

INNOVATIVE PRACTICES IN COMMERCE AND MANAGEMENT

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ST. JOHN'S COLLEGE OF ARTS AND SCIENCE
AMMANDIVILAI,
KANNIYAKUMARI, TAMILNADU, INDIA**

INNOVATIVE PRACTICES IN COMMERCE AND MANAGEMENT



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CHAIRMAN'S MESSAGE



Education is the partnership between students, parents, management, and community. Success will be achieved whenever we all work together as a team. Education is the most powerful weapon which we can use to change the world.

We take pride in appreciating the Department of Commerce for the various steps taken by them for the development of the institution.

I congratulate the department for their visionary support at every moment. I would like to convey my heartiest congratulations to the staff for their support. I wish the department to add more feathers to their cap in the fore coming years.

Chairman
St. Johns College of Arts & Science
Ammandivilai

SECRETARY'S MESSAGE



"Develop passion for learning. If you do, you will never cease to grow" Anthony D' Angelo.

We believe that powerful learning and teaching occurs under a shared spirit of respect which creates a passionate schooling experience recognised for its warmth, energy and excellence.

I congratulate the Department of Commerce for finding their distinction in the pursuit of high academic attainment through support, encouragement, praise and motivation. They are not teaching anybody, but making them to ponder. So I wish the department the very best to achieve more, aspire more, and inspire more.

Secretary
St.John's college of Arts and Science
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PRINCIPAL'S MESSAGE



In the age of rapid change in technologies it is essential for all professionals to update themselves with the latest development in technology. In this regard I am extremely delighted to note that the Research Department of Commerce has organised the international conference on **“Innovative Practices in Commerce and Management”**, and is also bringing out a book on the paper presented in the conference.

With pleasure I convey my best wishes to the team for their laudable effort and I wish them success in their endeavour.

Principal
St. John's College of Arts & Science
Ammandivilai

RESEARCH CO-ORDINATOR'S MESSAGE



Research in Commerce will pave the way for the industrial world to strive forward with huge achievements. Having this objective the International Conference on **“Innovative Practices in Commerce and Management”**, has been organised by the Research Department of Commerce, St.John’s College of Arts and Science, Ammandivilai. Sessions on different domains and keynote addresses by eminent international professors helped the participants immensely in their research career. Papers presented in the conference have been documented with utmost care in the form of book with ISBN number. I believe strongly that this will stand as a great source of knowledge for researchers, academicians and industrialists.

With great pleasure and pride I congratulate the dedicated faculty members and students of Department of Commerce for their fruitful effort.

Research Co-ordinator
St.John’s College of Arts and Science
Ammandivilai

HOD'S MESSAGE



Warm Greetings,

Adhering to the vision and mission of the St. John's College of Arts and Science, P.G& Research Department of Commerce facilitates the young and vibrant learners with right attitude, language skills, and knowledge of entrepreneurial skills.

The department has fortunately been endowed with a team of exuberant students. Our department is indeed happy to walk an extra mile with the students to enrich them with the knowledge of literature and human values through our brain child. Hence, I in accordance with our department envisage a promising future for all our students.

Head of the Department of Commerce
St.John's College of Arts & Science
Ammandivilai

Editors' Desk...

Innovation is the practice with the new mindset or new way with value in it and allows new ideas to be actualized in a way that is methodical and supported by data. It requires collaboration, ideation, implementation and value creation. It increases your chances to react to changes and discover new opportunities. Innovative people are naturally optimistic and always bet on the idea that they can give life to a new idea rather than killing it. Keeping in view the imperative need of the hour, the International Conference on **“Innovative Practices in Commerce and Management”** was organized by the PG and Research Department of Commerce, St. John's College of Arts and Science, Ammandivilai in collaboration with Cape Research Forum on 27th February, 2021. It highlighted the basic ideas, shares the innovation thoughts in commerce and management and gives a platform to the researches, academicians and students. It provided participants an opportunity to learn the latest through keynotes and plenary talk by eminent academicians and field experts.

Foremost gratitude goes to all authors for their thoughtful contribution and their co-operation in the submission and presentation of manuscripts. Special thanks to the key note speakers for their insight on time relevant topics of talk. We sincerely thank all the faculty members for their support and effort.

DR. F. EFRAME SOPHIA SELVAM

DR. S. DAVID

MS. G. PARVATHI

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About Editors

DR.F. EFRAME SOPHIA SELVAM

Dr. F. EFRAME SOPHIA SELVAM, M.Com, B.Ed, M.Phil, NET, Ph.D., is working as an Assistant Professor in Commerce, St.John's College of Arts and Science, Ammandivilai, She was an outstanding student who received university ranks. She had qualified for the award of NET in June 2011. She also holds Ph.D from Manonmaniam Sundaranar University in the year 2019. She has 24 years of teaching experience in schools and colleges. She has attended many national and international seminars, conferences. She has presented and published 29 Research Papers and edited 3 Books. She has got 'The Best Library User Award' in the year 2013-14 and 'Outstanding Mentor Award 2020' from Cape Research Forum in 'Young Entrepreneur Program- 2020'. She is an active member of Library, Exam Cell, Liturgy Club and various other committees. She has attended 9 Faculty Development Programme, 15 webinars and 31 quiz competitions. She has great level of enthusiasm to motivate the students and shape them as good achievers.

DR.S.DAVID

Dr.S.David commenced his career in corporate sector in the year 2005. He is having 5 years corporate experience in Financial Institutions and Manufacturing sectors and 9 years experience in teaching. He has joined as an Assistant Professor in Jayagovind Harigopal Agarwal Agersen College, Chennai. In that college he has been served as programme officer of NSS and Red Ribbon Club. At present he is working as an Assistant Professor in St.John's College of Arts & Science, Ammandivilai. He has published more than 16 articles in national and international Journals. He has presented more than 5 research papers in national and international conference. He has been the Coordinator for the study centre of Institute of Company Secretaries of India, Consumer club and Tally trainer of evening classes and serve as committee member of IQAC and NAAC.

MS.G. PARVATHI

Mrs.G.Parvathi M.com., M.Phil., is working as an Assistant Professor, St.John's College of Arts and Science ,Ammandivilai. She has 4 years

teaching experience from 2016 till to date. She attended national and international conferences, seminars. She presented and published more than 6 Research articles. She is an active member of the Library Committee. She has attended 2 Faculty Development Programme, 4 Webinars and 3 quiz competitions.

DR.C.SUBATHRA

Dr.SUBATHRA CHELLADURAI , is a woman with ambition, She was graduated in Commerce from SNDT Women's University, Mumbai, and completed PG and M.Phil in Commerce form Madurai Kamaraj University. She has been awarded with Ph.D in Commerce from Manonmaniam Sundaranar University, Tirunelveli , now acting as a Research Supervisor and Guiding M.Phil and Ph.D Scholars. She has also completed M.A.Sociology, PGDHRM and M.Sc.Psychology. She is working as an Assistant Professor of Commerce in Pioneer Kumaraswamy College, Nagercoil, Since 2013. She has 18 years of Teaching and Administrative experience in Schools, Colleges and NGO's. She has participated in more than 200 National and International Seminars, Webinars, and Training Programs and published more than 70 Research articles and 14 Books. She is a NLP, Soft Skill Trainer and Counselor. She Served as Resource person and delivered her Expertise in Various Institutions.

She acts as the resource person for National and International seminars and Conferences and had delivered several guest lecturers for Academic upliftment. She received Best Women Leader Award, The Real Super Women Award, Women Achiever Award, Young Educator and Scholar Award, Kaviyarasar Kalaimani Award, Agimsai Gandhi Award, Dr. Radhakrishna Shikshana Ratna National Award, Best NSS Program Officer Award, 4 Best Paper and Best Paper Presenter Awards. She founded a Trust in 2017, Registered under Indian Trust Act, named CAPE FORUM - YOU TRUST, Kanyakumari District, Tamilnadu. An initiative towards the fivefold activities of the TRUST is her passion.

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A Study on Consumer Awareness towards ECO Friendly Products

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ABSTRACT: Consumer awareness is about making the consumer aware of his/her rights. It is a marketing term which means that consumers are aware of products or services, its characteristics and the other marketing P's (place to buy, price, and promotion). Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness can consist of consumer knowledge of brand benefits, features, slogan taglines, color and other brand messaging elements. Consumers are becoming more ecologically conscious and desirous of purchasing environment friendly products i.e. green products. The present study is an attempt to investigate consumer perception and purchase intention towards green products among youngsters in India. The data has been collected from 125 respondents.

Key words : Green product, Environment protection, Marketing Strategy, Purchasing Behavior & Consumer Awareness.

1. INTRODUCTION

Environment friendly, eco-friendly, nature- friendly, and green are marketing terms referring to goods and services, laws, guidelines and policies that inflict reduced, minimal or no harm upon ecosystems or the environment. Companies use these ambiguous terms to promote goods and services, sometimes with additional, more specific certifications, such as Eco labels. The International Organization for Standardization has developed ISO 14020 and ISO 14024 to establish principles and procedures for environmental labels and declarations that certifiers and eco-labelers should follow. The past decades have witnessed large scale industrialization that resulted in rapid economic growth and increasing consumption all over the world. This in turn has resulted in deterioration of the environment due to exploitation of natural resources. The exploitation of natural resources due to fast paced industrialization causes pollution, global warming, desertification, acidrain, and so forth, which has a negative impact on human health and welfare. Grunert (1993) reported that 40% of the environmental degradation has been brought about by the consumption activities of private households. Considering the importance of the environment consumers around the globe started showing concern for environmental protection and started avoiding the products that are harmful for the environment. Awareness of the destruction of natural resources has raised the issue of environmental protection, which in turn has created eco-friendly consumption called "green consumerism" (Moisander, 2007). Marketers responded to the growing environmental consciousness of consumers by adopting green practices and developing environment-friendly products.

2. DEFINE ECO-FRIENDLY PRODUCTS;

According to a definition given by the website all-recycling-facts.com, eco-friendly products are products that do not harm the environment whether in their production, use or disposal. In other words, these products help preserve the environment by significantly reducing the pollution they could produce.

3. OBJECTIVES OF THE STUDY:

- To study about the awareness level of eco friendly products
- To identify the factors influencing the customers to buy the product
- To find out the level of satisfaction of customers towards eco friendly products
- To offer valuable suggestions to the study

4. SCOPE OF THE STUDY:

- Conservation of energy and fast depleting natural resources is the main scope of this project
- Increase in economic productivity
- Imparting knowledge about waste management, treatment and disposal
- Develop social responsibility towards environment protection

5. REVIEW OF LITERATURE:

Maulik k Rathod(2018)¹, conducted a study on “Consumers Awareness towards eco-friendly products in Gujarat” The study shows they are identifying the eco-friendly FMCG(Fast Moving Consumer Goods) products through the eco- label and therefore it can be considered as a major tool for environmental marketing. The government, the organization and the customers have to put hands together in creating awareness of eco-friendly products.

Shamila Nabi Khan and Muhammad Mohsin (2017)², in their paper entitled, ”The power of emotional value: exploring the effects of values on green product consumer choice behavior” Using the theory of consumption values, this research purpose to explore the consumer choice behavior for green products in Pakistan. Functional value(price and quality),social value, conditional value, epistemic value, and emotional value and environmental value were used to study the consumer choice behavior for green products.

Preeti Pillai, Dr.S.O.Junare (2016)³,were studied “ A study on consumer perception towards eco-friendly products in Ahmedabad” The study was conducted to gain a better understanding of the perception of consumers towards eco-friendly products. The analysis has revealed that majority of the respondents agree that eco-friendly products are good for environment, have better quality/performance and also are high priced. Although there were many who showed disagreement to the point that eco-friendly product are well promoted in the market and are easy to distinguish in comparison with environmental products.

Anu Varghese and Santhosh.J(2015)⁴,the study revealed that “A study on consumer perception on eco-friendly products with reference to Kollam District in Kerala” Earth is the only planet where human beings can exist. We need to be eco friendly to save our planet. Earth and environment as well as making it a better place to live in. One should know the importance of being nature friendly. Now a days, eco friendly products are readily available, one can be earth friendly by using these products. Environmental sustainability has become an essential ingredient to doing business responsibly and successfully.

Rough Ahmad Rather and Dr.R.Rajendran (2014)⁵, Conducted a study on “A study on consumer awareness of green products and its impact on green buying behavior” The study shows that the green buying behavior varies with awareness level of the consumers and there is a significant association between green product awareness level of consumers and green consumer buying behavior.

5. LIMITATIONS OF THE STUDY:

- Due to time constraints and limited resources, the sampling frame for this study was only limited to 125 respondents
- The research period is not just much enough to know about the satisfaction of customers
- The result obtain is based on the respondents opinion so there is a chance of consumer bias

7. RESEARCH METHODOLOGY:

The study focused on both primary data and secondary data which are analysed using various statistical tools

PRIMARY DATA

The primary data collected through an interview schedule administrated to a 125 samples.

SECONDARY DATA

The secondary data was collected from available literature in books,journals,research report and other published materials pertaining to the consumer awareness about eco-friendly products

SAMPLING TECHNIQUE

The Sampling Technique in this project is convenient sampling.

STATATISTICAL TOOLS:

Simple percentage Method and Likert Scale Method.

DATA ANALYSIS AND INTERPRETATION:

Table No:1.1 Socio-Economic factors of respondents

Variables		Respondents-125		
		Number	Percentage	Cumulative Frequency Percentage
Gender	Male	55	44	44
	Female	70	56	100
Age	Below35years	60	48	48
	35-55	40	32	80
	Above55	25	20	100
Income Level(Rs)	Lessthan25000	10	8	8
	25000-50000	35	28	36
	51000-75000	55	44	80
	Above75000	25	20	100
Occupation	Student	20	16	16
	House Wife	30	24	40
	Business	35	28	68
	Employee	40	32	100

Source: Primary Data

INTREPRETATION:

The above table 1.1 shows that 56 percent of the respondents are female, 48 percent of respondents are below 35 years, 44 percentage respondents Income level Rs.25000-50000 and 32 percentage respondents are employee.

