high speed digitization, online portals, social media channels, etc lead to a growth of digital marketing in a trend par imagination. It is Door to door advertisement, word-by-mouth publicity, radio announcements, TV commercials- India has always relied on traditional methods of marketing, until the internet came. The tools of marketing changed from humans to gadgets. It becomes easier to penetrate through a large segment of the audience with minimal efforts. And as the number of laptop and mobile phones users keeps expanding, digital marketing spreads its wings wide and far.

The earliest examples of online connectivity were demonstrated with the introduction of Michael Aldrich online shopping system. In the following years, the Thomson Holidays UK was launched, then came the India MART B2B in 1996. It was ultimately in 2007 then the launch of Flipkart, an E-commerce marketing website changed the structure of marketing in India. What followed was the rise in the number of people picking up mobile phones, online shopping, at home delivery, and internet marketing as a means to popularize the brands.

TABLE 1.1 Share of Average Time spent with Media in India 2017-2019

	2017	2018	2019
TV*	59.5%	58.7%	58.7%
Digital	27.7%	29.2%	29.9%
Mobile(Nonvoice)	21.6%	23.3%	24.2%
Smart phone	13.7%	15.8%	17.1%
Feature Phone	6.7%	6.1%	5.7%
Tablet	1.2%	1.3%	1.3%
Desktop/laptop**	6.15	5.9%	5.7%
Print*	7.0%	6.5%	6.2%
Newspapers	6.5%	6.1%	5.7%
Magazines	0.4%	0.45	0.4%
Radio	5.8%	5.5%	5.3%
Total Time	4.13	4.38	4.59

Source: eMarketer, April 2019.

5 CONCLUSION

Most of the online shoppers use their mobile phones to access the internet at home. Hence it becomes crucial for online sellers to target women consumers and implement a mobile strategy to offer necessary convenience and flexibility. Online sellers can take various initiatives such as launching women-centric brands, using analytics to understand buying behavior of women shoppers to offer better service. Online shopping organizations can use the relevant variables and factors, identified from the study, to formulate their strategies and plans in the country.

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Agriculture Credit Sanctioned by Tamil Nadu Grama Bank

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Abstract : The Agriculture sector is an important component of the Indian economy as it provides livelihood to a large section of the population. Agriculture has always been a major source of national income while being a major basis of our earnings too, as India is one of the largest producers of major food products like rice, wheat, pulses, various spices, etc. Indian agriculture provides employment to about 50% of the nation's workforce and has a contribution of 18% in India's GDP. Agriculture is a key sector of the Indian economy which given its contribution to employment and GDP. Agriculture credit plays a vital role in farm sector development and it facilitates the adoption of new technologies. Agriculture credit leads to increases in agricultural productivity. The success of farmers depend upon not only availing the agriculture credit but also other factors such as availability of agricultural inputs, services, and remunerative markets for the products. In India, three financial Institutions play a major role in providing agriculture credit such as commercial banks, Regional Rural Banks (Tamil Nadu Grama Bank), and co-operative banks.

Keywords: *Tamil Nadu Grama Bank, Agriculture credit, Indian Economy*

1. INTRODUCTION

The establishment of RRBs in October 1975 marks an important landmark in the history of Indian banking. RRBs were primarily set up with the objective that they should form an integral part of rural credit structure along with co-operative and commercial banks under the multiagency approach to rural lending. While co-operatives and commercial banks finance the farmers in general, RRBs mainly cater to financing the small/marginal farmers and agricultural laborers. Regional Rural Banks plays a vital role in the agriculture and rural development of India. The RRBs have reached more rural areas of India, through their huge network. The success of rural credit in India largely depends on their financial strength. RRBs are key financing institutions at the rural level which shoulder the responsibility of meeting credit needs of different types of agriculture credit in rural areas. There are two regional rural banks namely Pandyan Grama Bank and Pallavan Grama Bank which are functioning in Tamil Nadu. "Government of India, in consultation with NABARD, had prepared a road map for the third phase of amalgamation of RRBs from 2018-2019 on the principle of "**ONE STATE – ONE RRB**", in smaller states and reduction in the number of RRB's in larger states. As part of this roadmap, amalgamation in seven states of Assam, Gujarat, Jharkhand, Karnataka, Madhya Pradesh, Tamil Nadu and Uttar Pradesh came into effect from April 2019. Therefore, in Tamil Nadu, the Union finance ministry has decided to amalgamate the Pallavan Grama Bank, sponsored by Indian Bank and Pandyan Grama Bank, sponsored by [Indian Overseas Bank](#) (IOB) into a single regional rural bank in the state. The amalgamated regional rural bank namely 'Tamil Nadu Grama Bank' under the sponsorship of Indian Bank, with its head office at Salem is operational in Tamil Nadu from April 1, 2019.

2 REVIEW OF LITERATURE:

Shalini H (2011) in her study on Institutional Credit to agriculture and its impact on farm economy in Tumkur district, Karnataka - an economic analysis, said that the main objective of her study is to assess the economic impact of institutional credit on borrowers. Commercial banks and regional rural banks together were the major sources of institutional finance to agriculture in the study area. The proportion of credit advanced by co-operative banks in the district was found to be declining in respect of short-term (26.98%) and long term credit (14.59%). Therefore the researcher suggested that there is a need to create awareness among the farmers on prompt repayment of credit by all institutions as a large proportion of borrowers from co-operatives (65.00%), regional rural banks (55.00%), and commercial banks (45.00%) remained defaulters.

Nagaraju Y and Basavaraju, B (2015) conducted a study on the impact of institutional credit on the farm economy in Karnataka. The purpose of the study is to assess the impact of institutional credit on the level of income, costs, returns and profitability of borrowers vis non-borrowers. In their study on costs, returns, profitability as well as the income impact through t-test analysis they clearly demonstrated that agricultural credit had positive impact on per acre yield of crops and also on their income. Thus the institution farm credit had resulted in improving the economy of the borrower farmers.

3 OBJECTIVES OF THE STUDY:

The main objective of the study is to analyze the agriculture advances by the Tamil Nadu Grama bank.

4 DATA ANALYSIS AND INTERPRETATION:

4.1 Distribution of Agriculture Advances by the Tamil Nadu Grama Banks in Tamil Nadu:

The distribution of Total Agriculture Advances of Tamil Nadu Grama Banks in Tamil Nadu from 2012 to 2020 is shown in table 1.1

Table 1.1 Distribution of Agriculture Advances by the Tamil Nadu Grama Banks in Tamil Nadu from 2012 to 2020 (Rs. In Crore)

Year-End March	Agriculture Advances (Rs)	Percentage to Total Advances	GR (%)
2012	2374	61.34	-
2013	2664	61.11	12.2
2014	3107	59.49	16.6
2015	4833	777.43	55.5
2016	5989	90.76	23.9
2017	7143	96.37	19.2
2018	8266	90.12	13.58
2019	9885	105.59	19.58
2020	10309	83.74	4.28
Average	6063.31		
CAGR		8.03	

Source: Compiled from Agenda of SLBC meetings, Tamil Nadu from 2012 to 2020.

Table 1.1 helps to infer the following points:

- Throughout the study period, there is an increasing trend in the quantum of agriculture credit provided by Tamil Nadu Grama Bank in Tamil Nadu. It has increased from Rs. 2374 crores in 2012 to Rs.10,309 crores in 2020.
- Throughout the study period, there is an increasing trend in the percentage share of priority

sector advances of Tamil Nadu Grama bank in Tamil Nadu except during 2014 and 2016. The percentage share of farm credit ranges from 61.34% to 105.59 % during the reference period.

4.2 Distribution of Non-Performing Assets for Agricultural Advances by the Regional Rural Banks in Tamil Nadu:

NPA in the banking industry is a major concern for the banking industry. NPAs affect the performance of banks and growth in NPA which bring down the entire profitability of the sector. Table 1.2 explains the distribution of NPA for agricultural advances by the Regional Rural banks in Tamil Nadu.

Table 1.2 Distribution of Non-Performing Assets for Agricultural Advances by the Regional Rural Banks

(Rs. In Crores)			
Year-End March	Agriculture Advances (Rs)	Percentage to Total Advances	GR (%)
2011	389.99	15.24	-
2012	212.89	8.32	-45.41
2013	197.55	7.72	-7.20
2014	305.99	11.96	54.8
2015	201.13	7.86	-34.2
2016	281.80	11.01	40.07
2017	219.08	8.56	-22.2
2018	265.73	10.38	21.41
2019	296.47	0.11	-98.9
2020	406.3	15.88	14336.3
Total	2557.85		

Source: Compiled from Agenda of SLBC meetings, Tamil Nadu from 2012 to 2020.

Table 1.2 helps to infer the following points:

- Throughout the study period, there is an increasing trend in the NPA of agricultural credit provided by Regional Rural banks in Tamil Nadu. It has increased from Rs. 389.99 crores in 2011 to Rs.406.3 crores in 2020.
- Throughout the study period, there is an increasing trend in terms of percentage of total advances of NPA. In 2019, the percentage of NPA is 0.11% but, in 2020 there is tremendous increase i.e 16%.
- During the period under study, the growth rate of agricultural advances of Regional Rural banks in the state under study is on the increasing trend except during 2016, 2017 and 2018.

5 CONCLUSION:

The researcher concluded that the agriculture credit given by financial institutions in Tamil Nadu during the period from 2011 to 2020. In Tamil Nadu, three financial institutions play a major role in providing agriculture credit such as commercial banks, Regional Rural Banks, and co-operative banks. Credit is a critical input in achieving higher farm output. Institutional credit will help the farmers to increase agricultural productivity. There is an increasing trend in the quantum of agricultural credit provided by commercial banks in Tamil Nadu. It has increased from Rs. 59182 Crores in 2011 to Rs. 3,80,177 Crores in 2020. Simultaneously, there is an increasing trend in the quantum of agricultural credit provided by RRB in Tamil Nadu. It has increased from Rs.2374 Crores in 2012 to Rs. 10,309 Crores in 2020 respectively. There is an increasing trend in the quantum of agricultural credit provided by co-operative banks in Tamil Nadu. It has increased from Rs. 3000

crores in 2011 to Rs.10,645 crores in 2020.

Regarding NPA; there is an increasing trend in the NPA of agriculture credit provided by commercial banks in Tamil Nadu. It has increased from Rs.7862 crores in 2019 to Rs. 9597 crores in 2020. There is a significant level of increase in NPA of agricultural credit provided by co-operative banks in Tamil Nadu, it has increased from Rs. 296.4 crores in 2019 to Rs.406.3 crores in 2020. The growth rate has increased from 0.11% from 2019 to 15.88% in 2020, because due to various reasons such as crop failure, utilization of other purposes etc.. Therefore, it is concluded that the agriculture credit sanctioned by the scheduled commercial banks, RRBs and co-operative banks in Tamil Nadu is appreciable in terms of loan amount, achievement of targets and percentage increase to total advances.

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Validation of Online Shopping Attitude of Customers- A Study with Reference to Chennai City

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Abstract : Keeping a focus with worldwide practices, the Indian subcontinent also is seeing an adjustment of the shopping mentality of the purchasers, reflecting a consistent shift from conventional physical stores towards web-based shopping. Factors like the more profound entrance of the web and the simple openness of Smartphones, enhanced by evolving ways of life, have all set off an ascent in this pattern. The review tries to distinguish the variables that impact the apparent nature of a site and furthermore dissect the impact of these components towards customers online buying attitude in the Indian Continent. Further, it attempts to build up how factors like apparent quality, trust, and mentality towards web-based shopping impact a customer's web-based buying. The researchers uncover that perceived quality assists with prevailing upon the trust of the customers, which then, at that point, encourages them to make a web-based buying, subsequently inducing a positive web-based buying intention.

KEYWORDS: *Consumer Validation, Intention towards online shopping, Purchase Attitude, Online Shopping.*

1. INTRODUCTION

After liberalization and globalization of Indian economy the trend of e-commerce has been increased rapidly and customers show high inclination towards the applications of e-commerce. In the recent years with the application of internet and its easy accessibility in the day-to-day usage customers started preferring online shopping. The proximity of technology and easy accessibility of internet have driven consumers to shop online for their convenience and time saving interest. Online shopping gained its popularity in India due to the usage of smart phones and availability of public and Private network system. Online shopping became the most popular activity on the internet after the usage of email and web browsing.

2. ONLINE SHOPPING ATTITUDE:

Globally more than 627 million people depends on the application and usage of online shopping to lead a convenient life style. Among the global countries Germans and British are leading in the usage of online shopping. The customers in these countries purchase books, airline tickets/reservations, clothing/shoes videos/games and other electronic products through online shopping. (ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2007). In the domain of business firms, they exploit the augmentation of electronic marketing and internet communication for different marketing activities focusing on market research, product development, inform customers about product features, promotion, customer services and customer feedback.

Online shopping is a typical outcome of quick communication and technology oriented electronic commerce. Now a days the online shopping is concentrated by service providers to increase or improve in value, quality, convenience attractiveness, customer benefits and customer satisfaction. The service providers of online shopping focus more on creating good convenience to their customers day by day increasing its reputation among the customers. Any online shopping is mixture of benefits, convenience as well as risk associated with the online shopping. In General, the customers are hesitant towards online shopping due to credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Almost all the service providers show good interest in maximizing the online shoppers through devising policies to minimize the risk involved in e-business. After the introduction "Fraud-free electronic shopping" by UK and secured electronic transaction (SET) by Europe and Singapore the online shopping attitude of customers completely changed. As far as the attitude of online shopping customers is concerned, they expect many advantages associated with the online purchase in the form of lower transaction and search cost as compared to other types of shopping. The online shopping consumers prefer this shopping avenue because of faster purchase, availability of more alternatives, immediately placing the product or service at cheaper cost comparing with other avenues (Cuneyt and Gautam 2004). Therefore, the present research paper intended to analyze meticulously on attitudinal factors and their empirical validation.

3. REVIEW OF LITERATURE:

Darian (1987) found that the various factors influencing the attitude of consumer involve in online shopping. The author found that there are several factors influencing consumers to shop online namely convenience factor which is referring to easy to browse or search the information through online. The consumers expect the process which is easier than the traditional retail shopping. The author emphasized the customer experience in search of product catalog for the selection of products. The customers perceived that it is difficult to visit physically to all the shops which are more time consuming also.

Boudraeu, M.C and Watson R.T (2006). in another study clearly ascertained that customer attitude towards convenience, and they perceived convenience is always been a prime factor for them to shop online. They have high awareness that the online shoppers carry multiple benefits during their online shopping namely convenience, time saving, flexibility, very less physical effort and payment mode. The customers claimed the convenience is a powerful attitude to materialize the online shopping.

According to the Robinson, Riley, Rettie and Wilsonz (2007) identified the major motivational attitude of online shopping customers are their convincing attitude towards shopping at any time and having bundles of items delivered at door step without wasting time and mingling in crowds in the shopping complex.