Table No:1.2 MODE OF AWARENESS

Sl.No	Source of Information	Agree	Neutral	Disagree	Total	Average	Rank
1	Friends & Relatives	70(210)	35(70)	20(20)	300	2.4	I
2	Radio	10(30)	30(60)	85(85)	175	1.4	VI
3	Newspaper	40(120)	60(120)	25(25)	265	2.12	III
4	Magazines	25(75)	45(90)	55(55)	220	1.76	V
5	Internet	20(60)	75(150)	30(30)	240	1.92	IV
6	Television	60(180)	50(100)	15(15)	295	2.36	II

Source: Primary Data

INTERPRETATION:

The above table 1.2 depicts the details regarding the mode of awareness of eco-friendly products by using likert scale technique. From the results, it would be inferred that friends & relatives got the first rank with average mean score of 2.4, awareness through Television got the second rank with average mean score of 2.36 and awareness through radio got the Sixth rank with the average mean score of 1.4.

Table No:1.3 Factors Influencing level of eco-friendly product

Sl.no	Factors	High	Medium	Low	Total	Average	Rank
	Eco-Friendly Products						
1	Awareness level	45(135)	50(100)	30(30)	265	2.12	II
2	Buying behavior level	35(105)	40(80)	50(50)	235	1.88	III
3	Satisfaction level	55(165)	45(90)	25(25)	280	2.24	I

Source: Primary Data

INTERPRETATION:

The above table 1.3 shows factors influencing the level of eco-friendly products. From the results, it is evident that satisfaction level first rank with average mean source of 2.24, followed by awareness level second rank with average mean score 2.12 and Third rank with average mean score 1.88 taken as level of buying behavior.

TableNo:1.4 Factors influencing for the purchasing eco-friendly products

Sl.No	Factors	Very good	Good	Acceptance	Poor	Verypoor	Total	Average	Rank
1	Quality	40 (200)	55 (220)	20 (60)	5 (10)	5 (5)	495	3.96	II
2	Brand	45 (225)	35 (140)	25 (75)	15 (30)	5 (5)	475	3.8	III
3	Massmedia	25 (125)	30 (120)	40 (120)	20 (40)	10 (10)	415	3.32	VI
4	Quantity	35 (175)	40 (160)	30 (90)	15 (30)	5 (5)	460	3.68	IV
5	Easy availability	30 (150)	25 (100)	45 (135)	10 (20)	15 (15)	420	3.36	V
6	Price	15 (75)	20 (80)	35 (105)	25 (50)	30 (30)	340	2.72	VIII
7	Best promotions	25 (125)	30 (120)	20 (60)	40 (80)	10 (10)	395	3.16	VII

8	Health conscious	55 (275)	45 (180)	20 (60)	5 (10)	0 (0)	525	4.2	I
9	Friends & Neighbours	40 (200)	30 (120)	45 (135)	10 (20)	0 (0)	475	3.8	III

Source: Primary Data

INTERPRETATION:

The above table 1.4 shows Likert scale technique was used to identify that factors that are influencing the purchase of eco-friendly products. From the results, it is evident that health conscious first rank with average mean score of 4.2, the most influencing factor to purchase eco-friendly products. Followed by quality second rank with average mean score 3.96 and mean score 2.72 taken as price.

8. FINDINGS:

1. 56 percent of the respondents are female
2. 48 percent of the respondents are below 35 years
3. 44 percent of the respondents level of income is Rs.25000-50000
4. 32 percent of the respondents are employee
5. According to Likert Scale method is done regarding mode of awareness of eco-friendly products, friends and relatives got the first rank with mean score 2.4
6. Likert scale method satisfaction level of eco-friendly product as first rank with means score 2.24
7. Likert scale method health conscious of purchasing eco-friendly products as first rank with mean score 4.2

9. SUGGESTIONS:

1. Expand consumer awareness of eco-friendly products by creating effective eco-friendly marketing campaigns or environmental related activities
2. Eco-friendly products should be integrated with thoughtful eco-marketing strategies that fulfill individual needs and maximize customer satisfaction
3. Customers like the best quality of product on any price, so it should add latest collection
4. Customer behavior always looks for some extra benefit while purchasing
5. It should give more emphasis on advertising to create market awareness and to make a brand image
6. It should do more publicity through magazines, newspaper, television advertisement and internet

10. CONCLUSIONS:

Environment is dynamic in nature so we have the responsibility to protect our environment. Consumers are becoming more ecologically conscious and desirous of purchasing environment friendly products. Eco-friendly products are liked by consumers but poor awareness and high prices has not been fully adopted by them. As far as consumers are concerned the awareness level is increasing and has started implementing them in their normal life and also government. Intervention is needed to implement normal price in eco-friendly market. The study also shows that people in general have lot of concern and strong desire to do something towards environment but they did not know how they can contribute. Hence marketers and government cannot be individually held responsible but environmental protection agencies, media, must create awareness about eco-friendly products as a mean to save the environment. Marketers by satisfying and desire of consumer towards environment through effective promotional strategies to educate them about green products. Similarly the study points towards the need for an active role on the part of government and various stakeholders in educating the consumers towards being a green consumer.

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A Study on Emergence of Women Entrepreneurs through Kudumsree units with special reference to Chettikulangara Grama Panchayat

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ABSTRACT: This article aims to find out the practical difficulties for women to enter into the self-help groups and to their stability. Women in India constitute around the half of the country's population. But their representation in gain full employment is low. Nowadays employment opportunities for women are very low to liberalization and globalisation. So they are forced to find out self-employment. Self-employment can be provided through various programmes of kudumbasree units. Now due to the changing trend of economic necessity and changes in attitude of the society, women are directly or indirectly forced to enter into the economic sphere of the family.

Keywords : Women entrepreneurs , women empowerment, kudumbasree units, SHG'S.

1. INTRODUCTION

Women constitute around half of the total population. They are therefore regarded as the better half of the society. In traditional societies, they are confined to the four walls of the houses performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. The global evidences gives that women have been performing exceptionally well in the different activities like academics, administration , politics and social work and so on. Now they started plunging in the business field also. Entrepreneurship is the process of identifying and starting of business venture is sourcing or organising the required resources. Women entrepreneur is any women to organized enterprises are their skills and knowledge , their talents and abilities in business and a compelling desire of wanting to do something positive

Now kerala is witnessing a new courage our experiment which result to the participatory democracy at grass root level. It has been realised the people participation is very essential for the successful implementation of the programmes. Since women empowerment is a key to the socioeconomic development of the country by bringing women in to the main stream of national development. in this situation Kudumbasree play an important role. The kerala State Eradication Poverty mission implements the Kudumbasree by organizing the poor by creating community based structure of women with focus on self –help groups .In 1999, government of Kerala launched “Kudumbasree” an innovative women oriented poverty eradication programme with the active support of local bodies and NABARD to eradicate absolute poverty from the star within ten years. Kudumbasree through micro finance programme and micro enterprise helped the poor women to alleviate poverty from their economic conditions and contribute towards their empowerment. Today Kudumbasree units has become a part and parcel of our society.

2. REVIEW OF LITERATURE

Ms. Reshmi R Assistant Professor, Department of Commerce, Farook college, Calicut (2000) in her thesis role of Kudumbasree micro enterprises in alleviation of poverty with special reference to their marketing strategies made an attempt to study the role of women entrepreneurs to operate and control the small and cottage industries. She also made an attempt to analyse the significance of women entrepreneurs in generating income for their families by conducting various activities in Kudumbasree units.

Dr. V P Raghavan of DCS MAT, Business school of Idukki (2012) in his research report Micro Credit and Empowerment a study of Kudumbasree projects in Kerala made an attempt to study the emerging trends of Kudumbasree units especially by the women entrepreneurs in various areas and their overall upliftment of weaker economy by conducting various poverty alleviation progress of self-help groups, micro housing, micro enterprise etc. and self-employment programme.

Minimal c and Mahesh K G Rajagiri Centre for Business Studies, Kochi (2016) – in their study empowering rural women in Kerala a study on the role of self-help groups of Kudumbasree. They conducted a study to identify the level of personal, social, economical, financial empowerment achieved by the numbers of the self-help groups of the Kudumbasree.

3. OBJECTIVE OF THE STUDY

- To study the role of Kudumbasree in women empowerment
- To identify different marketing strategies adopted by various Kudumbasree units
- To study the determinants of women entrepreneurship through SHG'S
- Challenges to women empowerment through micro finance

3. METHODOLOGY

Data for this article are collected from the secondary sources. Secondary data were collected from books, magazines, websites, journals, house journals, hangouts, research papers and periodicals.

4. WOMEN ENTREPRENEURS – A THEORETICAL VIEW

The entire change and development of the civilisation to a large extent is the result of trade, commerce and industrialization. Women entrepreneurship development is an essential part of human resource development. Entrepreneurship amongst has been a recent concern. Women have been aware of their existence their rights and their work situation. However women of middle class are not too eager to alter their role in fear of social backlash. Women entrepreneur's may be defined as "a women or a group of women who indicate, organise and run business enterprise". Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having minimum financial interest of 51% of the employment generated in the enterprise to women.

Women entrepreneurs is regarded as a person who accepts a challenging role to quench her personality needs to become economically independent by making suitable adjustments in both family and social life. They are constantly on the look out for new and innovative ways which lead to strong economic participation. Their aptness, skill and knowledge, their tremendous strides in business and pushing desire to do something positive are among the reasons for women to establish and manage organized industries and take up challenging ventures.

5. CHANGING PROCESS OF KERALA WOMEN THROUGH KUDUMBASREE IN KERALA

This study asks if membership in Kudumbasree leads to more equitable gender relations and economic advancement in rural area. This study reveals that women empowerment is the best strategy for women eradication rural women, who were regarded as voiceless, and powerless started identifying their inner strength, opportunities for growth and their own destiny. The process of empowerment becomes the signal light to their children, their families and societies at large.

The south Indian state of Kerala has long been helped up as a model of development. It is often cited as an example of what public action and mobilization can achieve in conjunction with responsive democratic governments. Caste reform movements of the 20th century led to widespread radical reforms despite its poverty. Kerala has achieved human development results that are outstanding in comparison with rest of India. Poverty is a crucial problem facing all developing and under developed countries in modern world. It is felt that the problem of poverty can be solved through a concerted effort by the state. Feasible opportunities can be provided to the deprived and destitute by means of leading asset creating facilities. Women households are the crudest victims of deprivation and destitution. So many poverty eradication programmes aim at improving the standard of living environment of women communities.

Inspired by the innovations in participatory development in the early and mid 1990's the Government of Kerala, India initiated "Kudumbasree" in 1998 to alleviate poverty in the state by 2008 by empowering women through collective action. The government of Kerala state in India has introduced a new scheme of poverty eradication based on micro finance namely "Kudumbasree" the scheme aims at improving the living levels of the poor women in rural and urban areas

"Kudumbasree" in local language means prosperity of the family which helps enjoy the economic opportunities by a good number of the poor women folks in rural and urban Kerala. It is a program has been launched by the state government of Kerala with great support of Indian government and NABARD aimed at removing absolute poverty with the full cooperation of local self-government. NHG's will be federated democratically into ADS, at panchayat ward level and then into CDS at panchayat level.

The programme has been found very effective since women got involved with the activities who were home bound earlier and not able to interact with outsiders are found to be more confident, articulate and decision makers.

Chettikulangara Grama Panchayat an Overview

District	:	Alappuzha
Block	:	Chettikulangara
Taluk	:	Mavelikara
Village	:	Chettikulangara
Area	:	20.45 sq.km
Number of wards	:	21
Population	:	37495

Glimpse To The Industrial Background of Chettikulangara

Chettikulangara is an industrially backward area and does not have any large and medium scale industries. The failure of traditional jobs such as coir industries, cashew industries, etc.

Absence of population units in the private and cooperative sector has contributed largely to the severe unemployment in the area. The socioeconomic status of women is very backward when compared to

men. Poverty and irregularity of incomes have made their living condition precarious.

ChettikulangaraAnd Kudumbasree In Total

Kudumbasree scheme in ChettikulangaraGrama Panchayat was introduced in 2002(year) . Chettikulangara is one of the panchayat in which the Kudumbasree scheme is functioning effectively and has A* grade of the survey conducted by the Kudumbasree District Mission. Initially the growth of the scheme was very slow. The present status reveals that 140 MHG's and ADS in the panchayat by covering all wards. Panchayat CDS was formulated in (years).

The following diagrams show the major findings with regard to the functioning of Kudumbasree units in ChettikulangaraGrama Panchayat.

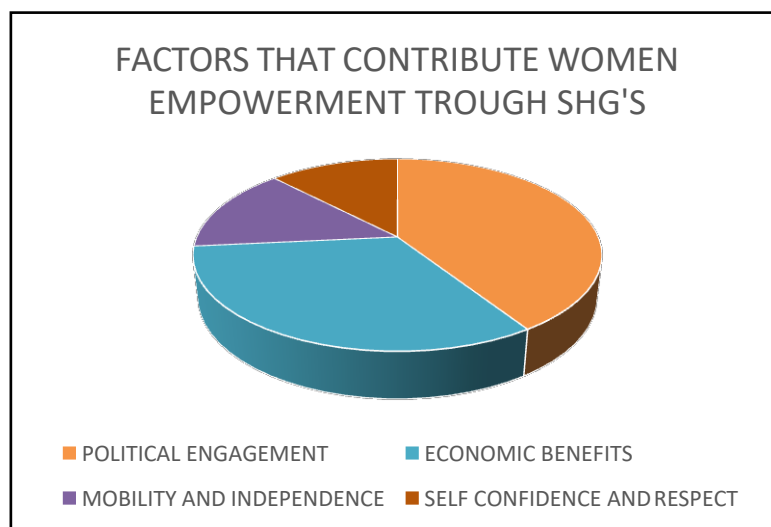


Figure: 1

From the diagram, we can find out that by participating the activities of self-helpd group women get opportunity to engage in political matters and also get monetary benefits to a great extent. SHGs also pave ways for mobility, independence and create a sense of self confidence and respect among women which in turn enhance women empowerment.

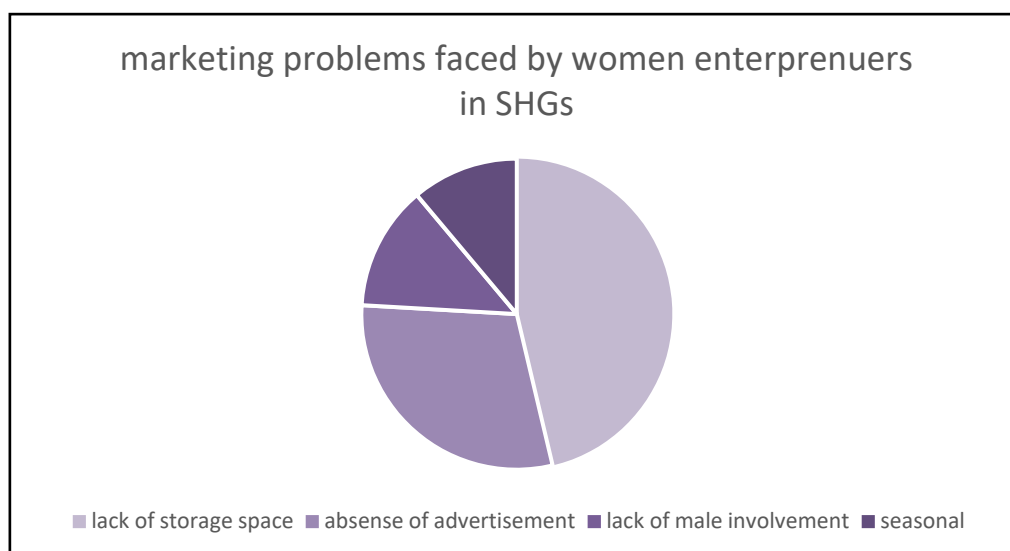


Figure:2

From the diagram it is clear that women entrepreneurs suffered with marketing crisis. Among them most noticeable problem is lack of storage place. Most of them saying that units have no capacity to compete with other product due to packaging problem, brand name and lack of advertisement. Some others are of the opinion that male involvement is needed for marketing. And seasonal demand also pose threat against marketing of products.

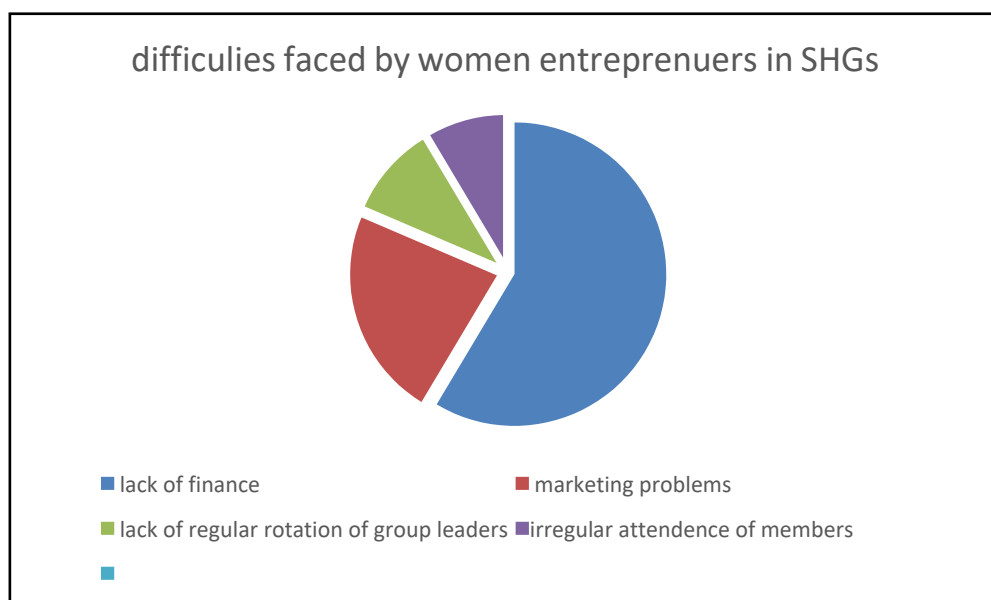


Figure:3

From the figure, it is evident that there are so many difficulties faced by women entrepreneurs. Among them financial shortage is a core problem. They are not affordable with the transportation cost to sell in distant places. Hesitation of members to participate in the activities of the units and inadequate marketing techniques are also adverse effect of smooth functioning of the units.

6. FINDINGS

Educational qualification of women entrepreneurs in the Chettikulangara Panchayat is only the primary education. Due to lack of education they do not aware about the technology, business and market. The study shows that previous occupation did not have any bearing on starting a business through Self Help Groups as around half of the sample respondents are housewives before starting the present activity. Own funds are the source of working capital in the case of about half of the sample respondents. Raw materials are not a problem for the majority of the sample respondents. Financial problem is a serious problem in the case of about two -third of the sample respondents. Huge percentages are facing marketing problems. Inadequate capital for running the income generating activity is found to be one of the major challenges of the SHG's. Another challenge is found in the functioning of the sample SHG's is lack of the regular rotation of the group leaders. Other challenges include irregular attendance of the members of the group meeting, lack of the periodical appraisal of the performance of the group and getting any assistance from the government department is very difficult involves in large amount of paper formalities and harassment from the part of government department . And about 10% of the respondents argued that there is red tapism in getting assistance. The most important personal problem faced by the women entrepreneurs are dual responsibilities.

7. SUGGESTIONS

The following are the suggestions to improve the working conditions of Kudumbasree units and solve the problems of women entrepreneurs.

- It is suggested that continuous monitoring of SHG's should be done by the bank in order to maintain quality of the groups.
- Members of the SHG have to be motivated to work collectively to achieve the broad objectives of the SHG's.
- The government should take stringent steps to check the performance of the group periodically.
- The government should take steps to organize rigorous training program me to the rural women's engaged in income generating activities.
- The problem of effective discharge of dual duties of an entrepreneur can be solved by resorting to work life balance and better time management.
- To overcome lack of confidence women entrepreneur should follow positive thinking and should be efficient, hardworking and should follow a disciplined routine.
- The central and state government should give priority to women entrepreneurs for starting the units. Similarly for small scale industrial unit run by women, supply raw materials ata low rate, provide the necessary other infrastructure on priority basis etc.
- Women entrepreneurship is only bring about women empowerment. Oneed of women empowerment is very essential for overall development of a country.
- Women entrepreneurs should acquire the computer knowledge and to use internet and other technologies to know about up to date changes in market and the customer needs.

9. CONCLUSIONS

Kudumbasree became the lifeline to many of the poor women in the state of Kerala . It assumed the status of helpline to many. It is a massive anti-poverty programs of the government of Kerala aiming at eradicating poverty. The poor women of the state have become active participants in the planning and implementation process of various anti-poverty programmes. By participating income generating cum developmental activities, the morale and confidence of women became very high.

Kudumbasree represents a unique model of the participatory development which can very well be emulated by other developing countries. The strategy of participation and empowerment adopted in Kudumbasree mission ensures sustainable livelihoods to many numbers of poor women-the positive outcome, which a policy planner can always be enthused with.

The contribution of women entrepreneurs are a pre-requisite for nation building, women entrepreneurship, women empowerment and nation building are therefore, synonymous.

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An Overall Performance of Micro and Small Enterprises in Kerala: with special reference to Ernakulam District

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ABSTRACT: Micro small and Medium Enterprises are considered to be a backbone of the nation's economy and therefore the reason is kind of obvious these small and medium enterprises represent a considerable part of the commercial production in any country. MSMEs contribute significantly to the Nations exports and gross domestic product .MSME sector have great importance which is why Government of India is launching totally different schemes to market MSME sector in India. MSME sector has emerged as a dynamic and vibrant sector of economy. MSME sector thought-about as largest generators of employment in India. The govt. of India has enacted the MSMED Act, 2006 for facilitating the promotion and development of MSMEs.

Keywords: Micro Small and Medium Enterprises, Gross Domestic Product, Micro Small and Medium Enterprise Development

1. INTRODUCTION

MSME sector in India is second largest employment generator once agriculture, acts as a piece of ground for entrepreneurs and innovators with considerable support in boosting business system. The calculable range of MSMEs in India is sixty three million and employs a hundred and ten million peoples. Indian MSMEs turn out quite 6,000 products for native and international consumption. In step with DGCIS knowledge, the worth of MSME connected product in India is \$147,390.08 million and contributed 48.56% of total export throughout 2017-18. MSMEs exposed to higher level of integration with international price and provide chains are enjoying crucial role in world trade systems. Knowledge from 2019 shows that sector contributed twenty ninth to overall GDP. In Kerala, the impact of MSME towards economic development of nice importance as they contribute its major output headed for the economic development.

2. REVIEW OF LITRATURE

(Goswami, 2019)¹Finance is the crucial for the survival and growth of micro, small and medium enterprises of developing countries. It helps in promoting and expanding the business which helps in national economic and social growth. MSMEs are different from large enterprises in terms of finance decision . The research paper is based on secondary data; literature review has been done on financial problems faced by MSMEs. Enterprises are mostly closed due to insufficient finance.

¹ Dr.Priti Goswami. (2019). MSME performance and classifying problems of micro, small and medium enterprises in India. *Asian Journal of Research in Business Economics and Management* , Vol 7 Issue 7 pp 245-268 Online ISSN : 2249-7307.

(Agarwal, 2019)²SMEs are considered to be driving stone of any country's economy be it under developed as it provides maximum employment to locals and helps in raising the standard of living. The SMEs sector consisting of 36 million units provides employment to over eighty million peoples. The sector through more than 6000 products contributes about 8% to GDP besides 45% to the total manufacturing output and 40% to the exports from the country.

3. OBJECTIVES OF THE STUDY

1. To study the growth of Micro, Small and Medium Enterprises in Kerala.
2. To analyze the problems faced by the MSMEs in Kerala.
3. To find suggestions for the growth of MSMEs.

4. RESEARCH METHODOLOGY

The study is based on secondary data that has been collected from various secondary sources such as magazines, annual reports, department of MSMEs and various other published journals.

5. AN OVERVIEW INDIAN MSMEs

The MSME sector in India employs nearly eleven large integer individuals through the operation of five large integer enterprises manufacturing a heterogeneous basket of concerning 7000 totally different merchandise. As MSMEs are typically effortful, they need the potential to make a lot of jobs to cater to a young demographic country like India. Further, in sight of the continued implications of global climate change, it's necessary that the MSME sector is ready to soak up millions World Health Organization is also rendered idle within the agriculture sector. The govt. and also the tally are initiating a series of measures to encourage MSMEs; however these are typically supply-side efforts. Demand is to come up with demand-side requirement from the final public to line up MSMEs. Therefore, there's got to nurture entrepreneurs from a young age. There's a distinction between risk and opportunities, and this got to be emphasized for the young in India. If the country needs to with success launch the 'Make in India' programmed, it has to train young entrepreneurs, additionally to developing talents at skill development centers. Within the case of existing further as potential MSMEs, entrepreneurs chiefly face the matter of finance. The govt. and non-governmental organizations obtain to finance and allot resources for MSMEs; however these resources typically don't reach the targeted audience. The sure-fire launch of the January Dhan Yojana (JDY) might be accustomed direct money resources to targeted MSMEs. Still, access to bank finance is also tough for a few MSMEs, and so there's a necessity to contemplate varied different sources of finance. Within the case of Japan, the govt. has obligatory a cap on interest rates on loans that a cash investor extends to MSMEs. In India, industrial banks are mandated to lend to MSMEs. In such cases there's conjointly a necessity to make sure that the general public sector doesn't force out the non-public sector. Further, MSMEs typically suffer from poor conduct by major banks. In some cases, mis-selling of economic merchandise may be a general grievance of entrepreneurs. This will take the form of upper fee or charge per unit, failure to clarify exit prices, and generally threatening them with refusal to increase regular credit. Illustratively, weighted average loaning rate of economic banks, as reported within the RBI's latest AR, is that the highest for MSMEs compared with loans extended to agriculture, massive trade and infrastructure. Therefore, the role of economic education is incredibly necessary for MSMEs in assessing applicable start-up finance and in empowering them to use financial merchandise and services to manage risks and different business desires.

² Agarwal, D. V. (2019). A Study on Challenges Faced By SMEs in India. *International Journal of Engineering Research And Management (IJERM)* , ISSN: 2349- 2058, Volume-06, Issue-09, September 2019 .

Definition of MSMEs	
Manufacturing Sector	
<i>Micro enterprises</i>	Annual turnover does not exceed Rs. 5 cr.
Small Enterprises	Annual turnover b/w Rs. 5 cr. To Rs. 75 cr.
Medium Enterprises	Annual turnover b/w Rs. 75 cr. To Rs. 250 cr.
Service Sector	
Micro Enterprises	Annual turnover does not exceed Rs. 5 cr.
Small Enterprises	Annual turnover b/w Rs. 5 cr. To Rs. 75 cr.
Medium Enterprises	Annual turnover b/w Rs. 75 cr. To Rs. 250 cr.

As per the MSMEs Annual Report 2018-19, Kerala has the twelfth largest number of MSMEs in India - around 23.79 lakh units of which, 23.58 are micro-enterprises, generating employment for approximately 44.64 lakh people. Kerala is also one of the first states in India adopted micro-finance programs as a way of tackling poverty. The **Kudumbashree** programs, set up in 1998, looks after the overall implementation of the poverty eradication and women empowerment programs across the state. It supports in economic and social empowerment through financial and technical assistance. Their community network had an outstanding bank loan of INR 3,115.69 crore as of March 2015.

MSME DEVELOPMENT ORGANIZATION

The MSME Development Organization is an apex body and Nodal Agency for formulating, coordinating, and monitoring the policies and programmes for the promotion and development of Micro, Small and Medium Enterprises across the country. It is headed by the Development Commissioner (MSME) under the Ministry of MSMEs, Government of India.

TRAINING PROGRAM

The Office of DC (MSE) organizes various vocational and entrepreneurship development programmes, which includes:

ENTREPRENEURSHIP DEVELOPMENT PROGRAMMES (EDPs)

Entrepreneurship Development Programmes serve the aim of nurturing the potential of youth by making awareness on the assorted aspects of commercial activity needed for the fitting of small and little Enterprises (MSEs). The program is mostly organized at Polytechnics and alternative technical establishments. The program of those programs is intended during a manner on render helpful data on product / process design, the relevant producing practices, testing and internal control, choice and usage of acceptable machinery and instrumentality, project profile presentation, promoting avenues / techniques, product / service rating, export opportunities, infrastructure facilities out there, finance and money establishments, cash flow, etc.

ENTREPRENEURSHIP SKILL DEVELOPMENT PROGRAMMES (ESDP)

The programme renders comprehensive training programmes to upgrade the abilities of coming entrepreneurs, existing men, in addition as that of recent MSE employees and technicians. Additionally to the present, specific customized programmes area unit organized for the talent development of socially underprivileged teams like OBC, SC/ST, minorities and girls. In total, the program renders training across sixty disciplines.