Kim, J., Fiore, A. and Lee, H. (2007). these authors claimed that the customer attitude can be segmented into the four-customer personality namely Convenience shoppers, balanced buyers, variety seekers and store-oriented shoppers, this classification is based upon their preset shopping motivation to purchase the intended product or service conveniently, easily, with more varieties and particular store orientation.

Michelle, A.M. and Brenda J. C. (2002). these authors found that convenience and variety seeking' are major motivating factors of online shopping. The customers perceived physically visiting store is inconvenient for me and they also aware that they are able to see different varieties of product and services without the help of store executives. The customers have a consistent attitude that the online shopping is independent and avoids human interaction who involve in the process of persuading customers to increase their sales.

Webcheck's (1999) in an empirical study proved that the convenience attitude is one of the most influencing attitudes in online shopping. They felt that the online purchase consumers can easily compare the price than the traditional purchase and they also able to compare the different brands of the same product or service. These comparing attitude of customers are not possible when they visit the shops physically and comparison can be done without the help of sales executives.

Creswell, J. (1994) argued that the time saving attitude is highly influencing factors on online shopping customers. The online shoppers. browse or search and open online catalogue and able to see a greater number of varieties products or services with patience and they can save time. The customers have another attitude that the physical visit to the shop cannot save time and can increase effort by shopping online.

Amit, B. Sanjoy, Ghose. (2004)., identified the important time saving attitude during the purchasing of goods and the customers perceived that this attitude can eliminate the traveling time required to go to the traditional store. On the contrary some customers have a crucial attitude that the online shopping takes more time for delivery of goods or services over online shopping. They perceived that the time saving attitude is not as predominant as convenience attitude of customers.

4. RESEARCH GAP:

The previous discussion of the literature predominantly identified conspicuous gaps those will be explored in this research paper. Most of the studies on customer attitude towards online shopping are limited to their convenience, quickness and security issues (Pollay, 1986; Pollay and Gallagher, 1990), neglecting the effects of marketing, product availability and delay in delivery.. These issues are examined from the perspective of online customers and rarely take note of the reactions of off line customers and their attitude towards online shopping.

There is a significant amount of literature in international online shopping behaviour and customer attitude, which looks at the customers perspective on various components of online shopping include safety, variety availability, without the help of staff in the shop and mode of payment during the different purchase levels (Shoham, 1996; Somasundaram and Light, 1994).However, studies that look at the impact of internet usage on the components of online shopping ignore the time delay in product delivery system and mismatch of products noticed in web and reality.

5. OBJECTIVES OF STUDY:

- To study and validate the various components of customer attitude towards online shopping in the study area.
- To analyze impact of customer attitude on level of satisfaction of online customers.

6. HYPOTHESES:

- There is no significant difference among the components of customer attitude towards on line shopping.
- There is no significant impact of demographic variables on attitude of online customers.

7. METHODOLOGY:

This present research work is both analytical and descriptive in nature and depending purely on primary data. The study is conducted in two different stages to obtain the perfect results. The study consists of preliminary pilot study and followed by the main study. A well-structured questionnaire is used to collect information from the online consumers in the study area. Efforts are also taken to

collect all the published information through available reference materials as secondary data.

8. DATA COLLECTION

The sources of data are primary as well as secondary. Primary data are collected through a survey conducted over online shoppers, using a well framed questionnaire. Information is also gathered through secondary sources like books, journals, magazines, dailies, and also from the internet. The data collected from the two sources are scrutinized, analyzed, edited and tabulated.

PILOT STUDY:

A pilot study was conducted on 105 respondents to validate the reliability of the questionnaire and to confirm the feasibility of the study. The pilot study showed consistent response without any oscillation and variances of opinion in convenience, online shopping preferences, purchase decision and influence of online customer attitude customer satisfaction. The cronbach Alpha method and Hoteling's T square method identified that the scale items in Likert's 5-point scale exhibit .897. The researcher then approved the questionnaire without changes and go ahead for main study data collection.

SAMPLING DESIGN:

In this study, the researcher used a convenience sampling procedure to collect from the interested online shoppers and to express their opinion without any flaws. A questionnaire was administered to 300 online customers in the Chennai city. Out of the 300 questionnaires issued only 252 consumers returned the filled in questionnaires and of them only 240 are usable. Hence the exact sample size of the study is 240.

DESIGN OF THE QUESTIONNAIRE:

Primary data are collected through a well framed questionnaire. The questionnaire consists of three parts namely demographic variables, online shopping details of customers components of customer attitude and customer satisfaction. The first part is to arrive at the demographic factors of the respondents. It has questions pertaining to the type of customer, sex, age of the respondents, education, income level, marital status, family status and number of members in the family. The main aim of the second part is to ascertain the complete details of online shoppers. The present study intended to prove that attitude of online consumers is the combination of both service quality dimensions and customer satisfaction. The third part is completely aimed at ascertaining the satisfaction level of online customers and their different perception and components of online shopping customers.

SCALE DEVELOPMENT:

This study employs the Likert's five-point scale in its measurement of the attitude of online shopping consumers and satisfaction level of online customers in the metropolitan city of Chennai.

The questionnaire used for the study comprises of both optional type and statements, in Likerts five points scale. The responses for these are obtained from the customers of the store brand in Chennai city in the Likertsfive-point scale, which ranges as follows: 5 - strongly agree, 4 - agree, 3 -Neutral, 2 -disagree and, 1- strongly disagree. Similarly, highly satisfied-5, satisfied-4, neutral-3, satisfied-2 and highly dissatisfied-1 This made it possible for the standardization of results, as well as making it easier for respondents to complete the questionnaires.

DATA ANALYSIS:

The primary data collected from the online shopping customers are analyzed using the SPSS package (Statistical Package for Social Sciences version 23). To analyze the effects of various online consumer perception the researcher used both univariate and multivariate statistical tools, such as, simple percentage analysis, confirmatory factor analysis, one-way analysis of variance, t-test, linear multiple

regression analysis and the structural equation model are used to all the primary data collected from the online customers.

ANALYSIS AND DISCUSSION.

In this section the researcher applied exploratory factor analysis on the thirty variables of online customer attitude and derived the following results regarding factor derivation. Before deriving the factors, the normal distribution of all the thirty variables and the sampling adequacy is tested by the Kaiser-Meyer-Olkin and Bartlett's test

Table-1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.796
Approx. Chi-Square	4508.846
Bartlett's Test of Sphericity	Df
	435
	Sig.
	.000

From the above table it is found that KMO value is .796 and approximated chi-square value is 4508.846 are statistically significant at 5 percent level. This shows all the 30 variables of customer attitude in Likert's five-point scale are normally distributed with sufficient variance to represent the factors. The number of factors derived are presented in the following table 2

Table-2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	5.878	19.594	19.594	5.878	19.594	19.594
2	2.863	9.544	29.138	2.863	9.544	29.138
3	2.077	6.924	36.063	2.077	6.924	36.063
4	1.731	5.771	41.834	1.731	5.771	41.834
5	1.494	4.982	46.816	1.494	4.982	46.816
6	1.233	4.109	50.925	1.233	4.109	50.925

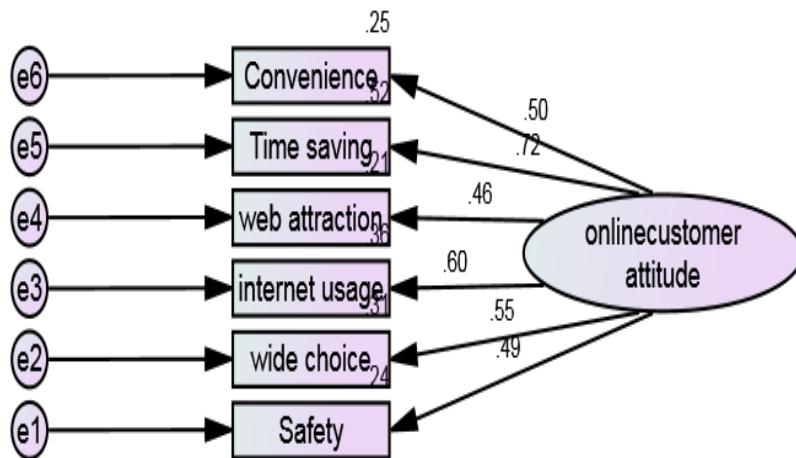
From the above table it can be ascertained that 30 variables of online customer attitude are reduced into 6 predominant factors namely convenience, time saving, web attraction, internet usage, wide choice and safety. These factors are the predominant attitude of online customers. But these attitudinal factors require confirmation and validation through confirmatory factor analysis. The fit indices result of confirmatory factor analysis and path diagram are presented below.

Table-3 MODEL FIT INDICES AND BENCH MARKKS OF ONLINE CUSTOMER ATTITUDE.

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	14.124	-
2	P-value	0.579	>.05
3	Goodness of fit index (GFI)	0.989	>.9
4	Comparative fit index (CFI)	0.987	>.9
5	Normed fit index (NFI)	0.984	>.9
6	Root Mean Square Error of Approximation (RMSEA)	0.07	<=.08

In order to confirm the six online customer attitudes, the researcher require at least 5 fit indices namely p-value, goodness of fit indices, comparative fit index, Normed fit index and Root Mean Square Error of Approximation must satisfy their specified bench marks. From the above table it can

be ascertained that all the required fit indices very much satisfy the bench mark values specified. This proves that all the six factors derived through confirmatory factor analysis are validated. This analysis rejects the hypothesis 1 at 5 percent level and concluded that There is a significant difference among the components of customer attitude towards on line shopping. These six attitudinal factors convenience, time saving, web attraction, internet usage, wide choice and safety differ significant among them and they are different. It is further confirmed through the following path diagram also



As per the second objective the researcher intended to identify the impact of demographic variables of customers on their shopping attitude. In this juncture the total average scores of all the six factors of attitude represent the customer attitude and in fact it is taken up as dependent variable and the demographic variables are considered as independent variables. The influence of independent demographic variables over the dependent factor online customer attitude is estimated through linear multiple regression analysis and the results are presented below. The regression analysis consists of correlation analysis for the measurement of overall influence of demographic variables analysis of variance (ANOVA) for confirming the relationship between independent variables and the dependent variables and further more t-test is also exploited to measure the individual influence of independent variables over the dependent factor online customer attitude.

Table-4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 ^a	.787	.784	.375

a. Predictors: (Constant), Dependents, Gender, Education, Age, Income, Profession, Marital

From the above table it is found that the R-square value .784 which implies that the demographic variables of online customers create 78.4 percent variance on the online shopping attitude of customers. In fact, all these demographics decide the attitudinal changes of online customers. It is further confirmed through analysis of variance

Table-5 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	255.396	7	36.485	259.022
	Residual	69.161	491	.141	.000 ^b
	Total	324.557	498		

a. Dependent Variable: Online customer attitude

b. Predictors: (Constant), Dependents, Gender, Education, Age, Income, Profession, Marital

From the above table it is ascertained that the F-value 259.022 and p-value=.000 are statistically significant at 5 percent level. This shows that the independent demographic variables of customers create significant impact on attitude of online shopping customers. It also proves that the demographic variables of customers are the sources of attitudinal changes of online customers. The individual influence of demographic variables is estimated in the following t-test coefficient table 6

Table-6 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	2.854	.222	12.831	.000
	Age	-.251	-.024	-10.609	.000
	Gender	.080	.035	2.317	.021
	Income	.016	.009	1.805	.072
	Profession	-.199	.021	9.386	.000
	Education	-.079	.026	3.023	.003
	Marital	.242	.066	3.690	.000
	Dependents	.051	.020	2.528	.012

a. Dependent Variable: Online customer attitude

From the above table it is found that the variables Age (beta=-.381, t=-10.609, p=.000), gender (beta=.049, t=2.317, p=.021), profession (beta=-.332, t=-9.386, p=.000), education (beta=-.067, t=3.023, p=.003), marital status (beta=.149, t=3.690, p=.000) and number of dependents (beta=.095, t=-2.528, p=.012) are found to influence the attitude of online customers. at 5 percent level. This shows that the demographic variables are the deciding factors of customer attitude of online shoppers. Hence the hypothesis 2 is also rejected at 5 percent level and concluded that There is a significant impact of demographic variables on attitude of online customers.

9. FINDINGS AND CONCLUSION.

Online shopping attitude is essential for customers to materialize their purchase besides its growing popularity. Customer's attitude towards online shopping has become challenge for marketers. Particularly the success of marketers depends upon consumer's attitudes towards online shopping, and they plan various strategies for making improvement in the factor's convenience, time saving, web attraction, internet usage, wide choice and safety. These factors are found to influence consumers to shop online and also motivate them to repurchase a product or services. The customer attitude and behaviour towards online shopping help marketers to gain the competitive edge over others. The customer's perceived convenience is the major attitude motivating them to go for online shopping

There is a significant role of demography factors such as Age, Income and Education in determining the attitudinal change of online customers. There is a very strong negative correlation between age and attitude of customers towards online shopping. It is found that the elderly customers are not so keen to shop on-line whereas younger age group is highly inclined towards online shopping. Education is weakly related towards the attitude of online shoppers indicated that the customers with all educational background have the habit of shopping online.

Similarly, the weak impact of income on the attitudes of online shoppers indicated that all income group of customers involve in the online shopping venture. Among all the attitudes security attitude was predominant among the online shoppers and they have the attitude of demanding 100 percent

security for all their online transactions. The security concerns are very important while shopping online all the customers with different demographic back ground. It is also concluded that low price, discount, feedback from precious shoppers, and quality of product and information are also considered to be important attitudinal factors affecting the online shoppers significantly.

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Critical Analysis of Students' Learning Environment and Experience in a Multidisciplinary Innovation Projects

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Abstract : The aim of this study is a multidisciplinary innovation project, as experienced by the students of many Universities. The main theme is to unfold students' conceptions of the learning experience, to help teachers and curriculum designers to develop optimal conditions and processes, and support competence development. The students' understood the learning experience in relation to solvable conflicts and unusual situations they experienced during the project while becoming unknown of and claiming their collaborative agency and internalizing phases of an innovation process. The competencies as learning outcomes that students could name as developed related to content knowledge, different personal characteristics, social skills, emerging leadership skills, creativity, future orientation, social skills, technical, crafting and testing skills and innovation implementation-related skills, such as marketing, sales and entrepreneurship planning skills. The study promotes the dissemination of innovation development programs in between education and work organizations also in other than technical and commercial fields.

Keywords: *Multidisciplinary Innovation, Entrepreneurship skills, Competence development, theoretical and empirical knowledge, beneficial networks, pedagogy, dissemination, Commercial Field.*

1. INTRODUCTION

Teachers promote deep comprehension of the innovation process, monitor, and ease the pain of conflict if it threatens motivation, offer assessment tools and help in recognizing gaps in individual competencies and development needs, promote more future-oriented, concrete, and implementable outcomes, and facilitate in bridging from innovation towards entrepreneurship planning. The context of this study is a multidisciplinary innovation project, as experienced by the students of many Universities. The main aim is to unfold students' conceptions of the learning experience, to help teachers and curriculum designers to organize optimal conditions and processes, and support competence development.