MANAGEMENT DEVELOPMENT PROGRAMMES(MDPs)

Training on management practice systems is rendered to improve the decision-making abilities of existing and upcoming entrepreneurs. The participants are provided with inputs on a variety of topics of managerial functions through short duration training programs, which numbers to 60.

INDUSTRIAL MOTIVATION CAMPAIGNS (IMCs)

These campaigns are held for a duration of one or two, the purpose of which is to identify and motivate traditional/non-traditional entrepreneurs towards the pursuit of self-employment through the setting up of MSEs.

TRAINING PROGRAMME IN LWS

- The courses rendered as a part of training programmes in LWS pertain to:
- The manufacture of leather footwear and leather goods
- The manufacture of fancy leather goods
- Upholstery

FOOD PROCESSING WORKSHOP

The Institute hosts a Food Processing Workshop, which is a Skill Development Programme on fruit and vegetable processing/manufacturing of bakery products. The Course would be held for six weeks. The other services rendered by this Institute include:

AWARENESS PROGRAM

The Ministry of MSME organizes various programmes for the promotion and development of MSEs throughout the country. In respect of this, MSME-DI, Thrissur, conducts various awareness programs for the benefit of the MSMEs of the State of Kerala. Some of the recent programs conducted by the Institute include the National Manufacturing Competitiveness Programme, Public Procurement Policy, Intellectual Property Rights, Export Packaging, Cluster Development Programme, etc.

WOMEN ENTREPRENEURSHIP DEVELOPMENT CELL

God's Own Country has continually found the simplest way to be distinct from the opposite Indian states, be it in terms of its surroundings, the acquisition quantitative relation, academic standards, and a sex quantitative relation of 1058 girls for each one thousand men, against the all India figure of 933. The Women Entrepreneurship Development Cell (WEDC) has been conceptualized with the article of building the motivation and confidence of those women (who may be existing or potential entrepreneurs).

The Women Entrepreneurs Development Cell of MSME-DI, Thrissur is run by a women officer of the Economic Investigation trade, below the superintendence of a Deputy Director. The WEDC committee contains of the members of MSME, money establishments, Banks, DIC, Governmental Organizations like Panchayat / Municipality, Kerala State Electricity Board, Kerala State girls Industries Association involved, NGO, etc.

KEY CHALLENGES FACED BY THE MSME SECTOR

- High cost of credit
- Collateral requirements
- Limited access to equity capital
- Procurement of raw material at a competitive cost
- Problems of storage, designing, packaging and product display

- Lack of access to global markets
- Inadequate infrastructure facilities, including power, water, roads, etc
- Low technology levels and lack of access to modern technology
- Lack of skilled manpower for manufacturing, services, marketing, etc
- Multiplicity of labour laws and complicated procedures associated with compliance of such laws.

Despite the various challenges it has been facing, the MSME sector has shown admirable innovativeness, adaptability and resilience to survive the recent economic downturn and recession. It is not only the enterprise which faced challenges; even consumers are left with lower disposable income.

Economic slowdown along with border tensions had again dragged us to focus back on self-sustainable values, the Swadeshi dream. The Atmanirbhar Bharat Mission was launched to face two burning issues simultaneously; one being boost to MSMEs and other being less dependent upon foreign nations.

Out of 15 relief measures declared under this package, 6 were entirely focussed to empower MSMEs. These 6 measures are:

1. Definition level change for MSME
2. Credit and Finance Scheme
3. Allocating Fund of Funds for Equity Participation
4. Relief in Non-Performing Asset
5. Clearing off dues to MSMEs
6. Disallowing Global Tenders

6. SUGGESTIONS

1. In this study, the MSMEs possess large potential within the accomplishment of full property development.
2. In Kerala several enterprises gets all sorts of support from MSMEs. It will increase the quality of enterprises and might attain structure stability.
3. Although the performance of the MSMEs has been commendable over the years in terms of employment generation, growth of exports and in transportation concerning social transformation, tons additional got to be in serious trouble their continued growth and sustained development.

7. CONCLUSION

Ministry of MSME is taking steps towards creating these enterprises international and improves the business setting, by creating it additional contributing and clear for all stakeholders. the world conjointly hold answer to vital queries like state, native economy development, business enterprise deficit, visible balance, monetary sector development, SDG alignment then on. Non-public sector engagement in varied bottlenecks important chain and provide chain system is vital for achievement of varied policies declared by the govt. Enterprises of any size in Bharat is facing problems associated with procure of stuff, credit would like, market linkages, quality, standardization, pricing, business turn-around time, lobbying and plenty of additional. New steps taken by government are expected to act as a catalyst for the world, not solely to come back out of pandemic connected shocks however conjointly to induce prepared for brighter future.

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Impact of Emotional Finance on Salaried Investors Investment Behaviour

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ABSTRACT: Emotions are psychological states and it is generated subconsciously. Emotional finance is a new paradigm in understanding of investment activity and prediction of future prices of securities and market behaviour. Emotional finance draws explicitly on the insights of the psycho analytic understanding of the human mind to describe how unconscious processes drive investment decisions and future predictions of dynamic market strategies and it is an essential part of financial decision making. This study is an attempt to evaluate the relevance of anxiety among salaried individuals with regard to investment.

Key words; Emotional Finance, Physiological Expressions, Framing.

1. INTRODUCTION

Emotional finance is the psychoanalytic understanding of the human mind and dynamic mental states to describe how unconscious processes drive investment decisions and are an integral part of all financial decision making more generally. The very purpose of making an investment is to get some good return out of such investment from an investor's point of view. Investment can be done in many ways like investing in stock market, real estate, banks, post office, insurance company etc. Choosing a correct avenue for investing which can meet the investor's objective is a crucial task on part of an investor. It takes lot of time to analyse and decide "where to invest". Proper analysis of different avenues available is very much vital before making an investment. For instance, if an investor wants to invest in share market then he needs to properly analyse the performance of the shares of the companies trading in stock market, their values, the market trend and every nitty-gritty related to it. Investing without proper analysis is a disaster so it has to be done very carefully and mindfully. The very purpose of making an investment is to get some good return out of such investment from an investor's point of view. Emotional finance provides a new theoretical perspective in the financial domain.

Emotional finance, on the other hand explicitly sets out to examine however emotions both those of which we are conscious and more importantly, that unconscious plays a key role in all financial decision. This new perspective in finance formally recognizes how the inherent uncertainty in the investment process and associated problems in predicting future outcomes inevitably unleashes powerful feelings of both excitement and anxiety. Despite the lack of a unified definition of emotion, there is some agreement on the set of emotions that exist. According to Elster (1998), some states are clearly emotions, including, for instance, anger, hatred, guilt, regret, fear, pride, elation, joy, and love. Elster further argues that these emotional states can be differentiated from other mental states on the basis of six features put forth long ago.

2. REVIEW OF LITERATURE

AJMI JY.A. (2008) used a questionnaire to know determinants of risk tolerance of individual investors and collected responses from 1500 respondents. He concluded that the men are less risk averse than women, less educated investors are less likely to take risk and age factor is also important in risk tolerance and also investors are more risk tolerance than the less wealthy investors.

DAVID TUCKETT (2012) conducted a study on fund management an emotional finance perspective, the aim of this paper is to understand of the real world of the fund manager, the author apply principles from emotional finance. They report their finding from analyzing indepth interviews of 52 traditional and quantitative oriented equity fund managers. In particular, they examine the importance of storytelling in the managers ability to act in the face of uncertainty. The nature of the fund managers job requires them to cope with emotions that particularly if denied can threaten to overwhelm their thinking.

DR. ANEESYA PANICKER, DR. AVNISH SHARMA, D. S. G. B. K. G. (2020). THIS STUDY reveals that investor prefers to invest in equity investment. Investor investment pattern are closely associated with level of income and education of respondents. Five emotional factors (Indecisive emotion, Clueless Emotion, Paranoid Emotion, Enthusiastic Emotion and Dogmatic Emotion) were identified and cluster analysis indicates that majority of respondents are influenced emotions.

3. OBJECTIVES OF THE STUDY

1. To identify the relevance of anxiety among salaried individuals with regard to investment
2. To examine the relation between emotional financing and level of income of salaried individuals

4. RESEARCH METHODOLOGY

The authenticity of any research is endorsed by the methodological approach employed for data collection and analysis of the collected data. Secondary data consists of information that already exists and that was collected in the past for some other purposes. They are obtained from various sources like books, journals, websites etc.

5. EMOTIONS:

EMOTIONS = FEELINGS

Emotions describe physiological states and are generated subconsciously. Usually they are autonomous bodily responses to certain external or internal events. By contrast, feelings are subjective experiences of emotions and are driven by conscious thoughts and reflections. This means that we can have emotions without having feelings. However, we simply cannot have feelings without having emotions

BASIC EMOTIONS:

There are as many alleged emotions as researcher have different opinion about them. As a rule of hem, there are seven basic emotions: Joy, surprise, fear, disgust, anger, contempt and sadness. Emotions can be defined loosely as a physiological state of arousal triggered by belief about something. An emotion has cognitive, physiological social and behavioral aspect. The substance of emotion is feeling.

DEFINITION:

According to Elster [1988]||some states are clearly emotion, including for instance, anger, guilt, regret, fear, pride, joy and love. Elster further argues that these emotions states can be differentiated from

other mental states on the basis of six features put forth long ago.

- a) Cognitive antecedents- emotions are triggered by believe. An investor regrets and investment decisions because he/she believes that bad outcomes could have been voided.
- b) Intentional objects- emotions are about something the object of an emotion is cognitive antecedents.
- c) Physiological arousal- changes in the hormonal conditions and the automatic nervous system accompany emotions. The regretful investor may feel pangs, a hollows stomach or depression.
- d) Physiological expressions- observable expressions characterize emotion, facial expressions, postures, voice intonations and outward appearance are not worthy. The regretful investor may appear pale with slumped shoulders.
- e) Valence – emotions can be placed on a scale with pleasure at one extreme and pain t the other. Valence or the experience of pleasure versus pain, translates to happiness and unhappiness. The regretful investor is decidedly unhappy about the poor investmentoutcomes.
- f) Action tendencies – emotions are associated with a tendency to act. The regretful investor might take actions to avoid being exposed to similar investment opportunities.

EMOTIONAL FINANCE

The concept of emotional finance the idea that unconscious feelings help drive both investment decisions and market activity. It provides an overview of the underlying theory and explores how it can be applied to improve our financial understanding

Emotional finance explicitly sets out to examine how our emotions, both those of which we are conscious and more importantly those unconscious play a key role in all financial decisions.

This new perspective in finance formally recognizes how the inherent uncertainty in the investment process and associated problems in predicting future outcomes inevitably unleashes powerful feelings of both excitement and anxiety. Emotional finance draws on psych how unconscious process drive investment decisions and is an integral part of all financial decision making.

Traditional finance theory assumes that investment is a rational process and that investors can are unbiased forecast about the future. In contrast, behavioral finance recognizes that investors often behave in an irrational way and are biased in their judgment. It argues that if we understand biases that we overcome these.

FINANCIAL ANXIETY

Money is undoubtedly stressful or whether your thoughts and behavior around money are symptoms of anxiety. Anxiety about money can occur at any level of wealth or income.

Financial advice is often aimed at people who don,,t have enough money or may don,,t know how to manage it or who aren,,t managing well. But anxiety about money can occur even in people who are financially savvy.

INVESTMENT

An investment is an asset or item acquired with the goal of generating income or appreciation. In an economic sense an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In finance, an investment is a monetary asset purchased with the idea that the asset will provide income in future or will later be sold at a higher price for a profit.

INVESTMENT BEHAVIOUR

Investment behaviors are defined as how the investor judge, predict, analyze and review the

procedures for decision making, which includes investment psychology, information gathering, refining and understanding, research and analysis.

INVESTOR BEHAVIOR

Rational thinking can lead to irrational decisions in a misperceived or misunderstood context.

In addition, biases can cause people to emphasize or discount information or can lead to too strong attachment to an idea or an inability to recognize an opportunity. The context in which you see decision, the mental frame you give it (i.e., the kind of decision you determine it to be) can also inhibit your otherwise objective view. Learning to recognize your behaviors and habits of mind that act as impediments to objective decision making may help you to overcome them.

BIASES

One kind of investor behavior that leads to unexpected decisions is bias, a predisposition to a view that inhibits objective thinking. Biases that can affect investment decisions are the following:

- Availability
- Representativeness
- Overconfidence
- Anchoring

AVAILABILITY BIAS occurs because investors rely on information to make informed decisions, but not all information is readily available. Investors tend to give more weight to more available information and to discount information that is brought to their attention less often.

REPRESENTATIVENESS is decision making based on stereotypes, characterizations that are treated as representative of all members of a group. In investing, representativeness is a tendency to be more optimistic about investments that have performed well lately and more pessimistic about investments that have performed poorly. This representation then makes it hard to think of them in any other way or to analyze their potential. As a result, you may put too much emphasis on past performance and not enough on future prospects.

Objective investment decisions involve forming expectations about what will happen, making educated guesses by gathering as much information as possible and making as good use of it as possible.

OVERCONFIDENCE is a bias in which you have too much faith in the precision of your estimates, causing you to underestimate the range of possibilities that actually exist. Overconfidence also comes from the tendency to attribute good results to good investor decisions and bad results to bad luck or bad markets.

ANCHORING happens when you cannot integrate new information into your thinking because you are too —anchored to your existing views. You do not give new information its due, especially if it contradicts your previous views. By devaluing new information, you tend to under react to changes or news and become less likely to act, even when it is your interest.

FRAMING

Framing refers to the way you see alternatives and define the context in which you are making a decision. Your framing determines how you imagine the problem, its possible solutions, and its connection with other situations. A concept related to framing is mental accounting: the way individuals encode, describe, and assess economic outcomes when they make financial decisions. In financial behavior, framing can lead to shortsighted views, narrow-minded assumptions, and restricted choices. Framing can affect your risk tolerance. You may be more willing to take risk to avoid a loss if you are loss averse, for example, or you may simply become unwilling to assume risk, depending on how you define the context.

Framing also influences how you manage making more than one decision simultaneously. If presented with multiple but separate choices, most people tend to decide on each separately, mentally segregating each decision. By framing choices as separate and unrelated, however, you may miss making the best decisions, which may involve comparing or combining choices. Lack of diversification or over diversification in a portfolio may also result.