The multidisciplinary innovation projects give a pedagogical way to connect higher education to the practices of society. These results provide encouraging findings for organizing multidisciplinary project activities between education and working life. Today, there is a growing pressure on higher education to act as a mediator for innovation and provide preconditions for growth and new solutions for society. Multidisciplinary collaborative projects are increasingly becoming a mandatory part of curricula in many colleges and universities in all fields of education. The aim for the students is to build novel solutions, products, services, or processes to resolve the open competitions presented by companies and other work organizations.

The opportunity of networked innovation development programs and the need to investigate them further to make them as a widely used educational practice has been recognized ([Biffi et al., 2017](#); [O'Brien et al., 2003](#)). Both theoretical and empirical knowledge of the implementation practices and challenges have been called for ([Rantala and Ukko, 2018](#)). Therefore, by creating an understanding of how a multidisciplinary innovation project is experienced by the participating students would promote the understanding of the learning opportunities and pedagogical needs. As a real-life experience, learning to develop innovations can offer challenging, open task action with opportunities to promote active agency. Today, in higher professional education, learning outcomes are to be defined in curricula.

Diversity needs to make a contribution not only to creativity phases and development work but also to the implementation, e.g. in commercialization phases in innovation development by offering large beneficial networks. Multidisciplinarity of the collaboration seems to benefit in many phases of innovation development processes. It reinforces creative competencies and allows for rich combinations of otherwise disconnected pools of ideas and solutions adjusted to complex problems. A multidisciplinary innovation described in this study is a pedagogical way to connect school to the practices of society and work life. Working at the boundaries of different disciplines and networks seems to push students to act creatively and take responsibility for their actions and learning.

The multidisciplinarity of the innovation process seemed to promote this. Most of the students seem to have been very involved in the project work, but some diaries expressed a lack of motivation. A couple of students lacked interest or time in writing a diary during some weeks. Nevertheless, the diaries provided a rich view of students' reflections. The negative experiences related to unevenly distributed workload, inadequate input from the customer, and feelings of uncertainty and unclarity of the task. Exasperation was expressed, but there were also many references to solve these problems and learning related to them. Contradictions and irritations occur and students have to solve them. Findings indicate that conflicts and contradictions do not have a negative effect, but offer a collaborative problem-solving environment and chances for personal development.

The students' understood the learning experience in relation to solvable conflicts and unusual situations they experienced during the project while becoming aware of and claiming their collaborative agency and internalizing phases of an innovation process. The competencies as learning outcomes that students could name as developed related to content knowledge, different personal characteristics, social skills, emerging leadership skills, creativity, future orientation, social skills, technical, crafting and testing skills and innovation implementation-related skills, such as marketing, sales and entrepreneurship planning skills.

Teachers promote deep comprehension of the innovation process, monitor, and ease the pain of conflict if it threatens motivation, offer assessment tools and help in recognizing gaps in individual competencies and development needs, promote more future-oriented, concrete, and implementable outcomes, and facilitate in bridging from innovation towards entrepreneurship planning.

The multidisciplinary innovation project described in this study provides a pedagogical way to connect higher education to the practices of society. However, future orientation and implementation planning skills showed more weakly than other variables in the data. Practical implications: it suggests that curriculum design should enable networked, student-led, and teacher-supported pedagogical innovation processes that involve a whole path from future thinking and idea development through prototyping to implementation planning of the novel solution. These results provide encouraging findings for organizing multidisciplinary project activities between education and working life. This study, therefore, has significant value for teachers and entrepreneurship educators in designing curriculum and facilitating projects. This study promotes the dissemination of innovation development programs in between education and work organizations also in other than technical and commercial fields.

Study of this multidisciplinary innovation pedagogy era by unfolding the student conceptions of the learning experience in detail and as a whole, as the students were capable of reflecting on their experience from many angles. It raises future needs on team collaboration and learning, collaborative assessment opportunities and methods, and teachers' roles to give more insight on multidisciplinary innovation pedagogy. The results of the study revealed that students' understood the learning experience in relation to solvable conflicts and unusual situations they experienced during the project while becoming aware of and claiming their collaborative agency and internalizing phases of an innovation process.

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Opportunities and Challenges of Neo Banks – An Overview

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Abstract : Neo banks are like traditional banks but with complete digital twists. These are completely digital with no physical presence. Neo banks are the institutions that provide checking, a prepaid debit card and some form of savings account without the traditional brick-and-mortar building. Neo bank is the mobile-first banking experience that has moved away from the traditional banking experience. This usually includes features like mobile deposits, person-to-person payments using phone numbers, emails or even social media identities, mobile budgeting tools and real-time digital receipts. This bank mainly focuses on opportunities and challenges of Neo-banks.

Keywords: Saving account, Neo bank, Mobile deposit, Digital banking.

1. INTRODUCTION

Neo banks are the institutions that provide checking, a prepaid debit card and some form of savings account without the traditional brick-and-mortar building. Neo bank is the mobile-first banking experience that has moved away from the traditional banking experience. This usually includes features like mobile deposits, person-to-person payments using phone numbers, emails or even social media identities, mobile budgeting tools and real-time digital receipts. Everything from the account-opening process to the customer service experience is unlike traditional banking, at least not like the banking experience that has turned so many people off,” Nicols says. “Neo banks show you via emails and text messages exactly how you’re spending your money and if your spending patterns are putting you in danger of overspending. Examples such as Fino payment bank, paytm payment bank, Digibank etc.. Neo Banks are not new in the market, traditional banks have been exploring the mobile banking interface for more than 10 years, however a paradigm shift in banking has still not been found.

2 OBJECTIVE OF THE STUDY:

- To study the advantages and disadvantages of neo banks
- To study the comparison between neo banks and online banks
- To analyze the impact and challenges of neo banks

3 REVIEW OF LITERATURE:

Ali Khayrallah, Nimish Radia Ericsson(2015), says that in short, banks have the money and other industries want it. Our study identified a number of key external threats from various industries, each leveraging its core strengths to carve out some of banking territory. For instance, new lenders exploit social networks to assess credit worthiness and crowd funding to raise money. Neo-banks rely on internet infrastructure to provide a familiar bank-like customer experience. Mobile money uses the

reach and the billing systems of mobile networks to serve the huge unbanked segment. Bitcoin relies on Internet security technology to bypass normal currency altogether and handle transactions in an alternative currency. Next we will summarize our findings about various external threats to banks, then briefly discuss how banks may react to those threats.

Peter ward (2016), in his article says that perspective the current account-led model is the most challenging of the three approaches, given low historical switching levels in the current account market. However, the whole raison d'être of "neobanks" is precisely to raise customer engagement and switching, so we should not assume that historical behaviour will necessarily be a reliable guide to the future.

4 RESEARCH METHODOLOGY:

The secondary data have been used for the study. The secondary data has been collected from various reports and journals.

5. ADVANTAGES OF NEO BANKS :

- Low cost structure: no monthly fees, no withdrawal costs and low reloading fees.
- Large ATM networks with no fees.
- No overdraft fees because the checking product is a prepaid, reloadable debit card.
- Simple and engaging mobile experience, unlike banking on a phone with a traditional bank.
- Intuitive budgeting and money-tracking tools that allow you to determine whether or not you should buy an item.
- Real-time balances: The balance on your smart phone is the exact amount of money you have available.

6. DISADVANTAGES OF NEO BANKS:

- They (Neobanks) also have a narrow range of product offerings, so don't expect car loans, home mortgages or business servicesIndividual retirement accounts, or IRAs, and credit cards aren't part of the smart banks' packages.

7 CHALLENGES:

Costumer Acquisition:

The customer's acquisition is quite a challenge because it can be difficult to convince someone to change from a regular bank to a new kind of bank. The marketing to overcome is extremely expensive. A lot of customers are not interested in a mobile solution and would rather have face to face interaction or a telephone call.

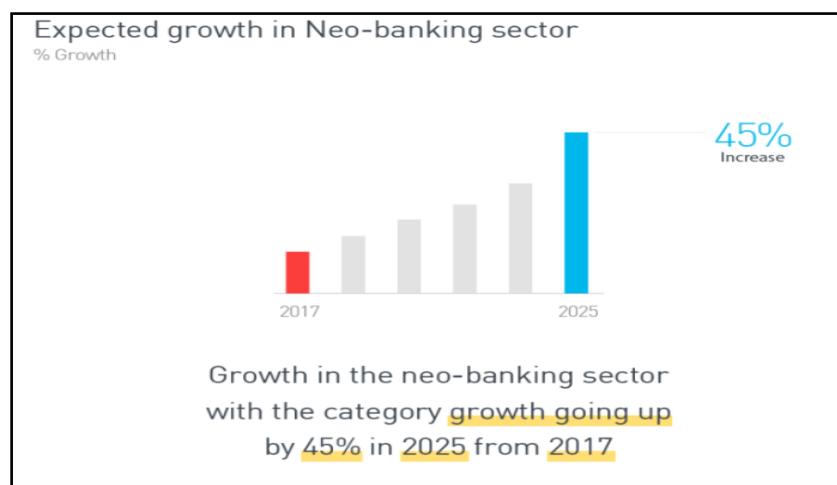
Profitability:

The major challenge for the Neo-Banks is revenue. Most if not all of the services provided by a Neo-Bank are free. Consequently, they have to find their revenue elsewhere. A few examples of services they can benefit from: currency exchange (with a margin), international money transfers, credits or taxes on cash withdrawals. Some Neo-Banks work with a fermium mode where the premium account comes with even more services but at a monthly fee.

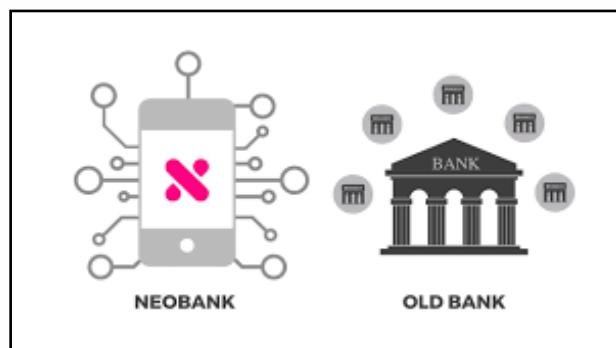
The one and only Neo-Bank which has achieved profitability, as of now, is Revolut. They closed 2017 with 1.5 million accounts and 800 000 actives users per month. Worth noticing, Revolut does not invest in costly marketing campaigns to get new clients. They solely work with word of mouth advertisement.

8 COMPARISON OF ONLINE BANKING AND NEO BANKING:

- It may be tough to tell them apart, but these are indeed **two distinct banking models**. However, they both pursue one common objective — **offering banking services adapted to new uses**.
- Most often affiliated with a traditional bank, online banks rely on existing infrastructure to offer a full line of products and services—bank accounts and cards, savings products, mortgages, insurance, investments, etc. Customers can access all these services by computer or mobile device.
- For example, [Hello Bank!](#), the **entirely online bank by BNP Paribas**. Customers can reach [Hello Bank!](#) Representatives in real time by chat and on social media, where representatives can offer extended hours to answer questions from their busy clientele.



- For their part, neo-banks share more similarities with [Fin Techs](#). Possessing a banking license, they generally offer “basic necessity” banking services, such as opening an account and obtaining a payment card. Smart phones remain the preferred route for contacting these banks. In July 2017, [BNP Paribas acquired the neo-bank Nickel](#), an acquisition that has enabled the Group to expand its offering dedicated to new banking uses.



9 IMPACT OF NEO BANKS:

[Variant market research](#) predicts immense growth in the neo-banking sector with the category growth going up by 45% in 2025 from 2017. As I write this, the Neo Banks or Challenger banks are more than 100 in numbers at a global level. *Europe has Nu bank, Solaris Bank, N26, or tandem. While Mybank, Webank, Digibank, Open, Jibun Bank, Hylo, K-Bank are making a difference in Asia.* One of the primary reason *I see the wave hitting the millennials and tech-savvy consumer is its simplicity and*

hassle-free usage. They do not have the burden of the legacy system, yet can open doors of banking service without differentiating any segment of society. Each Neo Bank *offers their own sets of solutions making it a customer focussed product and flexibility to customize.* Another fact with the growth of Neo Banks highlights *the positioning of China and India, where the unbanked exist and could be a means to enable financial inclusion.*

However, the players are prepped to handle the Neo Banking hurricane; they have an eye on how to target young customers and reap benefits of an established brand. Just for example JPMorgan launched Finn by chase or Goldman Sachs – Marcus and in India SBI launched their YONO while Kotak came up with a solution as 811. Yes, we can argue that the players are yet in the game, but it's not about brands and fintech or neobanks struggle, but it's offering the right product to win a loyal customer. And who does that, wins the race....And the key remains that while Neo Banks are technology driven, asset light models they still need to ensure the banking grade security and find ways to generate revenue per transaction right from the day-1. *If you a Bank or NBFC looking to use technology and innovation in expanding the business and enable Neo Banking or Challenger Banking, we are here for you. Teknospire, a fintech firm offers Bank-in-a-box solution with omnichannel, agent/digital branches capability. The 360-degree banking solution reduces the CAPEX for a bank to set up a physical branch, but yet opens doors to expand their business. Our Neo Banking, Mobile Banking, and Agent Banking solution could help regional banks and cooperative banks to push Banking beyond physical walls. For details, please contact us here.*

10 CONCLUSION:

Even though Neo-Banks face many challenges, by being 100% user-oriented and offering a new type of retail banking they have a huge attraction factor, especially to the younger generation. With their ‘guerilla tactics’ towards traditional players and in combination with the open banking landscape facilitated by PSD2, Neo-banks greatly contribute to an evolution of the retail banking sector which is faster than ever. By offering business accounts, credits and insurances at a fraction of the usual costs, the stakes for traditional banks are high as Neo-Banks services are expanding every day and giving their clients access to products and services at the tip of their fingers, hence forcing incumbents to catch up.

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A Study on Trends and Its Impact of Apparel Purchase in Online Shopping

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Abstract : The expansion of the internet in India has boosted online shopping. As a result, many companies are now focusing on increasing their online marketing budget by slashing their marketing costs. With the increasing popularity of Internet marketing, companies are also using it to reach out to their customers and gather feedback. However, many people are still not convinced that it's safe and secure. In today's world, companies are increasingly using the Internet to reach out to their customers and gather feedback. They also use it to improve their products and services. Through the Internet, people can connect and communicate with each other, which help organizations to gather important information about their consumers. However, there are various uncertainties that come with online shopping.

Keywords: Internet, Online shopping, Customers, Organization.

1. INTRODUCTION

E-shopping, regularly known as web based shopping, is a sort of electronic business that permits clients to purchase labor and products straightforwardly from a vender by means of the Internet utilizing a PC program. The majority of people prefer internet shopping for a variety of reasons, including discounts, time savings, and fuel savings, among others. As individuals become more computers savvy, there is a big potential for online shopping in India in the near future.

Apparel is one of the ventures where shopper purchasing conduct had developed to a blend of computerized and physical (likewise named phygital) channels. This pattern is probably going to proceed however buyers will progressively window look for items on the web and really like to buy from a store (with the exception of classifications like inward wear and socks which can't be attempted by others). Subsequently, web based business players need to run monstrous markdown motors over the course of the close to draw in shoppers back into their clash.

The garment retail sector sells men's, women's, and children's clothes.. A huge, young working population, as well as new prospects in the services industry, is all driving up affluent consumers' average spending on branded clothing. Due to India's extensive communication network, E-commerce serves as a middleman between manufacturers and consumers. According to a recent survey conducted in 2019, over 55 million buyers purchased clothes online. Almost all portals have a simple return policy, so even piece of clothing purchasing is acquiring footing as customers are less worried about being left with some unacceptable size or fit. Payment on delivery gives Indian customers a sense of confidence. However, as the popularity of internet shopping grows, this is increasingly changing.

2. OBJECTIVE OF THE STUDY

- To be aware of current internet purchasing trends.
- To be aware of the advantages and disadvantages of internet buying.
- To learn about consumer preferences for internet buying.

3. REVIEW OF LITERATURE

Abhishek Chilka and Sandeep Chauhan (2018) published their Study on Recent Trends in Online Shopping in India, Online Shopping or internet shopping consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products with the help of internet and other computer networks. India is witnessing the tremendous growth in online shopping. This paper studies about recent scenario, recent trends in online shopping in India. For example, the interested categories of product, preferred way to pay online. Today's online shopping platform provides many offers to consumers which attract the consumers and drives their business. Along with that there are also problems in online shopping like quality, security etc. India's online shopping market is constantly growing at good phase.

Tushti .P. Bakrania(2017) on her paper entitled A Study on Trends, Reviews and Effects of Online Shopping in India In the recent scenario of E - business online shopping has developed a huge importance. The development and growth of online shopping has given n number of opportunities to the organization to provide competitive advantages. There are n number of companies which are selling their products through on line portals or provides service online. Compared to other countries online shopping in India is not very common but it is growing at an immense speed then other countries. This paper gives brief idea of online shopping in India its positive and negative effects. It also provides scope of upgrading in online shopping websites. A finding says that online shopping is the best convenient way for consumers. But people also worry with the risk associated with it like privacy and security risk. Many organizations uses Internet to provide information and communicate with people which helps them to get idea what consumers exactly want, what are there demands and organization can also get feedback through them. But, there are various uncertainties attached with online shopping such as misuse of personal data, return or exchange policies, testing of product etc.

Pratyush Tripathi(2011)in his study Recent Trends and Developments in Apparel Marketing in India, India has become the sought after destination %r global brands and retailers owing to escalating connimerism. Unprecedented awareness and youth centric customer base. The apparel retail sector in India has really emerged as a successful venture owing to more than 35% share in the overall retail sector in India. The study Recent Trends and Developments in Apparel Retailing in India is mainly dealing with apparel retailing covering some of the popular malls in India.

4. CURRENT SCENARIO OF ONLINE APPAREL SHOPPING IN INDIA

Previously, online apparel purchasing was a straightforward medium with few alternatives. However, with the changing face of the internet industry, this area has been extensively remodeled. The exquisite apparel websites and user-friendly interfaces are the driving forces behind the development of this technology. Some of the reasons for its popularity include simple payment methods and cash-on-delivery. Indians have embraced online apparel purchases, with around 25-30 million of people performing an internet transaction in the preceding year. The Indian e-commerce sector will or is seeing large-scale expansion in 2017, with greater engagement from people across the country. According to the most comprehensive NASSCOM estimations, In fiscal year 2017, India's e-commerce industry was valued USD 33 billion. According to the study, this firm will continue to provide new job opportunities and assist in the formation of new entrepreneurs through the e-commerce marketplace model.

ONLINE APPAREL WEBSITES IN INDIA

India is the quickest developing internet business market. By 2027, the market is relied upon to be at its astounding best at \$200 billion. The top sites for dress shopping are responsive and can be gotten to through mobiles and tabs. The top sites give everything from the furthest down the line patterns to the best brands and reasonable costs. So look at the top attire sites in India.

1	Mynta.com	2007
2	AJIO.com	2016
3	Amazon.in	1994
4	Flipkart.com	2007
5	Shopperstop.com	1991
6	Tatacliq.com	2016
7	Bewakoof.com	2012
8	Biba.in	1988
9	Maxfashion.in	2004
10	Koovs.com	2009
11	Limeroad.com	2012
12	Craftsvilla.com	2011
13	nnnow.com	2016
14	Abof.com	2008

APPAREL RETAIL SECTOR TRENDS AND DIGITALIZATION

As purchaser request has developed and dealers innovation has grown swiftly to enable this increase in order to satisfy this requirement. The following are the hardware and software categories that have become crucial in the garment selling industry..

Cyberspace

The cyberspace is also fast expanding as a customer interface, eliminating the requirement for a customer to physically visit the shop.

CRM software

With the development of steadfastness programs, mail orders, and the web, organizations currently have ongoing admittance to customer information. Information warehousing and mining arrangements furnish retailers with the apparatuses they need to figure out and apply purchaser information to the business. This, related to the distinctive CRM (Customer Relationship Management) frameworks accessible, empowers traders to analyze client buying conduct top to bottom and build the worth of individual buyers to the organization.

Installment / Payment method

Installment through Visas has become very boundless and this empowers a quick and simple installment process. Instead of physically processing a check, the retailer evades it and hands it back to the client alongside a receipt, having carefully captured and stored a picture of the check, making the interaction very quick.

Voice Technology and Automated Commerce

A report from Coupon Follow, the retail coupon code tracker, found that almost 50% of recent college grads have utilized voice innovation to purchase things on the web. By essentially shouting to Alexa or Amazon Echo, somebody may add a thing to their web based apparel shopping basket. While not every person utilizes their keen speakers to make online buys, a sizable number of gadget proprietors depend on them to assist with settling on buying choices and start item look. For instance, an Adobe Digital Insights report tracked down that 32% of keen speaker proprietors utilize their gadgets to analyze item costs. This can impact shoppers' buying choices. Voice-empowered shopping is relied upon to reach \$40 billion in the U.S. by 2022, as per an overview from business counseling pioneer

OC&C Strategy Consultants. Business analyst should be aware how to consolidate voice innovation into their promoting, organizations can interface with more clients and tap into mechanized trade too.

Scanners and Barcodes

Point-of-sale systems use scanners and bar codes to detect an item, then use pre-stored data to determine price and provide a total charge for a consumer. Tunnel scanning is an innovative idea in which a consumer pushes their complete shopping cart through an electronic gate to the point of sale. After being hit with laser beams, the things in the cart are scanned in a matter of seconds. The only thing the customer has to do is pay for the things.

INDIA'S ONLINE APPAREL SHOPPING DRIVERS

1. With increased access to internet services, they can now make purchases online. Enhanced and faster 4G operations have increased accessibility. A variety of ecommerce platforms provide a huge range of products and services.
2. Because web based purchasing is done for an enormous scope, things are limited. For instance, Amazon's Great Indian Festival, Flipkart's Big Billion Days, etc.
3. Indian buyers' conduct has additionally developed through time. Buyers are not simply using the web to book carrier, film, or train tickets, yet in addition to purchase an assortment of different things like apparel, and embellishments. Individuals' bustling lives pass on them with less an ideal opportunity to visit markets, shopping centers, or other customary foundations. Web based shopping has worked on the buying system. Nowadays, web based purchasing offers an assortment of helpful elements, for example, trade or merchandise exchanges.
4. Marketers are promoting their products using social media platforms such as Facebook, Twitter, and Google Plus, which provides consumers with additional information. Because these platforms are well-known, this has encouraged online buying.
5. Online buying platforms have special cash back schemes. Many shopping websites provide 24 hour customer assistance to assist in resolving consumer issues. As a consequence, the customer's trust is increased.
6. Various sites on Facebook and Instagram provide fashionable and up-to-date apparel, fashion accessories, and other things at reasonable prices, making online shopping popular among young customers.

5. IMPACTS OF ONLINE APPAREL PURCHASE

Problems with quality

The most concerning part of purchasing something online is that there is no guarantee of the item's quality. With the quantity of things that web-based commercial companies manage nowadays, it may be tough for them to keep a quality check on all of the products they provide.

Additionally, when purchasing apparel and footwear online, getting the proper size remains a considerable disadvantage. Sizes vary from brand to brand, and because you can't put items on before buying them, choosing the size is always a safe bet.

Inadequate Privacy

Nowadays, privacy, or more especially, the lack thereof, is a key problem on the internet. Client information such as name, phone number, address, and bank account information is collected by e-commerce sites. If these sites do not take strict privacy precautions, your information may end up in the hands of the wrong individuals, who may then cause chaos on your bank account. Most big online retailers have best-in-class security measures in place to protect their customers' information; however this cannot be stated for many smaller sites that may lack the requisite understanding.

Return Issues

Before purchasing a product, buyers should be aware of the refund policy. If they don't know how to return the thing, it becomes a hardship for them. If you don't realize what you're doing, don't do anything. it's difficult to return the stuff. Many businesses will not accept product that has been opened for return. Few companies are offering a return policy; they may retrieve the goods from consumers within a day or two, but it may take some time for the money to be refunded to your account.

Payment failures with digital payments

Whether a customer pays with a credit/check card, net banking, or one of the few electronic wallets accessible today, the regret of advanced payments over web transactions persists. Due to a poor internet connection or a technological malfunction, the due money is frequently withdrawn from a client's account without being credited to the offering party. Furthermore, receiving this cash takes time; one must contact the site and then wait 7-10 days for the money to be removed from their accounting records. Meanwhile, as the business focuses more on cashless transactions and clients get more aware about making payments online, this scenario is improving.

7. CONCLUSION

A web-based platform is used for online purchasing, that allows users to buy things over the internet. India's online industry is growing at a rapid pace. From 2009 to 2016, India's total sales were \$38 billion USD. People in India are spending a lot of money on clothes and mobile phones, according to recent online shopping statistics. Males in India spend three times as much as females. COD is the most popular method of payment for online buying in India (Cash on Delivery). Indian shoppers are being drawn in by attractive offers from internet shopping sites. While there are still issues with quality, security, and extra expenses, To summarize, internet shopping in India is here to stay and will continue to grow unabated.

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Recent Promotion of Micro Small Medium Enterprises (MSMEs) in India and Related Policies

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Abstract : The Micro Small and Medium Enterprises (MSMEs) sector is a significant supporter of the financial development of the country. In India, the sector has acquired critical significance because of its commitment to Gross Domestic Product (GDP) of the nation and commodities. The sector has likewise contributed immensely regarding entrepreneurship development particularly in semi-metropolitan and rustic spaces of India. As indicated by the arrangements of Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are grouped in two classes i.e., Manufacturing Enterprises and Service Enterprises. The commitment made by the casual sector to India's economy is generous. There is no denying the way that our country's development depends impressively on Micro, Small, and Medium Enterprises (MSMEs) that contribute fundamentally to the GDP by creating mass employment in each alcove and corner of India. Taking into account its importance, the government is relied upon to offer satisfactory help to guarantee MSMEs' development doesn't get hamstrung anytime, particularly in the center of a pandemic that has carried major worldwide economies to a halt. Among all the sectors, MSMEs were gravely hit following the lockdown as enterprises stayed shut for over two months between March-end and June. The current monetary circumstance isn't helpful for small enterprises as there is limited liquidity in the framework, however the government siphoned in upgrade to keep the sector alive. Albeit the government has presented a few monetary measures as far as financing, certain holes stay that prevent the sector from working admirably. Henceforth, the current study was framed to give an outline on recent promotion of MSMEs in India and its related policies.

Keywords: Employment Generation, Economical Sustainability, Stakeholder Benefits, Make in India, Vital Problems, Promotional Strategies and Schemes.

1. INTRODUCTION

The 'Make in India' drive and the 'Atmanirbhar Bharat Abhiyaan' (Self Reliant India Campaign) have assumed a vital part in advancing business and neighbourhood manufacturing in the nation, giving extraordinary push to Micro, Small and Medium Enterprises (MSMEs), additionally alluded to as the foundation of Indian economy. The central government has likewise gone to quick reaction lengths as the Atmanirbhar Bharat Package to guarantee congruity of organizations during the COVID-19 pandemic. Alongside these actions, the super administering body for MSMEs in the nation, i.e., the Ministry of Micro, Small and Medium Enterprises (M/o MSMEs) additionally has various plans set up to help the maturing manufacturing units the nation over.

Under the Chairmanship of Honourable Prime Minister Shri Narendra Modi, the Ministry of Micro, Small and Medium Enterprises (MSME) implements different projects/MSME plans for the development and advancement of MSMEs the nation over. Also, the Government of India has been truly proactive to guarantee that all the advantage of these MSME plans scopes to the MSMEs on schedule. To give quick help to the MSME sector, different announcements (notwithstanding the different MSME plans) have been made under the Atmanirbhar Bharat Package. The main ones

likewise included:

1. INR 3 lakh crore insurance free programmed advances for MSMEs to purchase unrefined substance, meet functional liabilities and restart organizations
2. Revision of MSME definition to stretch out greatest advantages to the sector
3. Disallowing worldwide tenders in procurements upto INR 200 cr to set out alluring open doors for homegrown players
4. Clearing of MSME levy by the Government and Public Sector Units (PSUs) inside 45 days

2. OBJECTIVES OF THE STUDY

Current study associated with following primary objectives:

- To know the status of MSMEs in India
- To highlight the recent promotional policies and developments of MSMEs in India
- To concise the schemes of MSMEs by Government of India.

3. REVIEWS OF RELATED LITERATURE

A.M, Dr & Yogish, S. (2020) have done a study and found that micro, small, Medium Enterprises represent the foundation of the partner degree economy in keeping a significant rate and in creating employment openings. This sector has been believed to be a motor of financial interaction and social development in a few created and agricultural nations Contribution of MSMEs to the Indian economy as far as employment age, containing territorial incongruities, cultivating an impartial monetary cycle and upgrading the product potential of the nation has been very remarkable. Regardless of some infrastructural insufficiencies and difficulties like the progression of institutional credit and lacking business sector linkages, this sector has enrolled remarkable accomplishment as for the increment in assortment, quantum of investment, size of creation and generally commitment to public total national output. The review puts forth an attempt to work in the huge development potential and an opening presented in the Republic of India for the development of the MSME sector, to spot fundamental issues and provokes and gives ideas to bargain comparative.