LOSS AVERSION

Every rational economic decision maker would prefer to avoid a loss, to have benefits be greater costs, to reduce risk, and to have investments gain value. Loss aversion refers to the tendency to loathe realizing a loss to the extent that you avoid it even when it is the better choice. Loss aversion is also a form of regret aversion

REGRET

Regret is a feeling of responsibility for loss or disappointment. Past decisions and their outcomes inform your current decisions, but regret can bias your decision making. Regret can anchor you too firmly in past experience and hinder you from seeing new circumstances.

INVESTMENT AVENUES

By Investment Avenue we mean a particular organization or system in which an investor can place his surplus funds with the objectives of having certain gains in the future. This organization may be well organized like a bank, financial institution, mutual funds and company or in an unorganized manner like chit fund organization, Nidhis (a type of non-banking finance company) or curry (a type of non-banking finance company in southern India). Different investment avenues have different features; few offer a fixed return and certain others offer stock market based returns and yet certain others offer a mix of these two. Few of these have an element of safety and yet others do not have any kind of safety. In certain cases these are in negotiable form and in other cases these are non-negotiable. Investment avenues of a country are subject to different rules and regulations of either the government or some apex body like Reserve Bank of India, NABARD etc. Following are the features of investment avenues.

- A place where one can invest his surplus
- Fixed or floating return
- Security vs. Non-security form
- Investment accepting organization might have an obligation or not
- Negotiable vs. Non-negotiable
- Risk is the inherent part of every avenue
- May be in an organized form or unorganized form
- Regulation

6. CONCLUSION

Investor decisions are influenced by emotions in accordance with the research results shown in research. However, Investments are made with the objective of maximizing the wealth. Investors need to make rational decisions for maximizing their returns based on the information available by taking judgments free from emotions. The respondents' emotions or the brain activity affects the share market financial decisions as well. The ability to understand the judgment heuristics like rationality or irrationality of the investment pattern and experience along with emotional management would enable the investor to act with caution as the consequences are likely to affect the asset value, lifestyle, relationship with others.

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Changing Attitude of Customers: Towards Plastic Money

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ABSTRACT: Every aspect of our life is affected by better technologies. Technology is playing such a vital part in every one's life. The plastic money technology is prospering all around the world. Almost all of the businesses are being preferred this way. The plastic money includes credit cards, debit cards, smart cards, ATM cards, charge cards, loyalty cards etc. Plastic money technology is prepared in all around the world. Almost all of the business is being preferred this way. The plastic money encourages people to stop carrying out weighty wallets. In the condition of immediate need for money, a person can take out the card/ withdraw the demanded cash amount from his account and avoids any risk. This paper examines the attitude of customers towards plastic money.

Keywords : Plastic money , Debit card , Credit card , Technology, Paper money.

1. INTRODUCTION

Plastic money or Polymer money, made out of plastic , is a new and better way of paying for goods and services and is used every day in place of actual bank notes. As we move ahead into 21st century, payment through cash and cheques itself has encountered transfiguration. It has moved from being a physical paper based transfer of value to a virtual electronic one, usage of plastic money has become a form of amenity to financial institution customers. Electronic service is becoming a feasible option for dealings between financial service providers and clients. Plastic money is a very recent context replacing the traditional concept of paying through cash. Plastic money made a revolution in the banking industry across the world. Plastic money has many advantages when compared to paper money, but the convenience of plastic money makes it easy to spend beyond means. Plastic money is an essential form of money which reduces the risk of handling huge amount of cash.

The usage of plastic money (card) has increased in the mode of payment of huge amount and hence there are lots of different types of plastic money that can be used anywhere in the world. Credit cards, debit cards, kisan credit cards etc., are a new innovation in financial services introduced by the financial institutions in extending easy availability of money. Since many years, it is expected that electronic and paperless payments will become a prominent feature of banking. Global developments such as Clearing House Interbank Settlement System (CHIPS), the Automated Clearing House System (ACH) and Automated Teller Machines (ATM) have contributed to the development of electronic payment products. Online payments are time saving & can be done anywhere at once own ease this in turn curbs delay payments.

2. OBJECTIVES OF THE STUDY

- To assess the level of adoption and usage of plastic money

- To analyze the factors that replaced paper money with plastic money
- To find out customers attitude towards plastic money
- To evaluate the risk and problems involved in the usage of plastic money

3. REVIEW OF LITERATURE

Nirmala. R. Sonu (2015): “Analysis of the use of plastic money” highlighted the advantage of instant transaction as one of the major factors favoring the use of plastic money over real money by the population today. It has already been highlighted by the study that convenience of not carrying cash and ease of transaction is one of the major psychologically influencing factors that encourage the use of plastic money instead of real money.

Sushma Patil(2014), Anupama Sharma (2012)in her research paper “Plastic card frauds and the counter measures:towards a safer payment mechanism” have thrown light on the number of frauds increased considerably in the usage of plastic cards as in case of plastic card frauds the most affected parties are the merchants of goods and services as they have.

Loewenstein and Hafalirin (2012) conducted a study on “The Impact of Credit Cards on Spending”. The study focused on two types of customers, revolvers (who carry debt) and convenience users (who do not carry debt), and measured the impact of payment with credit card as compared with cash by an insurance company employees spending on lunch in a cafeteria

Tabrez Haq and Bushra Malik, (2014).”Consumer response towards the usage of plastic money” with emphasis on increase of shift of plastic money in India by consumers from Credit cards to Debit cards -The distribution of plastic money has increased due to the fact that banking sector has become more aggressive.

Al-Laham (2009) in his research “Development of Electronic Money and its Impact on the Central Bank Role and Monetary policy” asserts that, in recent years there has been considerable interest in the development of electronic money schemes. Electronic money has the potential to take over from cash as the primary means of making small-value payments and could make such transactions easier and cheaper for both consumers and merchants.

Al-Alawi and Al-Amer (2006), “Young Generation Attitudes and Awareness Towards the implementation of Smart Card in Bahrain: an exploratory study. The study puts a light on latest advancement and innovations in the world of information and communication technology by the way of smart card.

4. RESEARCH METHODOLOGY

The study is based on secondary data . The secondary data required for the study was collected from websites , books and publications related to the topic.

AN OVERVIEW ABOUT PLASTIC MONEY

The concept of paper money presented in China around the seventeenth century. In 1994 the use of folding currency reemerges. Paper notes are very small life due to time to time changing of ownership. While plastic noteshave longer life and first introduce in Australia. Now the world is becoming globalized so everywhere cards are accepted. In this way buying behaviour changes due to payment methods. The plastic money is one of those rare moments in history. When that agreement shifts and one payment form overtakes another as the preferred way to pay. The plastic portion of this term refers to the plastic construction of cards, as opposed to paper and metal of currency. The „money“ portion is an erroneous reference to cards as a form of money, which they are not. Although credit cards due facilitate transactions, because they are liability rather than asset, they are not money and

not part of the economy's money supply. Plastic money is an essential form of money which reduces the risk of handling huge amount of cash.

According to Basel (1998) plastic/electronic money refers to "stored value" or prepaid payment mechanisms for executing payments via point of sale terminals, direct transfers between wodevices, o rover open computer networks such as the internet. Stored value products include "hardware" or "Card-based" mechanisms (also called "electronic purses"), and "Software" or "network-based" mechanisms (also called "digital cash"). Stored value cards can be "single – purpose" or "multi-purpose". Single-purpose card (e.g. telephone cards) are used to purchase one type of good or services, or products from one vendor, multi-purpose cards can be used for a variety of purchases from several vendors.

TYPES OF CARDS

1.ATMCUM DEBIT CARD :Debit cards are designed for customers who like paying by placard but do not want credit. A debit card is a plastic card which provides an alternative payment method to cash when making purchases. Functionally, it is similar to writing a cheque as the funds are withdrawn directly from either the bank account or from the remaining balance on the card. The debit card is thus ideal for those who have a tight budget and want to keep within it. There are two types of debit cards systems namely:

- On-line debit cards
- Off-line debit cards

ONLINE DEBIT CARDS: Making a purchase with an online debit card is similar to withdrawing cash from an Automated Teller Machine (ATM). The card is passes to a traditional magnetic reader, which is connected by a phone to a computer. On entering the personal identification number (PIN), computer verifies the PIN and checks to see if one has enough money in the bank to cover the transaction, all of which will not take more than a few seconds.

OFF-LINE DEBIT CARDS: Off-line debit cards work more like cheques, because there is no direct connection between store and bank. Off-line debit cards can be used wherever VISA or MASTER CARD is accepted.

2.CREDIT CARD: A credit card is a card or mechanism which enables to purchase goods, travel and dine in a hotel without making immediate payments. The holders can use the cards to credit from banks unto 45 days. The credit card relieves the consumer from the botheration cash and ensures safety. It is a convenience of an extended credit without formality.

DIFFERENT TYPES OF CREDIT CARDS

MASTER CARD & VISA: MasterCard is a product of MasterCard International and along with VISA are distributed by financial institutions around the world. Cardholders borrow money against a line of credit and pay it back with interest if the balance is carried over from month to month.

SMART CARD:A smart card, chip card, or integrated circuit card (ICC), is any pocket-sized card that has embedded integrated circuits. Smart cards are made of plastic, generally polyvinyl chloride, but sometimes polyethyleneterephthalate-based polyesters, acrylonitrile butadiene styrene or polycarbonate. Smart cards can be contact, contactless, or both. It does maintain records, statements and acts as an electronic purse, storing e-money. It is useable for drawing cash and makes payments with automatic facility of keeping accounts of balances of the party. During a loading operation, the deposit account of card holders is debited and credit is given to a centralized card account. In Europe, banks generally issue these cards but in the U.S.A., non-banks also issue these cards. The issuer must have a strong and efficient supervisory system to reduce the systematic risks.

DINNER CLUB CARD:In 1950s, the dinner club issued their cards in U.S. The Dinners club card was invented by Dinner's club founder Frank McNamara and it was intended to pay restaurant that would accept Dinner's club card. Dinner club would pay the restaurant and the card holder would repay Dinners club.

GLOBAL CARDS:This card allows the customer to access their accounts from anywhere and at any time conveniently. They need not carry cash; instead they can use the Bank's global Debit card that combines the benefit of traditional ATM card and a credit card.

AGRICULTURAL CARD:Agricultural card is otherwise known as Kissan Credit Card. This is made to give the financial help to farmers. The coverage of the help extended to all farmers and to improve the credit flow under agriculture, the scheme has extended to farmers for term credit as also working capital for agriculture and allied activities and a reasonable component for consumption needs, thus, paving the way for acceptance of Kissan Credit card as a single window for comprehensive credit. The banking system has been routing crop loans through Kissan Credit Cards having recognized it as an accepted mechanism delivery of credit to farmers.

ADVANTAGES OF PLASTIC MONEY

- **Purchasing Power:** Credit or Debit cards made it easier to buy things. Now we don't have any need to carry money in a large amount. Plastic money is accepted everywhere, anytime.
- **Time Saving:** Through a credit card or debit card you can purchase anything from any place without spending money on fare or cash transition. Just provide your card details to seller store or corporations and settle your order. Now you don't have to worry about time wastes. Use internet for minimum time reduction.
- **Extra Safety:** While you are not carrying money, how can it be lost? But if your card has lost, simply contact to your bank or financial institution, which provide you cards. It will block the account and no-one can draw one coin without your permission. Therefore it's 100 percent safe.

DISADVANTAGES OF PLASTIC MONEY

- **Shops using other Vendors:** There are numerous shops that accept credit cards of a specific company only. In this situation the money is the only manner of payment for those who use a credit card of another company.
- **Less global Availability:** There are numerous cases where various firms do not let their cards to be utilized in areas wherever they have a regional dispute with.
- **Worn out Magnetic Strip:**The magnetic strip of a credit card can get worn out due to large use. If such a condition happens while traveling, and this is the only way of cash that the consumer has, then he or she must wait until the time they receive a new card, which can take some days.
- **Increased Debt and High Interest Rates:**Credit Card from financial institutions and corporations charge high interest rates on more money if you fail to pay off up to the fixed date of the month. This interest is their earning, for which they provide you additional shopping for limits then your money. This is not a good idea that you owe loan on high interest rates and spend it in unnecessary things or purchasing.
- **Fraud:**Credit cards are often stolen. A thief may use them directly or to get their information (which is needed in cash exchange). In today's technical intelligence it is also possible to get a clone of any credit card or debit card, which works like original and they can give you a heavy loss. Thus be aware from credit card frauds as they are like stealing your cash from your pocket without your knowledge.

5. SUGGESTIONS

- Before providing a card, customers must be made aware of the proper usage of plastic money.

- Banks need to focus more on activations of plastic money, since it is the initial step towards usage. Banks may take out sound calls to encourage activation and enhanced usage of plastic money.
- In India the rate of interest charge to credit cards is between rate 10 percentages to 20percentages, in foreign countries it is only 3 percentages so by reducingthe interest rate of credit cards can get core users of credit cards.
- The eligibility condition on issuance of plastic money should be liberalized so that the growth of plastic money can be enhanced
- Bio metric technologies have the potential to reduce plastic card travel biological traits such as retinal or iris scanning, finger prints or face recognition can be used.
- Apex institution like Reserve Bank of India should provide guidelines from time to time by considering the economic business environment.
- Implementing add-on cards with the primary cards helps to share all the benefits of the card of customers to their loved one.

6. CONCLUSION

Now-a-days, transactions over plastic money become easier as there is no need to have paper money to conduct with the overseas shopping. Usage of plastic money is increasing day by day. It has already been highlighted by the study of existing literature that convenience of not carrying cash and ease of transaction is one of the major psychologically influencing factors that encourage the use of plastic money instead of real money. People do not need to think about the money they have or not, but to carry only a plastic chip into wallet. The findings disclose that customers' positive view towards plastic money is significantly influenced by usage benefits, financial benefits, shopping benefits and convenience factor.

On the other hand, plastic money has also raised certain concerns with respect to its usage. Security comes forward as a major cause for concern for the population using plastic money. Security is an integral part of the process of payment via plastic money and the concerns of the people regarding the safety of the transactions need to be handled and solved properly in order to ensure trust amongst the population.

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A Study on Satisfaction of Online Shoppers in Alappuzha District

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ABSTRACT: This article aims to know the satisfaction level of customers in Alappuzha District. Online shopping means the action or activity of buying goods or services over the internet. This study is done to bring many advantages and disadvantages in the field of online shopping. In India, The number of online shoppers was estimated to go up from 75 million in 2017 to over 220 million in 2025. Ecommerce made up about 0.9 percent of India's GDP in 2018. The outcome of the article focuses on the emerging e commerce. This study endeavours to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers' decision-making processes as well as inhibitions of online shopping.

Keywords: E- commerce, customer satisfaction, factors, Benefits and Problems.

1. INTRODUCTION

Nowadays we know that e- commerce or online shopping is a fast growing phenomenon.. Online shopping is the process whereby shoppers directly buy goods, services etc. from a seller interactively in real time without an intermediate facility over the internet. People mostly depends on electronic media for their shopping. Growing number of customers in online shopping because, customer can gather information about the product at anywhere and even browse for their enjoyment also. All products and services that are getting in physical are available in online also. It is very important to attract more customers in the online shopping industry. Online shopping is the biggest part of customer attention and the customer satisfaction. The customers can buy their product visiting any physical store. The way of it is through an electronic medium. The customers make an online relation with the retails and buy their products. In retail industry online shopping is known as „e-tailing“ or „electronic retailing“.

Retaining the online customers has attracted a lot of attention, since it serves as a means of gaining competitive advantages. So the customer satisfaction is important in the field of e- commerce. Various advantages and disadvantages included in the e- commerce. To overcome these drawbacks and satisfying the customers is a risky task. So, the customers is treated as a the king.

This article aims at analyzing the perception and satisfaction of customers towards online shopping and analyzing its various trends.

2. REVIEW OF LITERATURE

Muthumani & et.al. (2017) this study shows that the online shopping is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that online shopping is gaining popularity among young people to make purchases their requirements.

Neha s. (2018), the consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping.

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3. OBJECTIVES OF THE STUDY

- To study the perception of consumers towards online shopping.
- To analyse customer satisfaction in Alappuzha District.
- To make SWOT Analysis.
- To make suggestions based on the findings of the study.

4. METHODOLOGY

The present study is descriptive in nature. The analysis of the paper is depend upon secondary data like journals, books etc.

5. OVERVIEW OF ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

6. CUSTOMER SATISFACTION

Performance of a business depends on Customer satisfaction. Customer Satisfaction is used to measure how much customer is happy with any product, its quality and overall experience. It reflects

if customer is happy to engage with any business or not. It is also an important aspect to measure success of a business. Oliver defined satisfaction as “the consumer’s fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfilment” (Mattsson, 2009).



Source: Secondary data

7. ESSENTIAL WAYS TO ATTRACT ONLINE CUSTOMERS

1. A BEAUTIFUL STORE

First thing you need to do is to ask yourself if your website is attractive.

The design of an online store is crucial, because if it's ugly customers will simply click away. You have to be aware that a user's purchase decision is usually made just after 3 seconds on your website – so it is the first impression that counts. If customers do not like it, they won't buy anything and won't ever come back.

2. SOCIAL MEDIA ACTIVITY

Social media is one of the channels that enables you free promotion. Of course, if you publish ads among networks, you will pay, but the mere presence is free.

And it can bring lots of benefits too!

The key to success in social media is providing a marvelous content. You have to be interesting and outstanding, so that people will want to follow you. If you manage to do so, you will have a great marketing channel at no financial expense. So what actually should you do to attract customers using social media?

- **POST REGULARLY** – at least on a daily basis, so customers can't forget about you (but not at all costs – if you post just because you should, it may have a reverse effect!)
- **ENGAGE YOUR USERS** y: ask them questions, reply to their comments, try to catch their attention
- **CHOOSE THE BEST CHANNELS FOR YOUR BUSINESS**, but always focus on Facebook and Pinterest, because those drive the most traffic to online stores (FB: 55%; Pinterest: 25%)

3. CUSTOMER CARE:

Another thing that will help you attract many users is an outstanding customer care. **Always remember: there is no better promotion than satisfied clients.** Make the experience of buying in your store remarkable – but only in a positive way. A Forrester research states that 45% of US consumers will abandon an online transaction if their questions or concerns are not addressed quickly.

This means that if you want to attract clients, you need to reply to all their comments and inquiries. And as soon as possible, cause timely responses are the key to success in this matter.

4. PROMOS

We all love promos and discounts. But usually it is not these 5\$ that we save which makes us happy. It is rather a psychological mechanism that is responsible for these feelings. It has been confirmed that the word „free” makes us feel irrational excitement, which stimulates association with positive emotion.

5. E-MAIL MARKETING

LAST,BUT NOT LEAST: e-mail marketing. It is both a cheap and effective solution to attract customers. An Epsilon „Branding Survey” has demonstrated that 54% people have more positive attitude towards companies that send them e-mails. What is more, 71% of respondents stated that when shopping they always remember e-mails that a company send to them. These results confirm the importance of e-mail marketing.

BENEFITS OF ONLINE SHOPPING

1. Saves time and efforts.
2. Convenience of Shopping at home.
3. Wide variety / range of products are available.
4. Good discounts / lower prices.
5. Get detailed information of the product.
6. We can compare various models / brands.

PROBLEMS IN ONLINE SHOPPING

1. Lack of shopping experience
2. Delay in delivery
3. Warrant issues
4. Delivering wrong and damaged products
5. Lack of security
6. Hidden cost
7. Additional charges
8. Quality issues
9. Fail to receive the products.

SWOT ANALYSIS ON E- COMMERCE

In SWOT analysis (the acronym is short for Strengths, Weaknesses, Opportunities and Threats), here we try to find out the strengths and weaknesses of ecommerce in respect of Indian business environment. Then after we try to identifies opportunities presented by that environment and the threats posed by that environment.

STRENGTHS

- **GLOBAL MARKET:** E-commerce biggest strength is the boundary less access in other word no brick structure is mandatory to do business or no specific boundary is required. It enables all the companies to expand them to global level. The widening of geographic retail markets may facilitate the development of global retailers

- **TIME SAVING:** Transaction through internet is no doubt very fast. It saves time by reducing physical movement.
- **NO TIME CONSTRAINTS** : The concept of 25X7 shows that online trans can be used any where any time as there is no time constraints.
- **PRICE/PRODUCTION COMPARISON:** Information and to choose are some of the right which every consumer has. On the same footing ecommerce provide platform to consumers to compare price and product effectively and efficiently. It will tend to have far greater bargaining effectively and efficiently.

WEAKNESS

- **SECURITY:** Security is a biggest challenge in to progress of e commerce. Customer always found themselves insecure especially about the integrity of the payment process.
- **FAKE WEBSITES:** Many fake websites are available on net which promises better service and secure dealing. These web sites can not only disgrace ecommerce but also bring bad name to ecommerce.
- **FRAUD:** Personal and financial details provided for trading purpose are misused by hackers their personal undue interest.
- **FEWER DISCOUNTS AND BARGAININ:** Hardly online businesses offer discounts and bargaining cannot be possible.

OPPORTUNITIES

- **CHANGING TRENDS:** People are very brand conscious. They are interested in buying branded stuff rater then local. If such stuff is available cross border they will not mind it ordering through e-commerce. E- Commerce is fast and effective even financial transactions can be made from any part of the world. People of tomorrow will feel more comfortable to buy products through internet only.
- **INCREASING NUMBER OF USERS:** Daily number of internet users is increasing. People feel more comfortable to shop online.
- **REGULAR GLOBAL EXPANSION:** E commerce can be operated any where any time without any interruption. It always has a scope of expansion. All new population and existing population who are not the user of e commerce are the target expansion.
- **ADVERTISING:** Advertising is cost effective as compare to conventional offline system.

THREATS

- **COMPETITORS:** Along with local competition, global competition also exists. Competition is increasing day by day. Big companies have already entered in this field. They are making people habitual at the cost of their companies.
- **NO DIRECT INTERACTION** : In e commerce there is no direct interaction between customer and the seller. There is no scope of bargaining. People prefer to buy physically as compare to online to experience personal feel.
- **FRAUS:** Persons using unfair means to operate ecommerce can damage the confidence and faith of common people.
- **RISK:** Nature of fraud.

8. FINDINGS

1. Around 75 million and more people in world depends online shopping.
2. Customers are treated as the most valuable assets in E commerce sector.
3. Various problems arising due to changing trends.
4. Quality and security of product is an arising problem.
5. SWOT Analysis helps to find marketing and environmental advantages.

9. SUGGESTIONS

Even though we find out the benefits and drawbacks of online shopping. Online shopping or e-commerce is an emerging trend in now a days . Around 75 million and more customers depend the online store. On the basis of the study put forward the following suggestion.to increase customer satisfaction the points should be followed.

1. Provide quality products to the customers .
2. Time mechanism should be followed.
3. Make sure the effectiveness of delivery.
4. Make good relation with the customers.
5. Avoid unwanted cost in delivery.
6. Make sure that the transaction is secure or not.

10. CONCLUSION

Online shopping plays an important role in the life style of the people. Because even people can buy any product as on their wish at their fingertips. Availability of products are very large in online shopping, it create a good shopping experience also. But some drawbacks also included in it. The above mentioned drawback made a rethinking of shopping. It must be solved using feasible methods. Customer satisfaction and perception increases the growing trend in the online shopping. So customers are treated as the valuable asset and maximum satisfy their needs and wants. Also the E commerce plays a vital role in the economic development also.

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The Role of Viral Marketing in Creating Product Awareness

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ABSTRACT: Companies largely use social networking sites in the Internet for viral marketing. Viral marketing is a kind of marketing that takes place when buzz marketing generates word-of-mouth communication among consumers, particularly on the social network. Viral marketing has become increasingly important over a past few years, with the increased use of social media networks such as Facebook, Twitter, and YouTube by the people. Small and large companies alike have used viral marketing as a technique to promote a wide variety of products. The objective of the study is to understand viral marketing, from both business and consumer perspectives on creating product awareness. More specifically, an analysis of the fundamental principles behind viral marketing is used to create an overview of the advantages and disadvantages of attempting a full-scale viral marketing campaign, leading several important propositions. The study of viral marketing also offers a conceptual model analysis. The companies will be able to use viral marketing strategy for creating and acquiring consumers perception of products based on the findings and conclusion is the study.

Key Words: Viral marketing, Buzz Marketing, customer perception.

1. INTRODUCTION

Social media is becoming very important in our online world, which relates to sharing of information, experiences and perception by the people. The concept of viral marketing is that the people pass or tell what they know about a product to others. The information includes both likes and dislikes of a person about the product. The messages or information are called viral because the product information is transmitted from consumer to consumer in a manner similar to the spreading of a common cold virus from person to person. It is a mouth publicity of a product or service.

Companies largely use social networking sites in the Internet for viral marketing. They encourage cost consumers to write tell and send messages to others about the merits of the product. the goal of viral marketing campaigns is to generate media coverage via interesting stories about the company and its product in the different media. Publicity via Internet, email, social networking sites, blocks and mobile SMS can generate greater impact than all the traditional ways of promoting product.

2. REVIEW OF LITERATURE

Porter and Golan (2006) use the term “viral advertising” and define it as “unpaid peer-to-peer communication of provocative content.” This content is intended to motivate recipients to exchange information so that it can be spread over the Internet.

Dobele et al. (2005) distinguish between a practical and marketing perspective. From a practical point of view, VM is a strategy “whereby people forward the message to other people on their e-mail lists

or tie advertisements into or at the end of messages.” From a marketing point of view, on the other hand, it is more a “process of encouraging” designed to encourage individuals “to pass along favorable or compelling marketing information they receive,” which is either “by design or by accident.”

Kaplan and Heinlein (2011) claimed that two aspects play a role in the definition of VM. The first aspect is that the distribution rate of content must be greater than one (as in an epidemic, for example) to achieve exponential growth. The second aspect, the use of social media applications, favors the distribution of content via the existing community element in social media.

3. OBJECTIVES OF THE STUDY

1. To understand the concept of Viral Marketing.
2. To study how viral marketing helps in reaching customers.
3. To study the role of viral marketing in creating product awareness among potential customers.
4. To study about the opinion of customers regarding viral marketing.

4. METHODOLOGY

The study is based on secondary data. The secondary data required for the study was collected from journals, magazines, articles and various websites related with the study.

THE CONCEPT OF VIRAL MARKETING

The concept of viral marketing is that people process of tell what they know about a product to others. Where marketing is a business strategy that uses existing social network to promote product. The information spread in the same way as the virus spreads from one person to another. It can be delivered by word of mouth or by effects off Internet or social media. It is also called why are advertising or marketing Buzz.

Buzz may be in the form of a soft talk, telephone call, SMS or email message related with a product or service. Viral marketing is personal and while coming from an identified sponsor it does not mean business therefore its most of the well know viral ads circulating online air advertisements paid by a sponsor company, launched either on their own platform or on social media websites.

Consumers receive the page link from social media network or copy the entire advertisement from website and bar it along through email or post it on a blog or web page or social Media.

Viral marketing may take the form of video clips, interactive flash games, advergates, E books, branded software, images, text messages, email messages or web pages.

1. *Methods of Viral Marketing*

Viral marketing often involves and utilizes:

- Customer participation and polling services
- Industry-specific organization contributions
- Internet search engines, vlogs, blogs etc.
- Mobile phone integration
- Multiple forms of print direct marketing
- Target web services
- Radio and Television
- Influencer marketing

Viral target marketing is based on three important principles

1. Social profile gathering

2. Proximity market analysis
3. Real-time key word density analysis

By applying these three important disciplines to an advertising model, a VMS company is able to match a client with their targeted customers at a cost-effective advantage.

The Internet makes it possible for a campaign to go viral very fast; it can, so to speak, make a brand famous overnight. However, the Internet and social media technologies themselves do not make a brand viral; they just enable people to share content to other people faster. Therefore, it is generally agreed that a campaign must typically follow a certain set of guidelines in order to potentially be successful:

- It must be appealing to most of the audience.
- It must be worth sharing with friends and family.
- A large platform, e.g. YouTube or Facebook must be used.
- An initial boost to gain attention is used, e.g. seeding, buying views, or sharing to Facebook fans.
- The content is of good quality.
- Demographics - It must be correlated with the Region & Society.

TOOLS AND TECHNIQUE OF VIRAL MARKETING

Most people think that it is very expensive and time consuming to create amazing content to make viral marketing advertisements but there are few simple viral marketing techniques that will help to drive the messages viral. They are

1. Target the appropriate audience and channels

The first and foremost technique used to develop a viral marketing can be to find out who your targeted audience are. The messages should be sent to the right person for making it viral and it should create interest in them. The channel is equally important. If you are marketing in a wrong channel then you won't be able to reach the targeted audience.