Ahmad, Md & Sanu, Md. (2016) have attempted a paper and examined the role of Micro, Small and Medium Enterprises (MSMEs) in comprehensive development in India. Recently the Indian Economy has performed incredibly well, however the advantages of this fantastic development have not been impartially shared. To catch the job of MSMEs in comprehensive development in India, different boundaries like employment age, provincial dispersion of ventures, entrepreneurship by different gatherings of people and women cooperation have been utilized. In view of secondary information basically gathered from Annual Reports of MSMEs and Handbook of Statistics on Indian Economy, the review has uncovered that MSME sector is advancing comprehensive development in India by setting out enormous scope employment open doors, conveying businesses all the more equitably and cultivating entrepreneurship among women and in reverse classes of individuals. The concentrate likewise features the huge commitment of MSMEs to the Indian economy as far as modern creation, trades and other monetary markers. 'The make in India', 'Computerized India' and such different drives have opened up new freedoms for the sector to arise unequivocally in the following decade gave Government, MSME sector itself and different partners would turn out all in all for the development of the sector.

Senthilkumar, R & Vettrivel, Krishnan. (2018) have done a study and summarized their study as the Micro Small and Medium Enterprises (MSMEs) have been perceived as the driving force of monetary development and for invigorating fair development. The work power of the MSME sector is a lot higher than that of the huge enterprises. The MSMEs comprise more than 90 percentages of absolute enterprises in the greater part of the economies and are licensed with creating the most elevated paces of employment development and record for a significant portion of modern creation and commodities. The MSMEs play a energetic job in the general development of modern economy of the country. With

its skill and dynamism, the sector has shown revered imaginativeness and consistence to endure the recent financial slump and downturn and have heaps of freedoms to fill later on. This paper showed the development of MSMEs in the Indian economy.

4. STATUS OF MSMEs IN INDIA

India has roughly 6.3 crore MSMEs. According to the MSME Ministry information, as of May 16, 2021, the Udyam Registration entryway enrolled 30,00,822 MSMEs, which supplanted the previous course of petitioning for Udyog Aadhaar Memorandum (UAM). Enrolled micro enterprises remained at ~ 28 lakh (93%), trailed by small enterprises at 1.78 lakh (6%) and fair sized enterprises at 24,657 (1%). The Indian MSMEs sector contributes around 29% towards the GDP through its public and global exchange. The BSE SME (small and medium enterprises) stage is relied upon to observe > 60 SMEs to enter the market in one year (2021-22) to raise value assets for meeting their business requirements. The first sale of stock (IPO) course saw 16 SMEs enter the market; they raised Rs. 100 crore (US\$ 13.74 million) in 2020. In June 2021, Bombay Stock Exchange (BSE) declared that it has worked together with Electronics and Computer Software Export Promotion Council (ESC) to construct mindfulness among independent companies and new businesses about benefits of posting.

MSMEs are being urged to advertise their items on the online business webpage, particularly through Government e-Marketplace (GeM), possessed and run by the government, wherefrom Ministries and PSUs (public sector endeavors) source their procurement. As of June 25, 2021, GeM entryway has served 6.87 million orders worth Rs.116,291 crore (US\$ 15.67 billion) from 2 million enlisted venders and specialist co-ops for 52,651 government purchasers. Homegrown business requires a solid monetary improvement with concessionary working capital advances to guarantee sufficient liquidity is kept up with in business activities from the government and monetary establishments. Indian Micro, Small and Medium Enterprises (MSMEs) are quickly embracing computerized payments more than cash, with 72% payments done through the advanced mode contrasted and 28% money exchanges. Ascend in advanced reception presents possibilities for additional development in the sector.

5. RECENT PROMOTIONAL POLICIES AND DEVELOPMENTS OF MSMEs IN INDIA

The Government of India has planned different strategies for the development of MSMEs in the country.

- In July 2021, Lok Sabha passed a bill on 'Considering Regulation (Amendment)' to facilitate the payments biological system for MSMEs.
- In July 2021, the Indian government reported incorporation of retail and discount exchanges as MSMEs to fortify the sector and lift financial development.
- In July 2021, Khadi and Village Industries Commission (KVIC) secured brand name enrollments in three nations, i.e., Mexico, the UAE and Bhutan, giving a significant lift to the 'Khadi' brand all around the world.
- In June 2021, the Union Minister of MSME and Road, Transport and Highway, Mr. Nitin Gadkari dispatched the Indian Bank's 'MSME Prerana' in Maharashtra to enable MSME entrepreneurs.
- In June 2021, the Minister for Road Transport and Highways and Micro, Small and Medium Enterprises, Mr. Nitin Gadkari reported improvement of cycle for enlistment of micro, smalland medium enterprises. He added that main PAN and Aadhaar cards will be needed for enrollment of MSMEs.
- Under the 'Startup India' drive, the government perceived 50,000 new businesses that made 5.5 lakh occupations, as of June 03, 2021.
- Budget allotment for MSMEs in FY22 dramatically increased to Rs. 15,700 crore (US\$ 2.14 billion) opposite Rs. 7,572 crore (US\$ 1.03 billion) in FY21.

- The government likewise reported Rs. 3 lakh crore (US\$ 40.85 billion) insurance free programmed credits for organizations.
- In Union Budget 2021, the government reported assets worth Rs. 10,000 crore (US\$ 1.36 billion) for 'Assurance Emergency Credit Line' (GECL) office to qualified MSME borrowers, giving a significant lift to the sector.
- In August 2021, Indian Bank collaborated with the Society for Innovation and Entrepreneurship (SINE), IIT Bombay, to give credit backing to MSMEs and new companies.
- In July 2021, Amazon India reported to grow its current nine fulfilment centres and dispatch extra 11 new centres. This extension plan is relied upon to make immediate and aberrant open positions in India and further reinforce Amazon's traction in the country.
- In July 2021, Razorpay gained TERA Finlabs, a supplier of implanted financing arrangements, to reinforce capacities in information driven danger management, capital arrangements and credit guaranteeing to monetarily uphold MSMEs.
- In July 2021, U GRO Capital worked together with Bank of Baroda to give co-loaning contributions to MSMEs.
- In July 2021, Bluehost worked together with Razorpay to fuse payment handling skills into its web based business bunch and give MSMEs freedom to assemble, raise and grow their internet based store.
- In July 2021, Amazon India presented Digital Kendra in Surat its first physical asset centre to help 'kiranas' and independent companies to go computerized.
- In July 2021, the Federation of Indian Export Organizations (FIEO) marked a reminder of comprehension (MoU) with Aramex India, coordinations administrations supplier, to help MSME exporters in India.
- In July 2021, Flipkart Wholesale extended across seven urban communities in Bihar to offer an advanced stage for MSME design retailers.
- In July 2021, Google Pay and Flexiloans declared their joint effort to empower private company online credits.
- In June 2021, the Small Industries Development Bank of India (SIDBI) worked together with Global Alliance for Mass Entrepreneurship (GAME) to stretch out administrations to MSMEs.
- In June 2021, Mastercard collaborated with Instamojo to empower MSMEs and gig laborers to digitize and grow their organizations.
- In June 2021, SBM Bank India collaborated with Drip Capital to offer exchange financing answers for MSME exporters India.
- In June 2021, Tide, a UK-based business monetary stage, reported to contribute >Rs. 1,000 crore (US\$ 134.21 million) in India over the course of the following five years to tap the rising SME (Small and Medium-sized Enterprises) market.

6. GOVERNMENT OF INDIA LAUNCHED FOLLOWING MSME SCHEMES

Udyog Aadhaar Memorandum

Aadhaar card is a 12 digit number given to all people by the government. In this, the Aadhaar card is a mandatory requirement. The advantage of enrolling in this plan is the straightforwardness in benefiting credit, advances, and appropriations from the government. Enrollment should be possible the two different ways in the internet based mode or the disconnected mode.

Zero Defect Zero Effect

In this model, merchandise that are manufactured for send out need to stick to a specific standard so they are not dismissed or sent back to India. To accomplish this the government has dispatched this plan. In this, if the merchandise are traded these are qualified for certain refunds and concessions.

Quality Management Standards & Quality Technology Tools

Enrolling in this plan will help the micro, small and medium enterprises to comprehend and implement the quality principles that are needed to be kept up with alongside the new innovation. In this plan, exercises are directed to sharpen the organizations about the new innovation accessible through different classes, crusades, exercises and so forth

Grievance Monitoring System

Enrolling under this plan is gainful as far as getting the grievances of the entrepreneurs tended to. In this, the entrepreneurs can actually look at the situation with their grievances, open them in case they are not happy with the result.

Incubation

This plan assists pioneers with the implementation of their new plan, thoughts or items. Under this from 75% to 80% of the undertaking cost can be financed by the government. This plan advances novel thoughts, plans, items and so on

Credit Linked Capital Subsidy Scheme

Under this plan, new innovation is given to the entrepreneurs to supplant their old and out of date innovation. The capital appropriation is given to the business to redesign and have better means to do their business. These little, micro and medium enterprises can straightforwardly move toward the banks for these sponsorships.

Women Entrepreneurship

This plan is particularly begun for women who need to go into business. The government gives capital, advising, preparing and conveyance methods to these women so they manage their business and grow it.

The government has dispatched various more plans and emotionally supportive network for these enterprises, to find out about the MSME plans the accompanying connection of the government can be checked.

7. DISCUSSIONS AND CONCLUSION

The Ministry of MSME runs various plans designated at giving credit and monetary helps, ability development preparing, foundation development, advertising help, innovative and quality upgradation and different administrations for MSMEs the nation over. The Government of India has imagined multiplying the Indian economy to US\$ 5 trillion of every five years. To accomplish this objective, profession openings for the youthful populace have been produced and MSMEs have the potential to fill in as a key employment generator. Hence, the government has taken up advancement of MSMEs to make new positions in the sector. Further, the government expects to upgrade MSME's portion in commodities and its commitment to GDP.

To accomplish these objectives, the government ought to put resources into giving more back-end administrations to improve performance of the MSME sector as it supplies labor and products to huge modern enterprises. Absence of innovation based creation exercises and low investment in R&D exercises are bottlenecks preventing the sector to become competent. Worldwide accessible innovation could be sponsored by the government so the item nature of MSME players can be further developed utilizing the current assets. This additionally needs the support of scholastic establishments through giving exploration and development (R&D) administrations for item advancement.

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Innovative Schemes for Women Empowerment in India

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Abstract : Bridling the force of innovation to change the existences of women in the creating scene is a thought whose opportunity has arrived. Never before has the world experienced such unique change in advancements, economies and social orders as it is today. Innovation through novel thoughts, items and practices progressively is viewed as a power for social change. Simultaneously, there is developing agreement that empowering the large numbers of women who live in neediness is fundamental both for their inherent human privileges and expansive advantages for worldwide development and monetary development. Undeniably wide scopes of establishments from business, common society and government have submitted assets, manner of speaking and political cash-flow to advance women's empowerment. While this objective has been a test to acknowledge previously, the current combination of commitment and moving ideal models gives a phenomenal chance to produce new unions and release innovation to accomplish women's empowerment and sexual orientation correspondence objectives, which have demonstrated hard to figure it out. Late developments in innovation thinking progressively emphasize the chances that innovations can achieve to address development issues and spike more extensive social change. These ideas of innovation centreon propelling social and financial advancement, just as tending to the necessities of the underserved and connecting with them straightforwardly in innovation processes. Meaning of innovation adjusts generally with the arising idea of "social innovation," emphasizing progress and social change, yet in addition civil rights as a significant element. Hence, the current study has been focused to highlight the important innovation schemes by India for the empowerment of Women and it is secondary data based study.

Keywords: Power of Innovation, Shifting Paradigm, Commitment, Unprecedented Opportunities, Social Change and Innovations.

1. INTRODUCTION

As new players enter the worldwide development area with various methodologies, viewpoints, arrangements, items and administrations that may not hold women's empowerment as an unequivocal goal, sexual orientation groundbreaking impacts of innovation none the less arise. For instance, improvements in water, sterilization, energy and transportation foundation, or changes in admittance to data and correspondence, rural and clinical innovations have accelerated changes in sex relations. Temperate circles of progress can be started by women's utilization of an apparently basic innovation; a change in friendly perspectives regarding what is workable for women; or expanded admittance for women to employment openings, investment funds and credit. Innovation and women's empowerment are infrequently examined inside a similar setting however each has fundamental incentive for human progress. There is critical proof that advancement on destitution decrease and human development are identified with advancements in both inventive limits and sexual orientation equity. Both innovation and sex fairness support all of the Millennium Development Goals (MDGs).

Both innovation and women's empowerment require thinking "fresh" and acting past existing, predefined boundaries and customary intercessions. Basically, the two undertakings require thinking

outside the box. By developing innovation to empower women and encourage more noteworthy sexual orientation fairness, business, common society, government, the scholarly world and women themselves have the chance to make and bridle new arrangements that offer new viewpoints to troublesome issues.

2. OBJECTIVES OF THE STUDY

Current study associated with following primary objectives:

- To know the status of womenempowerment currently in India.
- To highlight the innovative schemes of Indian government for womenempowerment.

3. EMPOWERING WOMEN IN INDIA – AN OUTLINE OF ITS STATUS

Women empowerment is the most common way of treating the women with same status with that of men in every one of the fields of the general public. Women Empowerment has turned into a movement now yet in our country it just appears to be a far off dream. We have limited our insights to just upliftment of women from the worth of an item to the worth of a living being. Be that as it may, what is needed in the current time frame is something past it. We make an incredible hotshot at whatever point a woman makes high achievements however rather than flaunting why not acknowledge it to be regular and typical as we do with men doing same.

In spite of the present situation, in any event, during Vedic period women had delighted in equivalent status with men. Different modes were likewise taken on to guarantee that this height proceeds. Like Stridhan and the depiction of women researchers like Maitray, Gargi shows the significance a woman hold during that period. Anyway this couldn't proceed for long and women lost their worth. Presently the fundamental issue a woman faces is that of instruction, neediness and wellbeing and wellbeing. To handle it different plans and strategies are drafted and implemented. So is its importance that even the UN has committed one of its Millennium Development Goals to empowerment of Indian woman.

Indian social history has an extremely old and long roots, it very well may be followed back to millennia. Sociologists have examined the situation with women from these early ages to the current day by various strategies. Researchers have accepted that women of old India appreciated equivalent status with men in all parts of life. The impact of women is set apart in each page of Hindu history, directly from the most far off periods. What prompted the epic conflicts? Regardless of whether it is the kidnapping of Sita or the affront of Draupadi consistently the causes which toppled realms focused on the staff and the explorer's staff and shaped the foundation of the relative multitude of excellent sagas, were women.

It is obvious from all accessible records that in early Vedic culture, women involved a similar situation as men. Reference to finish sexual orientation equity is found in all pieces of Vedic writing. Women arrived at an extremely exclusive requirement of learning and culture, and gained all round headway. They could move uninhibitedly with their spouses or sweetheart, and were employed in various callings. Abstract women researchers like Gargi, Maitrayi, Godha, Vishwashra were notable and recognized for their scholarly and artistic capacities. The act of permitting women to choose a spouse out of a picked bunch precluded the chance of youngster relationships. A man couldn't embrace any friendly or strict obligation without his significant other. Separation was not allowed infact marriage is considered as "Saatjanmokabandhan". There are confirmations to show that widow relationships won and Sati Pratha didn't exist in Vedic period. Women had outright authority over their gifts and property got at the hour of marriage (it was designated "Parinaya") and it was viewed as a wrongdoing if family members removed any kind of property having a place with the spouse (Stridhana). Be that as it may, the situation with women begins declining during the time of Smritis (time of codification of social laws). During this period women were denied the option to concentrate on the Vedas. Marriage or homegrown lives become mandatory for women. The Moguls, during their

standard, permitted an abrupt fall in the honorable position involved by Indian women. Training for women was halted and they became survivors of abhorrent practices like early youngster marriage. The Purdah framework appeared.

Some friendly researchers have depicted the Mogul time as the dull period of women. The climate was vitiated to the point that even the frightful behaves like female child murder must be performed for self preservation and surprisingly a marriage must be praised covertly to forestall the snatching of new lady of the hour. Yet, most exceedingly awful situation was going to come, Indian women's situation in the public arena further decayed during the archaic period when Sati, youngster relationships and a prohibition on remarriage by widows turned out to be important for public activity in certain networks in India. Among the Rajputs of Rajasthan, the Jauhar was rehearsed. In certain pieces of India, the Devadasis or temple women were physically taken advantage of. Polygamy was broadly rehearsed, particularly among Hindu Kshatriya rulers. In many Muslim families, women were limited to Zenana spaces of the house. Then, at that point, Britishers showed up in India they paid attention to the savvy guidance of social reformers like Raja Ram Mohan Roy and Swami Dayanand and they ordered a few laws to advance the situation of women, to bring back the poise and greatness of women. A portion of these enactments were:

- Act prohibiting the practice of sati (in 1850)
- Cast disabilities removal act, 1850
- The Hindu widow remarriage act, 1856
- The special marriage act III of 1872
- The married women's property act, 1874
- The child marriage act, 1929
- The Hindu gains of earning act, 1930
- The Hindu women's right to property, 1937
- The Christian marriage act, 1872
- The Parsee marriage and divorce act, 1936
- The dissolution of the Muslim marriage act 1939

These demonstrations in themselves were excellent be that as it may, since there was no coordinating enforcement, they were to a great extent on paper and were not reflected in the real society. In any case, these demonstrations gave a flash, an opportunity to different reformers and social laborers like Ishwar Chandra, VidyaSagar, Ranade, and Annie Besant. Furthermore, the tendency of status of women begins from this period. In arising India, taking everything into account this verifiable imbalance is hopes to be dealt with by the paternalistic job which the state is relied upon to play. Lawful paternalism is inborn in the order standards of the Indian Constitution. The prelude of Indian constitution goes above and beyond and communicates individuals' determination to get, in addition to other things, the poise of the person. Then, at that point, obviously, the fundamental privileges, plainly mirroring the populist idea, announce manifestly the force of the state to make a positive move to serve women of India. Thus, at any rate, since autonomy apparently women in India are no more detainees of custom, culture and history, yet their objective is administered by moral, normal and composed laws, and furthermore by the withstanding belief incorporated into our constitution.

4. INNOVATIVE SCHEMES OF INDIAN GOVERNMENT FOR WOMENEMPOWERMENT

For an Indian woman and resident, opportunity doesn't simply mean those ensured under the Constitution. It likewise implies more positions, openings for business, expanded security, ease in everyday living, and insurance of the girl kid. So, the street to women's empowerment has a few variables dabbing its way. To guarantee women are empowered, the government and the public area need to assume significant parts to empower their government assistance in different areas. Regardless of whether it's without giving cooking gas and training plans or empowering women to use innovation, a large number of plans have been dispatched lately to empower women to be

autonomous in their lives. The following are a not many that are kicking off something new and working on the existences of women, and empowering them to prepare to stun the world, both in metropolitan and rustic regions.

BETIBACHAOBETIPADHAOYOJANA

Launched on January 22, 2015, in Panipat, Haryana, it intends to produce mindfulness and furthermore work on the productivity of government assistance administrations for the girl kid. The underlying point of the mission was to address the declining Child Sex Ratio (CSR) yet has come to incorporate sex one-sided sex-particular ends, and engendering training, endurance, and security of the girl kid. It is being implemented through a public mission and focussed multi-sectoral activity in 100 chose areas low in CSR, covering all states and UTs. The BetiBachaoBetiPadhaoYojana is a joint drive of the Ministry of Women and Child Development, Ministry of Health and Family Welfare, and Ministry of Human Resource Development.

MAHILA-E-HAAT

Under the domain of the Ministry of Women and Child Development, the government dispatched Mahila-E-Haat in 2016. It is a bilingual web based advertising stage that use innovation help hoping for women business visionaries, self improvement gatherings, and NGOs to exhibit their items and administrations. Among the many administrations given by Mahila-E-Haat is working with direct contact between the merchants and purchasers, sensitisation, backing, preparing, pressing and delicate mediation studios, and offering an online methodology.

Open to all Indian women over the age of 18, this stage offers a simple sign-in process and advantageous payment modes. Everything can be taken care of on a versatile with no other mediation required. The entry professes to have drawn in 17 lakh guests since its dispatch and provisions more than 2,000 items and administrations across 18 classes from 24 states.

MAHILA SHAKTI KENDRA

The government dispatched the Mahila Shakti Kendra in 2017 to empower provincial women with promising circumstances for expertise development, employment, advanced education, wellbeing and sustenance. The Mahila Shakti Kendras will work through local area engagement through understudy volunteers in the 115 most in backward districts.

WORKING WOMEN HOSTEL

The government dispatched the Working Women Hostels to guarantee accessibility of protected, helpful convenience for working family, alongside childcare offices for their kids, any place conceivable in metropolitan, semi-metropolitan and rustic regions. Under the plan, help is given to development of new inns and extension of existing ones. The working women inns are accessible to any woman turned out her gross revenue doesn't surpass Rs50,000 every month in metropolitan urban areas and Rs 35,000 every month in some other spot.

Rent charged from the women ought not surpass 15% of their all out emoluments/gross compensation on account of single rooms, 10% in the event of the twofold rooms and 7.5 percent on account of the quarters. Expenses charged from the youngsters in the childcare community ought not be in excess of five percent of the emoluments of their mom, or the real consumption, whichever is less. Under this plan, around 890 lodgings have been endorsed up until now and more than 66,000 women have profited from it.

SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN (STEP)

The STEP conspire was set up to give abilities to women so they can take up productive employment. It additionally gives the right abilities and preparing for women to become business people. Open to each woman over the age of 16, it is gone through an award given to a foundation/association including NGOs straightforwardly.

As indicated by the Ministry site, the help under STEP Scheme will be accessible in any area for conferring abilities identified with employability and business venture, including however not restricted to the farming, agriculture, food handling, handlooms, fitting, sewing, weaving, zari, handiworks, PCs and IT-empowered administrations alongside delicate abilities and abilities for the working environment, like communicated in English, pearls and gems, travel and the travel industry, and accommodation.

SUKANYASAMRIDDHYOJANA

Falling under the ambit of the BetiBachaoBetiPadhao conspire, the SukanyaSamriddhiYojana is a government-supported reserve funds plot for girl youngsters. The record can be opened at any India Post office or a part of an approved business bank whenever between the introduction of the girl kid and till the age of 10 by a parent or watchman.

Just one record is permitted per kid and guardians with at least Rs 1,000 stored into it. There is no restriction to the quantity of stores either in a month or in a monetary year. The record offers a premium of 8.6 percent. The girl youngster can work the record once she arrives at 10 years old and the record considers 50% withdrawal for advanced education at 18 years old. The record arrives at development in 21 years in the wake of opening it. Stores can be made till the record finishes 14 years and from there on the record will acquire just pertinent pace of interest.

5. CONCLUSION

The technique of empowering women will work on the government assistance of society in general on the grounds that women play two parts all at once. Notwithstanding the interests of himself additionally other relatives the organizations that are framed should be fortified to give a business establishment to women and their gatherings. The gathering with its individuals is relied upon to have the soul to work to confront a superior future. Coordinated effort should be started and done with many parties, particularly with non-governmental associations at the provincial level in order to empower a joint business organization to be shaped. Collaboration is completed to give greatest job to the local area in dynamic. Empowerment of women is required as a work to increment and realize their potential so they are more ready to be free and work, lighten them from restricted instruction and abilities, and mistreatment due to prejudicial treatment from different gatherings both in political, financial, socio-social and law. What's more, it is likewise important to expand the ingestion and reception of innovation as a technique for empowering women in all development processes through further developed schooling, preparing and abilities preparing, suitable and creative innovation.

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Innovation in the Empowerment of Women in India – With Special Reference to Empowerment Opportunities of Women

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Abstract : Women's empowerment is right now the primary focal point of consideration from analysts, governments and industry players. The idea of women's empowerment contains different implications. Top to bottom investigation was done in this writing survey, particularly with respect to women's empowerment and sex correspondence. The methodology utilized is graphic, to be specific talking about the force point of view used to clarify the expanding needs of current women's empowerment and strategy techniques by proposing comprehensive methods of enabling women with regards to their part in further developing government assistance. The idea is identified with the system of engaging women in the financial, social, political and legitimate fields, to expand their part in the family and society. Indian women are practically half of the Indian populace and they straightforwardly just as by implication add to the financial boundaries of the country. Since ages the greater parts of their financial commitments have not been accounted and their unassuming administrations have been underestimated. It's about time to perceive the job of women club in the development of an economy and find fundamental ways to include the country uninformed females in the development cycle all the while alongside the metropolitan uninformed just as instructed females. For the most part it has been seen that females are more involved into limited scope business exercises as business people yet with time change has been seen and they are moving towards IT/ITES, Apparel/extras and Food and Beverages. Additionally generally wage employment was seen in agrarian area however presently administration and modern areas are seeing the development of female laborers. Government has concocted a few sachems to improve the job and commitment of women. Hence, the current study gives an overview on the innovation practices by the government for the women empowerment and it more specifically focusing on the empowerment opportunities and it is descriptive study.

Keywords: Economic Parameters, Women Development, Empowerment, Economic Contributions, Schemes and Innovations.

1. INTRODUCTION

Women empowerment in India is the best apparatus for development as nowadays; women across the world are effectively filling in as a pioneer and outperforming others in every one of the circles of life. As the whole world is fastening its breath and imploring each and every day for a unimaginable getaway from the COVID-19 Pandemic, it is the women lead representatives and countries controlled by these astonishing figures who are assuming control over the obligation and walking ahead in the fight alone any place required. Women empowerment in India is reliant up generally on various factors that envelop topographical setting (metropolitan/country), economic wellbeing (standing and class), instructive status, and age factor. Activities on the women empowerment exist at the state, neighborhood (panchayat), and public levels. Notwithstanding, women experience separation in many areas like schooling, financial freedoms, wellbeing and clinical help, and political cooperation which shows that there are some generous holes between technique advancements and genuine exercise at the local area level.

Making and execution of a substantial approach system, scattering community mindfulness, and training concerning the empowerment of women can usher to achieving the ideal missions in killing the situation of women in the general public of India. The domain of women empowerment in India is restricted to giving adjusted privileges to women. In any case, it is additionally about guaranteeing that they are imbued and legitimate accomplices in the labour force.

2. OBJECTIVES OF THE STUDY

The present study aimed with following objectives:

- To understand the status of women empowerment in India under statistical view.
- To highlight the women empowerment opportunities and its related worldwide innovative empowerment projects.

3. STATUS OF WOMEN EMPOWERMENT– A Statistical Perspective

In our thriving mechanical world, the sexual orientation computerized partition keeps on smothering women's admittance to innovation and the worldwide economy. In low-and center pay nations, women are 10% less inclined to possess a cell phone than men and 23% more averse to utilize the web. A 2019 report from the GSMA features four principle explanations behind the separation, including moderateness, proficiency and tech-education rates, wellbeing and security, and significance to day to day existence. The report likewise assesses that end the advanced gap in versatile web utilization by 2023 could expand GDP development by \$700 billion in low-and center pay nations over the course of the following five years.

India has a government political framework by which force is divided among the focal government and 28 states. In any case, the serious and chronicled collective and standing binds regularly light strains in legislative issues and unsettling influence to the common ethos. India has performed genuinely all around contrasted with adjoining south Asian nations because of its crossover political culture of advancement and custom. Vote based decentralization has additionally tried to carry the state nearer to the residents with the idea of self-administration and Gram Swaraj in towns, reverting capacity to the most nearby level. The 73rd and 74th amendment to India's Constitution tried to build portrayal of minority gatherings and women and there has likewise been an increment in women's elector cooperation. Women are presently qualified for 33% of the seats in nearby overseeing bodies with improved space for portrayal and empowerment. Women's issues have gotten expanded references in the government's long term plan. Notwithstanding, women's portrayal in the LokSabha (the lower place of India's parliament) still remaining parts practically unimportant, comprising just a 5.9 percent share.

4. WOMEN EMPOWERMENT OPPORTUNITIES AND ITS RELATED WORLDWIDE INNOVATIVE EMPOWERMENT PROJECTS

Following are the innovative projects empowering women:

AFCHIX

Imaginative undertakings enabling women like AFCHIX are tending to deficient web access in helpless networks. AFCHIX made four women-drove "local area organizations" in Kenya, Namibia, Morocco and Senegal. In these nations, women in local area networks lead development activities to bring web admittance to their networks and gain proficiency with the abilities expected to upkeep the equipment. They fill in as the two experts and good examples.

EQUAL ACCESS INTERNATIONAL

Situated in Northern Nigeria, Equal Access International made the Tech4Families program to address the social standards that forestall women from getting to innovation. Tech4Families dispatched a radio creation in August comprising of twelve scenes that show audience members the advantages of

innovation and legitimize women's utilization of innovation through religion and social ideas. They will meet with families to examine the show's effect and the subsequent stages toward destigmatizing the possibility of women in tech.

EVIDENCE FOR POLICY DESIGN (EPoD)

India at the Institute for Financial Management and Research (IFMR) EPoD's task MorAwaaz uses a prior government program that is dispersing 2 million cell phones to women in rustic India. MorAwaaz offers preparing and voice-accounts for women on mechanical education and has reached 11,000 women up until this point, taking out boundaries like position, portability, and reasonableness.

GAPI AND BLUETOWN

GAPI-SI and innovation accomplice Bluetown set up the Women in the Network program in Ribaue, Mozambique in late 2019. The venture made substance "mists" for local people to access at lower costs than conventional organization access, just as a lease to-claim phone program. Moreover, they are preparing a group of Ribaue women in innovation and web use with the goal that they might carry this information to their companions and advance broad availability.

GRAMVAANI

MeriAwazMeriPehchan, or "My Voice My Identity", is an application from GramVaani empowering women to interface with other women and spread significant data safely in Bihar, India. The application is voice-based, eliminating the proficiency boundary from the situation. Women are prepared as "journalists" and shipped off provincial networks to play educational accounts. They assemble voiced comments on themes going from government projects and water accessibility to women's freedoms. Imaginative ventures enabling women, for example, GramVaani have an effect through the dispersal of information, an asset that can't be underestimated.