2. Create videos

A video can make your viewers engage in your product and experiences. If you are a video in social media then you can share that video with your friends and they will find it interesting then they will share it as well.

3. Offer valuable product or service for free

Most viral programs offer valuable product or service for free to attract attention by giving me something valuable we may not get profit today or tomorrow, but it can generate people's interest on the product which will help to earn profit soon.

4. Create emotional appeal

Viral marketing can't make much of an impact unless it has an emotional appeal. Viral marketing is completely about emotions. In order to make advertisement emotionally attractive the marketer has to create something which is filled with love or hate, or should create something that will make people happy or angry. The emotional drive of any viral campaign must be strong enough to succeed in grabbing attention.

5. Make something different

If we want people to notice marketing campaign we need to do something unpredictable or something different. No one will bother to have a look if anybody has already done. People always want to see or learn new things.

6. Enable sharing and downloading

If a message is easy to download, embed or share, then it will spread as fast as virus spread. So a message should be allowed to share the content, allow people to embed it in their own site and allow downloading the content.

7. Social Outreach

Social outreach is another effective viral marketing technique. It's easier to reach more people when influential individuals in the industry are recommending the product or service, or putting the content in front of your targeted people.

8. Reinforcement

Another easiest method of making things viral is by repeating or showing audience more number of times. A one time viral message can quickly be forgotten.

Therefore series of viral messages will strengthen the effectiveness of your campaign.

Advantages of Viral Marketing

- ☐ **Low cost.** What characterizes viral campaigns is that the users do a significant part of the work for the brand, which drastically cuts down the costs of dispersion. It is unnecessary to buy advertising or media space.
- ☐ **Potential of great reach.** A viral video on the Internet has the ability to reach a huge international audience without having to invest a ton of money or make any extra effort. Due to this, a small company or even a private individual can go extremely viral.
- ☐ **It is not invasive.** In viral marketing, the social media user is the one making the decision to participate and share content, so it lessens the possibility of the brand coming across as invasive. Like this, the perception of the brand and the interaction are significantly better, compared to more classical forms of advertising.
- **It helps build up your brand.** If we really hit the bull's-eye in terms of creativity, we are creating content so incredible that users themselves decide to share it and, hence create a personal connection with your brand. It is without a doubt an extremely powerful tool when it comes to branding and awareness.

Disadvantages of Viral Marketing

- **Association with unknown groups** – The strength of viral marketing depends on the transfer of messages from person to person. During this process, it may reach someone you would rather not be associated with.
- **Spam threats** – If made badly, viral marketing can guide to significant spam issues.
 - ☐ Keep away from making merely financial-based offer
 - ☐ **Brand dilution**-Brand dilution is an ever present risk for companies that rely on a strong brand for high margins. A company that owns a strong brand obviously wants to leverage it to sell as much as possible, but the very strategies used to pursue this end often also bring the danger of brand dilution.

5. SUGGESTIONS

- The viral marketing messages should be shown in medias that are commonly used and easily reached by all people, preferably television
- The message becomes viral only if it is repeatedly shown or brought to notice of the targeted customers. It will help to reinforce the message.
- Bloggers, vloggers and all people related to media should be allowed to download, embed and share the messages freely, as they help to spread the message faster.

6. CONCLUSION

From the study, we can conclude that viral messages can raise consumer's needs and services, influence them and also create brand awareness that may lead to it posted buying act for the consumers in the future. Consumers listen and talk, the forward viral messages to people around them that they how towards the brand.so it is important for the companies to understand the power of viral marketing because this will affect The promotion and distribution of the products. As media have a larger impact on the consumers buying act in the future, it is necessary for the companies to keep themselves updated and understand the new technologyfor not losing its advantage.

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Behaviour of Investors towards Investments Pattern Portfolios

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ABSTRACT: In this modern era, money plays an important role in one's life. To overcome the problems in the future they have to invest their money. Behavioural Finance combines psychology with financial theory to comprehend the associations between markets, emotions, personality, and reason. Nowadays the financial services sector has to turn out to be extremely diversified offering the investor a widespread variety of investment opportunities. Investors have dissimilar outlooks when they decide about investing in a specific avenue. Investors prefer to invest in different investment options according to their needs. Many studies have been done on the investment and individual behavior separately. But there was no such study has been available on both investment behavior and individual investment practices as per different stages in their life cycle. The present study focuses on the investment behavior of the investors and this study will also help in gaining a better understanding of what an investor looks for in investment avenues. The result reveals that there are various investment options available in the market and people preferred to invest in different investment options with some objective behind investment.

Keywords: Investors, Investment pattern behavioral Finance, Investor Behavior, Investment Strategies, Personal Wealth

1. INTRODUCTION

In today's scenario, money plays an important role in one's life. To overcome the problems in the future one has to invest his or her money. Investment may be defined as the sacrifice of certain present value for some uncertain future value. In other words, investment means the purchase of a financial product with an expectation of future returns. Patidar, (2010) defined investment as the funds which are invested as capital or other securities of either public or private sector for earning more money. It is the employment of funds to earn additional income. Chaturvedi (2012) defined investment as instead of keeping money idle use that money so that you may get higher returns. There are various types of investment options available in the market such as financial, physical, marketable and non-marketable and transferable and non-transferable. A person prefers to invest in a particular investment according to his or her suitability and needs. There are some of the ideal investment programs such as safety, liquidity, the regularity of income, capital appreciation, and many more. The investment aims at the multiplication of money at higher or lower rates depending upon whether it is a long term or short term investment and whether it is a risky or risk-free investment. Samudra & Burghate (2012) explained investment as the purchase of a financial product with an expectation of getting higher returns in the future.

Investment is normally categorized using the risk involved in it, the risk is dependent on various factors like the past performance, its governing body, the involvement of the government, etc., in this scenario Indian investments are classified into 3 categories based on risk. They are

1. Low Risk No Risk Investments.
2. Medium Risk Investments.
3. High-Risk Investments.

2. REVIEW OF LITERATURE

- Geoffrey Williams (2011) provides an empirical analysis of the differences between socially responsible investors (SRI) and conventional investors in six countries. He showed that differences are seen more often in investor attitudes and behavior rather than in other criteria such as demographics. All investors believe that good corporate social performance leads to good financial performance but conventional investors do not appear to follow this through in their portfolios. Market context also appears to be important.
- In the opinion of Iqbal Mahmood, Habib Ahmad & Mansoor Anjum (2011), behavioral finance has been recognized as an important area in the study of recent finance literature. Its implicit objective is to discover and remedy the deviations from the rational decision making in the investment process. They examined the role of various socioeconomic, demographic, and attitudinal factors affecting the investment decision of investors in the market.
- (Rohatgi, Kavidya, & Kumar Singh, 2019) There are a number of studies conducted in this area analyzing the factors affecting the saving and investment patterns. This study is focused upon different literature available on saving and Investment patterns of small investors in Uttarakand region of India. It also focuses upon impact of factors on small investors as considered by the esteemed learners and how far it is applicable in the Uttarakand region of India.

3. OBJECTIVES

- To identify the reasons for investment
- To have an overview of the Investors' behavioral pattern

4. RESEARCH METHODOLOGY

The research design is the conceptual structure within which research is conducted. Necessary data support was taken from various secondary sources of information, relevant books, journals, periodicals, and websites, wherever necessary. In this study, a thorough review of the existing empirical literature from the year 1990 to 2020 has been conducted. Articles published in various online databases and search engines such as SSRN, NBER, Science Direct, INDIASTAT, ProQuest, JSTOR, OECD library, and Google scholar along with relevant books on the topic were reviewed.

5. THEORETICAL FRAMEWORK

Investment is one of the corner stone's for the economic well being of a country. It plays an important role in the growth and developmental activities of an economy. There are many investment alternatives in India and many investors too.

6. OBJECTIVES OF INVESTMENT IN SECURITIES

- Income: The first and the foremost objective is to earn income in the form of interest, dividend.
- Capital appreciation: It can be achieved by conservative growth, aggressive growth, and speculation.
- Forms of return: These may be of two types, periodic cash receipts, and capital gain.

- Safety of funds: The objective is that the funds invested should be secure and safe.
- Risk: The investor who wants to earn more return should be ready to take more risk.
- Liquidity: The investors should prefer those investments which are liquid.
- Tax considerations: Provisions of capital gain, income tax, and others so that tax burden should be minimized.

CLASSIFICATION OF INVESTMENTS

- Physical Investments: These investments are the investments of intangible assets such as buildings, machinery, gold, and others.
- Financial Investments: These investments are investments that are used for the production of goods or the creation of assets.
- Marketable and Non-marketable Investments: Marketable investments are those investments that can be converted into cash very easily. Non-marketable investments are those investments that cannot be converted into cash very easily.
- Transferable and non-transferable Investments: The avenues which can be transferred to the others are transferable investments. The avenues which cannot be transferred to the others are non-transferable investments.

INVESTMENT BEHAVIOR

Investment behavior is the behavior of the investors while investing in any investment options. In other words, what an investor looks in while investing in the investment avenues. There are various investment options available in the market. The people invest with some purpose. Brabazon (2000) investments were made with the objective of wealth maximization. SEBI and NCAER (2000) reported that safety and liquidity were the main objectives behind the investment. Geetha and Ramesh (2011) found that the investors preferred to invest in bank deposits, NSC and PPF. Samudra and Burghate (2012) found that people preferred to invest in bank deposits. Kathuria (2012) found that most of the people preferred to invest in public provident fund and life insurance. Kantidas (2012) examined that the investors preferred to invest in insurance to get tax benefits. Jain and Jain (2012) examined that most of the respondents preferred to invest in bank deposits for future security. From the above discussion, we try to understand the investment behavior of people. The people preferred to invest in particular investment options according to their needs. The people were preferred to invest in particular investment options with a certain objective in mind. There were various objectives behind investment in particular investment avenues such as retirement planning, tax saving, children marriage, future obligation, children insurance, improve the standard of living, acquisition of an asset, supporting parents, health insurance, income regularity, and many more. All the people preferred to invest in safe and secure investment avenues. People with different age groups preferred to invest in different investment avenues. Young people preferred to invest for income regularity, future obligation, and others. Old age people preferred to invest for retirement planning, children's education, children marriage, and other obligations. Males and females preferred to invest in different investment avenues. Females preferred to invest in safe investments such as gold, PPF, and many more. Males preferred to invest in equity shares, debentures, mutual funds, precious metals, different commodities, and others.

INVESTMENT AVENUES

There is a large number of investment avenues available in the market. The people have to choose proper investment avenues depending upon their need, risk preference, and return expected. The plenty of investment avenues available for the investors make their decision-making process more critical and complex. Several factors influence people to make their investment decisions such as income, age, gender, and others. The different investors invest in a different type of investment avenues. Professional investors like doctors, lawyers, academicians, bankers, and others prefer to invest in the very safe and secure type of investment avenues. Each professional investor has a different investment strategy regarding their preferred investment avenues. The various investment

avenues available in the market are equity, preference, debentures, precious metal, gold, silver, real estate, life insurance, public provident fund, mutual fund, fixed deposits, post office savings & many more.

BEHAVIORAL FINANCE

Behavioral finance means psychological and sociological factors that influence the financial decision-making process of individuals, groups, entities. Behavioral finance is defined as a rapidly growing area that deals with the influence of psychology on the behavior of financial practitioners. Behavioral finance is the study of the irrational behavior of investors. The various behavioral patterns which are under cognitive psychology are as follows:

- **Heuristics:** Heuristics are the thumb rule which makes it easy to make decisions. There are two types of heuristics – one is when the decision is required to be made quickly and the other is used when higher stakes are a recreation of assets.
- **Overconfidence:** The investors are overconfident that they can predict the future better. Due to their overconfidence, they take risks without expecting returns.
- **Mental accounting:** According to Richard Thaler, “mental accounting is the set of cognitive operations used by individuals and households to organize evaluate and keep track of financial activities.”
- **Conservatism:** When the changes take place then the people will take more time to adjust to that changes. When the changes take place people may underreact or overreact to the situation.

7. REASONS FOR MAKING AN INVESTMENT DECISION

Following are the factors that affect a person's decision for choosing particular investment. Overall these factors may be divided into 5 types :

1. **Financial literacy of a person** – such a person may choose risk free products and traditional financial products
2. **Total Money to be invested** – A person with less money will mainly go for SIP mutual funds, saving bank account or fixed deposits and a person with more money in hand may invest in the stock market
3. **Demographic Profile of a person** – Generally a young person invests in risky products and an elder age person will go for risk free investments
4. **Risk taking ability** – A venturesome person will invest in Risky ventures rather a non-venturesome would invest risk free ventures.
5. **Investment Objectives:**
 - a. **Security of funds** –The investment need may be security of funds. Such person will go for saving account or fixed deposits
 - b. **Liquidity of funds** – Saving account, Fixed deposits and Mutual funds
 - c. **Expected returns** – If the expected returns of a person are high, he will invest in the stock market, real estate or gold. However, a person with expectations of low returns will invest in the risk free securities.
 - d. **Tax Saving** – Saving income tax is one of the prime objectives that people go for investment.

8.SUGGESTIONS

The individual investor should not always follow the majority. They should try to search about their investments before investing in the market. Investors should focus on safe investment avenues. People should develop the habit of investing in any stage of life. Saving money is an old method so people should invest their money to get maximum returns. The investors should have full knowledge of the investment options to avoid any loss in the future. The investor should be alert about what, where,

why, when, and how to invest in different investment options.

9. CONCLUSION

From this study, we can say that money plays an important role in one's life. So to have a safe future one should convert their savings into investment. People with different age groups prefer different investment options for different objectives behind the investment. The portfolio of the academicians must consider the behavior of the academicians before making any investment. The study concludes that there are various investment avenues available in the market. The different people prefer to invest in different avenues according to their choice. It also concludes that life cycle stages and investment objectives are dependent on each other.