HUMANITARIAN OPENSTREETMAP TEAM (HOT)

HOT's undertaking trains women and male partners to plan information from Tanzanian towns and report critical issues through planning stages. The program has arrived at 78 towns and has banded together with schools to assemble and scatter information on sexual orientation based savagery and monetary education. Such imaginative activities engaging women and girls assist them with standing up to sexual orientation standards and disparity while finding out with regards to innovation and the economy.

INNOVATIONS FOR POVERTY ACTION (IPA)

Low-pay women in the Dominican Republic are regularly incapable to get to credit from monetary establishments since they don't have a financial assessment. IPA, alongside the World Bank, a few American colleges, and different foundations use AI and specific calculations to re-try the credit-acquiring rules for women, independently from men. This will permit more women to acquire monetary credit, and many have announced that they will utilize the cash for innovative undertakings, to take care of their families, and to put resources into schooling.

MALI HEALTH

Launched in 2019, the Mali Health application's preliminary attempt demonstrated valuable in the existences of 65 women, the greater part of whom live under the destitution line. The women were given a cell phone just as preparing on the application's elements. The application permits clients to look for clinical data, promote their independent companies and interface with bigger business sectors utilizing voice route in their local language. A forthcoming element will permit clients to voice-record their clinical inquiries and get a recording back from a specialist. Reviews from the preliminary attempt demonstrate that imaginative undertakings enabling women with information and data support women's perspectives on sex fairness.

VIAMO

The Calling all Women program from Viammo utilizes a voice-based enlightening stage called the 3-2-1 Service, which takes into consideration people to share important data free of charge on subjects like wellbeing, cleanliness, and monetary education. The data has reached more than 150,000 individuals dressed in Tanzania and Pakistan. Furthermore, Viammo's program incorporates recorded examples for women on versatile innovation and the web to assist with connecting the sexual orientation digital gap.

Women Empowerment Schemes in India – At Nutshell

- CWEI (the Consortium of Women Entrepreneurs of INDIA)
- DIC (District Industrial Centers)
- FTWE (Federation of Women Entrepreneurs)
- Income-generating schemes by Department of Women and Child Development
- KVIC (Khadi Villages Industries Commission)
- MahilaVikasNidhi
- PriyadarshiniYojana
- SHG's (Self-Help Group)
- Special programs conducted by the SIDO (Small Industries Development Organization)
- SWEA (Self-Employed Women Association)
- Trade-related Entrepreneurship Assistance and Development (TREAD)
- WIT (Women India Trust)
- Women cell
- Women industries fund schemes

5. DISCUSSIONS

In India, to enable the women, first we wanted to distinguish the bottlenecks that forestall women's freedoms and qualities in the general public like settlement framework, lack of education, sexual harassment, imbalance, female child murder, abusive behavior at home, assault, prostitution, illicit dealing and different issues. Sex segregation brings social, social, monetary and instructive contrasts which push country toward the back. The best solution for kill such villains is making women enabled by guaranteeing the 'Right to Equality' mentioned in the Constitution of India. Accordingly, giving need to sex fairness works with women empowerment all around the country. To arrive at the more significant level objective of women empowerment, it ought to be advanced from adolescence in every single family. It needs women to be solid genuinely, mentally and socially. Superior schooling can be begun at home from adolescence and the upliftment of women needs solid family to bring a comprehensive development for the country. The explanation being, still in many in reverse regions the pattern of early marriage and labor wins because of destitution, frailty and ignorance of the guardians. Henceforth, to engage women, different advances must be taken by the government to forestall brutality, social partition, sex separation and maltreatment against women. The different sorts of mass missions on women training mindfulness should be coordinated in the retrogressive country regions to make them mindful with regards to the genuine worth of women and furthermore the offices accessible by the government for their brilliant future. The women should be advanced for endurance and appropriate instruction of female kid to truly bring the fantasy of women empowerment to materialize.

6. CONCLUSION

While there is motivation to be hopeful with regards to the capability of these arrangements, there remain hindrances and difficulties to guarantee that the advantages from these instruments are genuinely comprehensive and economical. Other than clear specialized issues, like the span and unwavering quality of telephone organizations, the infiltration of cell phones stays a worry. In

provincial regions, women regularly share cell phones with other relatives, which may lessen the effect of mediations depending on innovation. All the more significantly, as cell phone proprietorship and access are more focused among women who as of now have a higher social and monetary status in their networks, these intercessions may wind up enabling the as of now, generally, engaged, conceivably broadening disparities and neglecting to be really comprehensive. While being perceptive of these dangers, one may speculate that advantages will overflow from the advanced empowered women to other women in their interpersonal organization. Over the long run and with cell phones turning out to be increasingly predominant, innovation empowered arrangements will satisfy their guarantee of democratizing admittance to data and openings. The genuine effect that innovation can bring to increment is the social and financial empowerment of women in India and then some.

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Determinants of Innovation in Digital Marketing

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Abstract : Digital marketing is a relatively derived concept of marketing communication, initially dubbed internet marketing, defining itself as a communication tool. While marketing is a central management process for all the activities of a business, consumer behavior in a digital environment presents changes that organizations marketing activities must respond to through relevant alterations of business models. Digital marketing (content marketing, blog, banners, video, social media, lead generation, eBooks, and other materials) is a global marketing communication platform used by organizations to communicate their products and services, resulting in their commercialization. The global digital economy grows rapidly. Such an outstanding growth challenges the relevance of existing practices in digital marketing. Essentially, the globalization of markets and competitiveness between organizations requires the implementation of new communication actions. This journal article identifies determinants of innovation in digital marketing, clarifying advantages and disadvantages of technology and the main contributions and their implications, identifying paths and themes for future research..

Keywords: Marketing, digital marketing, social media, future of digital marketing.

1. INTRODUCTION

The global digital economy continues to emerge rapidly; this challenges the relevance of existing practices in marketing. Thus, it's important to radically redesign the marketing curriculum in conjunction with 21st century business needs. Electronic marketing based on technology must be used to evangelize to most customers (Ramadan, 2019). The internet, on the other hand, provides companies with new interaction and communication channels by fabricating cost effective and closer relationships with customers in support, marketing, and sales (Li *et al.*, 2016).

Based on the literature review, this journal article studies the growth of digital marketing and identifies determinants and necessity of innovation in digital marketing, clarifying advantages and disadvantages of technology and the main contributions and their implications, identifying paths and themes for future research.

2. METHODOLOGY

The bibliographic research took place on September 2019 through the SCOPUS database, considering scientific articles published in the last ten years (2009-2019) and using the keywords “innovation”, including topics such as marketing, digital marketing, social media, future of digital marketing, and “digital marketing”, both comprehensively (title,)

3. MARKETING

Marketing refers to the activities of a firm through advertisement to sell their products and services to different customers. Marketing includes the advertising, selling, and delivery of products to customers and has evolved to be a business function greatly affected by emerging information technologies

globally (Klien *et al.*, 2018). Employees work to ensure the implementation of sound marketing programs for organizations. Like this, in any firm's marketing division attempt to gain the attention of various audiences through general media exposure, celebrity endorsements, packaging designs, and slogans (Al-Hazmi & Alkhateeb (2020). There are two types of marketing that reach products and services out to target client-base, i.e., traditional and digital marketing.

3.1. Traditional Marketing

Traditional marketing refers to conventional marketing methods used before the internet's advancement and rampant innovation and growth (Todor, 2016). Traditional marketing includes the use of radio, newspapers, TV, flyers, pamphlets, and billboards. In this kind of marketing, companies sell their products directly to their clients by utilizing their manpower to get the products out to the market (Todor, Ramirez, 2016). Traditional marketing offers greater exposure, and hard copies produced are easily processed. Hard copies can also be recycled and reused, and a larger audience group can be reached.

Again, it's easier to target a local audience in a city or nation through TV and radio. Flyers can also target specific suburbs. On the other end, it takes more time to get products to customers through traditional marketing (Xu *et al.*, 2016). Traditional marketing is also expensive and less engaging. It's equally difficult to measure ROI (Return on Investment) to determine how successful one's campaign has been through traditional marketing. According to insights from Varnalieva and Sarkanjac (2016), digital advertising is expected to surpass television advertising in the future.

3.2. Digital Marketing

Compared to traditional advertising, digital marketing refers to the service or product marketing using different digital technologies, i.e., mobile phones and computers through the internet (Montgomery *et al.*, 2012). Since the 1990s and the 2000s, digital marketing has developed and changed the way different technologies and brands are using technology to their advantage. Corporate marketing activities are forced to respond to these changes, but they are not necessarily successful. Hirayama (2019) believes that customer-centric marketing is critical in responding to changes in consumer behavior and that plans for this purpose must be formulated and implemented in an integrated manner. According to Morais *et al.*, (2015), digital campaigns are turning out more efficient and prevalent as digital platforms are continuously being incorporated into the everyday life and marketing plans of different corporates.

Digital marketing allows companies to target a vast audience regardless of their location. For example, when you post an item on Facebook, you equally reach an audience a continent away, as well as those located within the same block. Additionally, digital marketing helps in tapping new markets, since companies have the capacity to explore and later on, tap hitherto untapped and undiscovered markets (Malar, 2016). Digital marketing also allows advertisers to tailor content depending on their target market's goals, fears, dislikes, preferences, income, profession, gender, and age (Malar, 2016). Content is thereby, personalized as to get the attention of each specific targeted audience.

Digital marketing is also more engaging as compared to traditional marketing (Avasilcai & Bujor, 2018). Through email and live chat, it's easier to engage any target audience when they comment, share, and like posts on social media (Yadav *et al.*, 2016). Users also leave reviews and rate different products. Through professional and prompt responses by different sellers, users are also actively engaged in multiple services and products.

Oklander *et al.*, (2018) believe that digital marketing activities are far more cost effective compared to traditional methods. The cost implication of paid ads on YouTube and Facebook is far less costly as compared to that of hiring a marketing agency to create ads for TV commercials. The process ends up using only a fraction of the cost implication in traditional marketing; it's thus, possible to reach out to

a greater base of audience. Digital marketing also presents members with a variety of options to choose from, such as emails, videos, blogs, etc. According to insights from Kuchta and Miklošík (2017), such a choice is not available for traditional marketers. Often flyers in mailboxes are thrown away as some get crumpled. Thirdly, their decision-making process is ‘instant,’ even with major purchases, on the other hand, users have the ability to sign up and unsubscribe from materials used for online marketing.

Digital marketing offers instant publicity to all posted items. Whenever you post an ad on Facebook or YouTube, the specific target audience is able to view it almost immediately, which in return means more publicity to your business. However, TV ads are scheduled for specific time instances in traditional forms of product and service marketing. Readers also take significant time before interacting with newspaper ads, billboards, etc. Through digital marketing, it’s easier to reach a greater fraction of the population since most people are hooked onto different platforms.

Through google analytics, it’s easier to record the number of people that visit a particular site, how many ads were clicked, and the length of time they stayed on the site (Alhlou *et al.*, 2016). It’s also possible to analyze how many users purchased products from the sites. Through this, Return on Investment (ROI) can be measured to exacting accuracy. Digital marketing also levels the playing field for both giant corporations and startup companies in product reach to target markets. Compared to traditional marketing, smaller firms rarely had the resources to spend on print and TV ads.

3.2.1. Trends and Channels in Digital Marketing

The digital world majorly comprises of the internet, which is a global system of internetworked computers. These networks consist of millions of government, private, business, academic, and public networks. The internet is solely responsible for the majority of information channels created since the 20th century. Figure 1 shows the estimated growth of mobile and internet users globally between 2014 and 2019. Connecting the internet, monotonous advertising, and different marketing techniques, digital marketing was born (Midgley, 2015). The internet is the most powerful business tool as it changes strategies in brand promotion, distribution, and pricing.

However, these new technologies are changing rapidly, so companies need to invest in digital tools and find the way to keep up with changes, making it essential to measure return on investment and not being easy to analyze the cost-benefit ratio (Economist Intelligence Unit, 2014), but by helping companies to increase maturity with their online presence, it may also allow them to compete with larger international organizations (Louw & Nieuwenhuizen, 2019). Changing market dynamics, coupled with emerging technologies, have been at the very core of success in digital marketing. Digital marketing demands different approaches as compared to traditional marketing. These approaches include Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media

3.2.2 Search Engine Optimization (SEO)

SEO affects a web page or website’s visibility in search results from different customers. Essentially, highly ranked pages have a greater chance of being visited by clients as compared by lowly ranked pages at the bottom of the search results (Stupu & Burghela, 2015). Search Engine Optimization targets different users, including news, academic, video, local, and image searches.

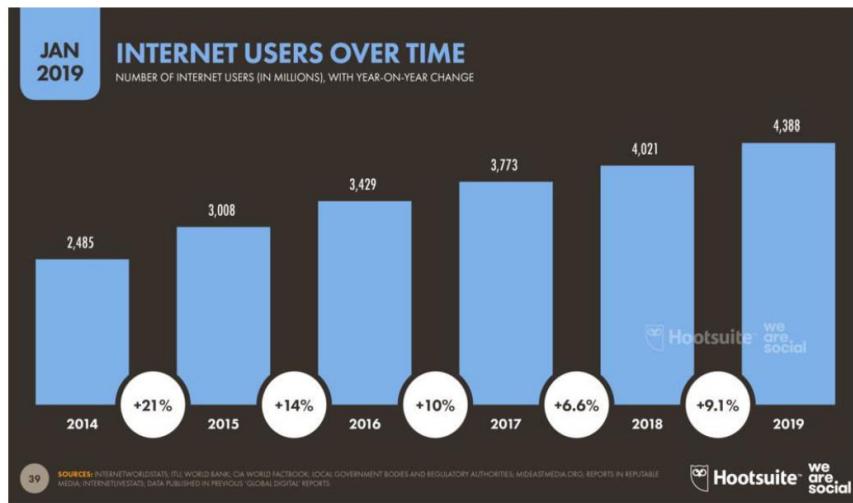


Figure 1: Growth of Internet users globally (Kemp, 2019).

Marketing (SMM), affiliate marketing, email marketing, Online Public Relations (OPR) Management, among others.

3.2.3. Search Engine Marketing (SEM)

In the case of Search Engine Marketing (SMM), websites are promoted by increasing their internet visibility in the results obtained by search engines across multiple web pages. Search Engines are also used to rewrite or adjust the content on websites to achieve a higher ranking in the results page of different search engine searches. Pay per click is also considered as a method of SEM (Aswani *et al.*, 2018).

3.3. SOCIAL MEDIA MARKETING (SMM)

Real-world consumer behaviors are influenced by reality by social networks. However, to use social networking information, we need a conceptual space that can be changed with the application domain. In the presence of a constantly growing new vocabulary, the automatic construction of ontologies has been an important issue. The research result of Tsai *et al.* (2015) can avoid the costly mistake of designing multiple engines and provide user adoption analysis and online / offline digital marketing strategy in adopting this type of innovation service.

So, many social media sites are used to gain website traffic. Instagram, Facebook, and Twitter are used in creating content meant to encourage readers to share with friends and followers and is eventually meant to drive the public's attention across multiple social networks. The result is an electronic word of mouth that spreads across the internet as wildfire through instant messages, news feeds, social networks, and websites about a brand, company, service, or upcoming product (Zeng *et al.*, 2011). Advertisers hope that their products, services, etc. will be trusted by online users as having originated from a trusted third party source.

Facebook has over a billion users, making it the most popular social media site. In fact, more than 51% of people using the platform are more likely to buy a product after liking a particular brand (Raman & Menon, 2018). Facebook marketing demands unique thinking alongside good intellectualism to conduct effective campaigns. In Facebook, visual, and web marketing, content speaks loudest, and thus, any party indulged in social media marketing needs to ensure that their content is relevant to the target businesses and audience.

In the corporate market companies can be divided into segments representing the distinct behaviors regarding the use of social media. The segments based on their social media usage behavior, proactive or innovative users, high rollers, ignorant inhabitants, trend-setters and combative crowd (Raman & Menon 2018).

Twitter is a reliable and flexible social media platform that offers real-time updates on global news, events, shows, etc. Twitter allows social media marketers to showcase their creativity and, thus, drive results. Twitter demands that users don't post anything that exceeds 140 characters, making Twitter marketing both precise and effective (Badawy, 2009). Twitter marketing is effective for parties looking to launch different products, increase their brand awareness, and drive their sales.

3.4. AFFILIATE MARKETING

Affiliate marketing refers to marketing strategies based on performance. In this case, affiliates are rewarded by different companies for each customer or visitor they bring on board through their marketing efforts to create advertisements on behalf of the firm. The industry comprises of three crucial players, i.e., the customer, the publisher (the affiliate), the network, and the merchant (brand or retailer).

The market has grown to such complex status, which has resulted in emergent secondary players that include super-affiliates, specialized third-party vendors, and affiliate management agencies (Louw & Nieuwenhuizen, 2019). With affiliate marketing, companies pay publishers that bring customers. The kind of performance-based marketing program is based on sales, leads, and promotions. Publishers may also give out spaces for an advertisement within their pages for the purposes of advertising client businesses and, thus, aid in driving up conversations. Based on a compensation model, these publishers are paid. An affiliate marketing firm is merely a large base of publishers.

3.5. Email Marketing

Email marketing refers to the process of sending commercial messages through electronic mail to several potential customers. Through effective software for purposes of email marketing, email lists can be segregated based on the dislikes and likes of clients, and their spending habits. It is important that personalized emails are used in this case, which aids in developing trust with the list of potential customers. However, Google considers email marketing as spamming, and some countries have put strict laws in place to protect their citizens from spamming, which may contribute to cyber-attacks leading to data breaches (Pavlov *et al.*, 2008).

3.6. Online Public Relations (OPR) Management

In modern marketing tools, public relations play a significant role. Companies are more likely to lose their customers if they do not consider public relations. However, measuring public relations is an almost impossible task. However, it's possible to estimate the benefits of positive PR across the internet (Lorenzo- Romero & Constantinides, 2019). Online PR has greater advantages as compared to traditional PR.

Through PR articles across the internet, companies running online businesses are able to develop their public relations in online media (sharing music and videos containing commercial adverts and messages), press releases, and PR catalogues. Companies also achieve this by participating in discussion forums that concern related products and topics of interest to the public. Other methods and channels of digital marketing include viral marketing, mobile marketing, interactive marketing, digital display advertising, web analytics, text messaging, and Pay per Click (PPC), among others.

4. LATEST DEVELOPMENTS IN DIGITAL MARKETING

In emerging globalization, the internet is the most powerful asset. A few companies have understood the power of globalization and are the heart of the internet's advancement (Lorenzo-Romero & Constantinides, 2019). Bit coins represent the world's greatest bank but bear no actual cash. Uber is a global Taxi firm that doesn't bear any car ownership. Facebook, on the other hand, is a global leader amongst social platforms but doesn't create any usable content for viewership. Alibaba and Amazon are amongst the biggest valuable retailers that don't own any inventory. Airbnb and booking.com are also amongst the greatest providers of accommodation across the globe with no real estate ownership.

The emergence of digital marketing was the greatest change that occurred in traditional marketing. This led to the reinvention of the wheel, and thus, marketing strategies had to be altered to adapt to such changes. According to Faulds *et al.*, (2018); Lorenzo- Romero and Constantinides (2019), digital marketing is dependent on technology, which is ever-evolving and fast-changing. As a result, similar features have been applied in digital marketing to match the internet's ever- evolving and transitioning nature. The two most important changes that have occurred in digital marketing to affect and demand innovation include influencer marketing and segmentation.

Within all communities, influencers are vital nodes. Influencers are slowly turning into a crucial concept as it relates to digital targeting (Hirayama, 2019). Paid advertising through Facebook shows huge success whenever the aim was to reach influencers. Sophisticated Social Customer Relationship Management software (SCRM) such as Salesforce CRM, Sage CRM, Microsoft Dynamics and SAPC4C, and Ad Word Campaigns are also reaching influencers through paid advertising. Many universities are now focusing on engaging influencers in their Master classes for students analyzing the future of digital marketing.

Inwardly with the concept of digital marketing, a greater focus has been directed on segmentation. This focus has been put in place while targeting particular customer markets for both businesses to consumer and business to business sectors.

5. INNOVATION IN DIGITAL MARKETING

Innovation in digital infrastructure and technology is necessary to keep businesses ahead of other market competitors. The basic idea behind marketing is to craft powerful messages that attract ideal customers.

However, in digital marketing, these messages now include a gamut of search advertising, social media engagement, customer acquisition and retention, SEO optimization, etc. Slow-movers in business get left behind as fast-moving businesses generate more profits through a wider customer base. While looking to engage an audience, boost sales, or convert customers, it's important to keep track of the latest digital marketing trends and advances to stay in line with present market competitors (Chaffey, 2010; Simmons *et al.*, 2013; Faulds *et al.*, 2018). There are also crucial implications for management's use of digital marketing when it uses it as decision support and applies it to encourage targeted innovations (Kuntonbutr & Jaturat 2017). Various determinants control the extent of innovation in digital marketing. Such determinants include the transparency of information in the digital era, micro-moment marketing, and the availability of integrated and innovative content.

5.1. TRANSPARENCY OF INFORMATION IN TODAY'S ERA

In today's era, information is everywhere. A decade ago, marketing was about creating a myth and selling it. Nowadays, it's about finding the truth about a myth and sharing with the world about it. Customers are now smarter and research products in split time (Klien *et al.*, 2018). They compare competitors and reviews, thereby unearthing all myths. This shift has brought about significant challenges for sales professionals using digital marketing. Improvements in SEO have turned spam backlinks and keyword stuffing into an ancient strategy, paving the way for good content and real value becoming the modern and newest style of marketing.

5.1.1. *The Advantage of Information Transparency*

The way brands are perceived by customers shows the need for information transparency. In this era, customers are in the driving seat; thus, marketers need to innovate digital marketing strategies so as to create brand loyalty and maintain real relationships with their clients (Branco *et al.*, 2018). When organizations become transparent in their information over the internet, it provokes customers to gain more interest in their products; some customers are even willing to pay extra for quality. The cost of

being an unethical business man in today's generation has far more reaching consequences; businesses and service providers would rather innovate their marketing ways or fade into the blues. Micro-Moment Marketing Micro-marketing pertains to the mobile-based behavior of different consumers. Consumers are facing an overload of information as they continue to spend their time online (Tsai *et al.*, 2015; Tsai *et al.*, 2015). In the space of a few seconds, consumers can access anything literally. Online consumer behavior can be broken down into three key areas. First of all, all online consumers of digital content are 'well-informed,' they research any type of product or service on their smartphones. Secondly, they wish to access information 'right here,' they aren't willing to give out information to marketers but wish to get the right information from all locales (Kuchta & Miklošík, 2017; Kosasi & Yuliani, 2017; Faulds *et al.*, 2018). Thirdly, there decision-making process is 'instant,' even with major purchases. The abundance of information at consumers' fingertips makes such rush decisions possible.

According to Abou-Elgheit (2013), such a situation poses a great challenge to marketers and brands, necessitating a need for innovation in digital marketing. Marketers and brands must now find their customers in such a short span of time yet lack crucial data on their customers ahead of time as they attempt to make their online purchase decisions. According to insights from Kuntonbutr and Jaturat (2017), businesses have the responsibility to fabricate more incentives that accommodate the 'one-touch character' their clients to stay ahead of competition in their relevant fields and as well as build their brand loyalty.

5.1.2. Advantages of AI in the Micro-moment Purchase of Products

Artificial intelligence is at the center of powering all customer segmentation, click tracking, push notifications, and client retargeting. Artificial intelligence presents a limitless combination of possibilities (Strategic Direction, 2013). Depending on the channels and goals of any organization, AI can be customized to work for any digital marketing portfolio. Being unable to work with digital marketing partners and teams leave a firm falling behind. Apart from improving sales in today's digital world, AI also helps to improve customer service for clients requiring an 'instant' gratification on their online purchase of products and services.

One of the ways artificial intelligence aids in attaining growth is through personalization. Through AI, companies are able to personalize their marketing campaigns into a sales qualified lead from a mere marketing qualified lead. AI is currently delivering personalized headlines and digital formatted adverts. By 2020, artificial intelligence is expected to deliver real-time personalized advert insertions. However, despite the few advantages tied to artificial intelligence, very few organizations have integrated AI into their digital marketing campaigns.

5.1.3. Disadvantage of Micro-moment Purchase of Products

Micro-moment shoppers don't prefer traditional marketing. They will become annoyed if you introduce television ads to them (Apicella & Streatfeild, 2010). According to Krijestorac, Garg, and Konana's (2018) insights, these customers prefer to find something at the instant they need it. At the moment, such circumstances leave customers with a lot of choices. Such a change in the marketing game depicts a crucial need for evolution in digital marketing. Smart content must, therefore, be prioritized to build relationships with customers in relation to the browsing history of different customers to address specific client personas. As a result, Key *et al.*, (2019) believe that such 'smart content' ought to be tailored to the specific demographics of customers, e.g., location, age, etc.

5.2. INNOVATIVE AND INTEGRATED CONTENT

Video content across the internet is somewhat considered dynamic. Again, it's expected to get more short clips in the form of video content in the near future. Not only is such video content becoming more interactive but also being utilized in different ways at an alarming frequency. Six digital video trends have been identified to shape digital marketing, focusing on innovation progress and consumer spending habits, outlining likely approaches to video production and delivery to target groups

(Kuchta, & Miklošík, 2017).

Most Facebook users report to viewing a couple of videos per week through the platforms. Raman and Menon (2018) state that a huge percentage of American citizens also watch videos online and report to sharing them with their followers and friends online.

5.3.Advantages of Innovative and Integrated Content

Instagram content and other ephemeral content tickles people's fancies as they integrate emotions into everyday life. The fact that users watch these videos for the moment makes it more meaningful. Through ephemeral content, marketers should continue to offer exclusive and intimate moments 'behind the scenes' available to specific categories of an audience and for limited time. These aspects highlight the existing scarcity in social marketing.

Integrated content also bears a high probability of being memorable and personal, especially with the close relationship that exists between digital marketing and artificial intelligence. Artificial intelligence empowers businesses to get to know their customers and thus create extremely personalized and memorable content.

Machine learning is another element of artificial intelligence technology offering more in-depth solutions. Such technology becomes quite a fascination for digital marketers since it has the ability to gather and analyze huge datasets across numerous platforms at overwhelming speeds. Additionally, Micheaux & Bosio (2019) believe that machine learning helps in making good marketing choices that are used to inform the rest of decisions in digital marketing.

6. THE FUTURE OF DIGITAL MARKETING

In the above sections, it's impeccable to state that there is a need for highly personalized and customized content to guarantee success in digital marketing. The necessity for tactical digital marketing demands more than just 'reading text' over the internet (Malar, 2016). Innovation in digital marketing seeks to make users more engaged. Augmented reality has been realized to be in the process of making significant bounds and leaps (Kasurinen *et al.*, 2017). Augmented reality has also taken big business advertising by the strap of its neck. However, it's something affordable for big businesses at the moment. Content marketers seeking to go the extra mile should look out and attempt to capitalize on the offers of augmented reality.

Again, virtual reality is already here and is becoming a valuable tool for digital marketers (Randall, 2014). To conform to unique users, the majority of companies are better personalizing their content as an upcoming digital strategy. According to Pinzaru *et al.* (2017), this step is being achieved through content segmentation and targeting it to meeting specific user preferences or through chatbots that offer individualized experiences through artificial intelligence. Through augmented reality, customers will experience more interactivity in their daily lives.

Facebook Live is an interactive way to engage customers. Through professional photos, graphics, and videos, user appeal can be met, guaranteeing such interaction. Video continues to become more professional, innovative, and interactive. Thus, worth investing high-end cameras for both film and video or contracting an expert to fabricate original and unique illustrations for both social media and blogs. Currently, there is a definitive trend that gears towards more authentic photos, personalized, and more customized graphics.

Additionally, real conversations on social media are becoming common through personal digital assistants. Such back-and-forth engagements should be mimicked in social media within the near future to present an enormous opportunity for two-way connectivity instead of the feeling that there is a screen separating two entities.

7. CONCLUSION

Digital marketing is much more a communication tool than a marketing variable. In this sense, its behavior should be studied and investigated as a powerful tool for technological convergence between media that migrate from the analogue to the digital world: TV, Radio and the Press.

This new box that changes the world, as a true "*electronic bride*", combines and enhances traditional media in new formats, but it has implications for marketing, from product development to value-based pricing, going through logistics and distribution, processes, productivity and quality and communication.

Digital marketing has also become the core advertising strategy for many firms, companies, and businesses. Even small business owners have been forced to adopt the most efficient and cheapest forms of digital marketing for their products and services. No boundaries are incorporated in digital marketing as compared to traditional marketing. Experimental innovation is based on customer mapping optimization, which covers theoretical marketing concepts and working knowledge of digital marketing (Micheaux, & Bosio, 2019). Companies use social media, digital billboards, game consoles, televisions, laptops, tablets, and smartphones in promoting the firm itself and other offered services.

If a company considers user needs as part of its priority, then it's possible to succeed amidst stiff competition. "Rome wasn't built in a day," so does the results of digital marketing. Results are slowly realized through trial and error, and it's important for every agency to evolve with ever growing demands and changes in the ever-evolving world of digital marketing. Thus, the principles of testing, learning, and learning must define the heart of every company seeking prospective sales through digital marketing. Additionally, companies and businesses need to fabricate innovative customer experiences to drive up their digital marketing performance on a global scale.

With the growing importance of the digital medium, we also identify possible areas of study that may result from which we illustrate the following examples:

- the increasing weight and importance of influence marketing and the weight or role of digital influencers in the consumer decision-making purchase process;
- the behavior of streaming video audiences and their engagement with advertising;
- the influence of *chatbots* and the application of AI in consumer opinion formation;
- greater message customization and hypersegmentation possibilities.

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