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Green Banking in India - An Overview

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ABSTRACT: The present era of globalisation and industrialisation has added a lot of luxury and comfort to human life but has also lead to an alarming situation of use environmental degradation incorporated with all involved activities. The world today has seen much focus on economic progress, the side effect of this has resulted in climatic change, environmental damage. banks can certainly play an important role between economic growth and environmental protection. Banking of this kind is termed as “Green Banking” which means combining technology and changing climbed attitude and habits in dealing with banking business. Green banking initiatives and practices will be useful not only for environment but also lead to cost reduction in banking related activities. In an emerging economy like India environmental management needs to be the key Focus area of business fraternity and especially banking industries being the major intermediary. Green Banking concept would help banks and firms in emerging economies utilize their limited resources in an optimum way without harming the natural environment and face the global challenge of sustainability in successful manner. To reduce external carbon emissions, banks should finance green technology and pollution reducing projects. Green banking is a part of green initiative taken by stakeholders to save environment. In order to understand the importance of green banking, sites international experiences, opportunities, challenges and benefits of green banking in India.

Keywords : Green Banking, Green technology, carbon emissions, challenges, opportunities, sustainability, economic growth

1. INTRODUCTION

Today we are recklessly consuming all the available resources on earth which has given rise to the question as to what we will leave for our future generation. Some of the major reasons to go for green banking maybe the growing interest of consumer in environmentally friendly goods and services, higher expectations of prolonged efforts of the banking sector to keep the environment clean and also to minimise greenhouse effects through rationalizing their strategies, decisions, policy and activities pertaining to various banking services, business related and in-house operational activities. Green banking can promote environmental friendly practices and also reduce carbon footprint from banking activities. It can be implemented in many forms like using online banking instead of branch banking, paying bills online instead of mailing them, opening account at all online banks instead of multibranch banks and finding local bank in your area which is taking biggest step in supporting local green initiatives. Banking and financial sector should be made to work for sustainable development. Many of the banks have started adopting green practices, still a lot of channels are and utilised by Indian bank for greening their activities. Green Bank considers all social and environmental factors which is also called as an ethical Bank. With an aim to reduce external carbon emission, banks should finance those project which are considered to be environmental friendly by means of promoting and environmental-friendly practices which can reduce the carbon footprint from banking activities.

Banks can go ahead and also provide incentives to industries by offering cheaper funds for adopting green technologies which will have a long-term beneficial impact on the environment. As Major implementers of technology, banks themselves can adopt green technological practices thereby leading the way in this global initiative. Majority of the banks in India have started green banking practices purchase mobile banking, online banking, Green channel counters, green loans, e-statement, solar ATM's. The need of the hour is not restrict global warming debate but also to be dealt with going green. There is need to involve key stakeholders in creating awareness about environmental friendly banking. India's largest commercial Bank State Bank of India was the first bank to go green with token initiative in setting high sustainability standards and also completed the first step in 'green Banking' with Shri O.P.Bhatt chairman, SBI, inaugurating the banks fast wind farm project in coimbatore. In recent years SBI green Bank initiative included ATM's, paperless banking for consumers and also building of windmills in rural India. Thus green banking helps to create effective solution to a range of environmental problems and also at the same time identify opportunity that which benefit the customers.

2. REVIEW OF LITERATURE

Jaggi (2014) studied the initiative taken by ICICI and SBI on green banking. Green products and services providing initiative of ICICI Bank included instabanking (anywhere, anytime) home finance and vehicle finance. SBI to has introduced a green channel counter, online money transfer, wind farms, no queue banking, enhanced commitment towards achieving carbon neutrality in its day to day operations. Besides the above mentioned initiatives these Banks have also taken other steps for energy conservation like recycling, duplexing, CFL's, carpool etc..

Sudha Lakshmi and chinnadurai (2014) presented the status of Indian banks in respect of green banking and also stated that the going green is very much essential for emerging economies like India significant efforts have not been taken yet. Especially in London principle bands and the required include their green aspects for smooth and environmental friendly transactions. Shirley every step taken today will mean a better global environment in future. Also policy measures to promote green banking are very much needed in India. Indian banks in this aspect are running behind time in successful adoption of green phenomenon. In this regard serious steps are required to be taken.

Naath, Nayak et.al. (2014) made an attempt to study the green rating standard given by RBI, world Bank's social and environmental norms and initiative taken by banks in adopting green practices. During the course of their study they also listed strategies for adopting green banking. Green rating standard also known as green coin rating. Under this concept banks are evaluated on the basis of carbon emissions and also amount of recycling activities. Social and environmental norms for financial institutions have been framed by world Bank and these norms provide ways to reduce environmental impact. Besides Bank are also required to do in main on mental impact assessment, do animal reporting and also adopt sustainable technology. The researcher's studied and list the various initiatives taken in respect of environment by different banks in India.

Jha and Bhome (2013) conduct a similar survey as stated about check and thereby create consumer awareness on green banking. Conducting interviews and using specially structured questionnaires for survey they State certain steps needed it green banking. Online banking, green checking accounts, green loans for supporting environmental friendly residential projects, power saving equipments, green credit cards, paper saving mobile banking are among few steps suggested by them. Green banking will ensure organisation's move towards sustainability.

Bahl (2012) highlights the means of creating awareness about green banking to ensure sustainable growth. Garrett ranking technique used to analyse the most significance strategies in respect of green banking. If the goal is to attain sustainable development this can be achieved only through creating awareness and imparting education. Among the internal subsystem emphasis should be given to

publications, news letters so as to create awareness and effective means for external subsystem are event meetings, media and websites. A proper formulated green policy guideline is needed for effective green banking.

3. OBJECTIVE OF THE STUDY

- To study the concept of green banking.
- To know the products and services of green banking.
- To study the opportunities of green banking in India.
- To study the green banking initiatives by various banks.
- To know the major avenues of green banking.
- To study the major challenges of green banking.
- To study various strategies for green banking approach.

4. RESEARCH METHODOLOGY

This article is fully depend upon secondary data like journal books and various website from internet.

IDEAL BENEFITS OF GREEN BANKING

- Basically ethical (Green) banking awards as much paperwork as possible and relay on online/electronic transactions for processing so that you get green credit cards and green mortgage. Less paperwork means less cutting of trees.
- Creating awareness to business people about environmental and social responsibility enabling them to do a environmental friendly business practice.
- Green (ethical) banks adopt and implement environmental standards for lending, which benefit our future generations.
- Green banks give more important to environmental friendly factors like ecological gains thus interest on loan is comparatively less.
- Free electronic bill payment services.
- Online account opening form for opening an account
- Cashback will be credited to all new customers, opening “green accounts”.

GREEN BANKING PRODUCTS AND SERVICES

- **GREEN DEPOSITS** : Banks can offer higher rates on CDs, money market accounts, checking accounts and savings account if customers opt to conduct their banking activities online.
- **GREEN MORTGAGES AND LOANS** : A bank can offer green mortgage with better rates or terms for buyer's of energy efficient houses.
- **GREEN CREDIT CARDS** : Green credit card allows cardholders to earn rewards or points which can be redeemed for contribution to eco- friendly charitable organization. These cards offer an excellent incentive for consumers to use their green card for their expensive purchases
- **GREEN REWARD CHECKING ACCOUNTS** : Reward checking account may pay a bonus rate for customers who go green.
- **MOBILE BANKING** : By using it customer can check balances, transfer fund or pay bills from the phone. It also helps to save time and energy of the customers.
- **ONLINE BANKING** : It means customers can perform most of their banking related functions without visiting the banks personally. For this customer master process and internet banking ID, a password provided by the bank in which customer has an account. Online banking includes use of credit cards, debit cards, online bill payment, and electronic fund transfer.
- **GREEN CDs** : With a green Bank CD customer can an egg and debate of in the first term that

customer can choose. Banks offer a wide variety of certificates, ranging from 7 days to 5 years. Interest on this account can be compounded quarterly, paid monthly by cheque or transferred green Bank deposit account.

5. OPPORTUNITIES OF GREEN BANKING IN INDIA

India as of now is at a critical juncture in scaling renewable energy to provide energy access to many growing cities and was rural communities. Finance as such is one of a principal barriers to rapid expansion of India's clean energy market which is needed to meet the ambitious national target of 175 GW of solar, wind and other renewable energy by 2022, as well as broader targets of Paris Climate Agreement. As such financing must be not only abundant but also cheap so that energy can certainly compete with fossil fuels. Also plentiful and low cost capital will allow India to transition to a much cleaner platform while enabling continued economic and sustainable growth. Even the investment in renewable energy and energy efficiency is drawing attack good page both internationally and in India, the scale of investment does not get match the scale of financing needed to grow rapidly. In order to reach India's solar, wind and efficiency targets to increase clean energy over \$140 billion of investment is required. Significant, sustained and collaborative efforts are required from various stakeholders, including government, various financial institutions, industry, investors and research organizations in order to develop innovative financial solution to achieve the desired target. Trainable renewable energy investments to scale up to mid levels in India strong policy settings and incentives structures must be adopted. More importantly dedicated 'Green financial institutions' known as green banks are proving to be successful at both state and national level at leveraging public money to bring in private capital. An Indian Green Bank in this regard can help proper India's solar wind and energy markets.

GREEN BANKING INITIATIVES ADOPTED BY VARIOUS BANKS

- **STATE BANK OF INDIA (SBI)** : in order to promote paperless green banking for deposits, remittance and withdrawal SBI has started " Green channel counter" on 1st July 2010. Indus counters customer need not feel up any pain slips for drugs for withdrawal for depositing of money from their accounts. Saving paper and thereby contributing to the concept of green banking. SBI das became the first bank in the country to venture into generation of Green power by installing windmills at various locations in the country. The bank has also introduced a scheme known as green homes, under the scheme the bank is offering concessions such as reduced margin. Syrup processing fees and low interest rate for on home loans for environment friendly residential projects rated by the Indian Green building council (IGBC). Bank in recent days has also launched a loan product called 'carbon credit plus' to finance the future clean development mechanism (CDM) projects.
- **PUNJAB NATIONAL BANK (PNB)** : according to corporate social responsibility report 2010-2011 (PNB, 2011)they had initially taken various steps to reducing emissions and energy consumption. Energy conservation initiative bank has begin conducting electricity audit of offices. Bank is also emphasising mainly on green buildings and earnestly encouraging simple green practices as opting for energy efficient lights, CFL bulbs, trending on both sides of paper purchasing composite fax machine which can necessarily perform multiple functions, immediate repair of water leakage, use of Master sensor master switches for light which reduce consumption of extra unit of energy.
- **BANK OF INDIA (BOI)** : provision of providing mobile banking, phone banking, internet banking and electronic cards was added as alternate delivery channel to reduce the use of paper in banking procedure. Bank has issued e-transaction advices to corporate customers and the reduction in paper usage as well as encouraging electronic statements among retail customers. Various green initiative suggest distribution of tree saplings and also creating awareness among society have been undertaken by the bank.
- **ICICI BANK** : the bank offers green products and services like insta banking which is a

service which gives convenience and easiest to the customers to do banking anywhere and anytime through mobile banking, internet banking, IVR banking etc....this certainly reduces the carbon footprint of the customers as they do not require the physical statement for travel to the bank. The bank also conducted paperless initiatives like e-greetings and e-statements which helped to save 30000 trees from being felled and 16 crore litres of water through green initiatives. besides this ICICI Bank attempt to support other organizations' in their endeavors' to 'Go green' by managing and funding green technology projects.

- **CANARA BANK:** canara Bank had taken many green initiatives as a part of green banking initiative ; man had adopted environmental friendly measures such as internet banking, ATM, online trading and cash or cheque acceptor. The bank has also implement that he governance for HR functions and several other administration areas to reduce the paperwork in bank transactions.
- **SYNDICATE BANK :** bank has taken steps towards effective implementation of “green initiatives in corporate governance” by allowing paperless compliances through electronic mode. Through e-lounge facilities, ATMs and internet banking, bank is encouraging banking transactions through e- mode thus paving way for a greater role towards green initiatives.
- **CENTRAL BANK OF INDIA:** It launched “go green”campaign for its esteemed customers with a purpose to promote green banking which is q less banking and also promotes use of recycled products for banks stationary using TYVEK materials. Your customers are motivated to opt for e statements, use internet banking and also used a voucher machine for transactions.
- **HDFC BANK:** it has launched a system of sending the personal identification number for debit card holders through sms instead of usual dispatch by post. Bank has also incorporated environmental friendly features into their infrastructure which in most energy conservation, air quality management etc...says about policy replacing inefficient lightning options with LED lights in large offices, use of Central pollution control board complaint diesel gensets server and also desktop virtualisation reducing much of the power consumption.
- **YES BANK :** it is a first Indian signatory to carbon disclosure project and also has documented its carbon footprint. It is the first Indian Bank originating from private sector which has become signatory to undp statements by financial institutions on environmental norms and sustainable development.
- **IDBI BANK :** does Bank took a live step towards green initiative in corporate governance through which bank sends all the documents relating to general meeting notices, aadhar notices to their shareholders in electronic form. IDBI Bank also has an exclusive team working on clean development mechanism and other advisory services. It has also implemented a refinance scheme for most of the energy saving projects especially for micro small and medium scale enterprises.

MAJOR AVENUES OF GREEN BANKING

The major avenues of the Green Banking are as follows ;

- Green process which signifies that each unit and activities should be environmental friendly. major among these are maintaining contact with the customers through online means, paperless transaction, offering banking products in a way to have very minimal environmental impact.
- Green services and products like electronic paperless statements, electronic banking etc...
- major green strategies which means explaining the key stakeholders about the environmental values, setting a green policy and also publicizing it etc...

MAJOR CHALLENGES OF GREEN BANKING

While adopting green banking practices, banks will face the following challenges ;

- **HIGH OPERATING COST :** Talented as well as experience the staff are required to provide proper service to the customers for green banking.
- **STARTUP PACE:** many banks in grain business are quite very new and in startup pace. generally it takes 3 to 4 years for a bank to start making money thus it does not help banks

during recession.

- **DIVERSIFICATION PROBLEM** : normally in majority of cases grain banks restrict their business transaction to those business entities who qualify the screening process conducted by Green banks themselves. With limited number of customers they in need have a smaller based support them as well.
- **CREDIT RISK** : credit mainly arises due to lending to those customers whose businesses as such are affected by cost of pollution, change in environmental laws and regulations and also new requirements of emission level.
- **REPUTATION RISK** : if banks are involving themselves in those projects which are damaging the environmental then they prove to laws of out on their reputations. there are also instance of some cases where environmental management system has resulted in cost saving, increase in bond value etc...

VARIOUS STRATEGIES FOR GREEN BANKING APPROACH

The incorporation of environmental and social strategies into the development goals of the bank has helped in arriving at an effective management system. Accordingly Ginovsky (2009) had emphasized that in order to implement ecologically friendly practices Bank certainly should launch new banking products which can promote the sustainable practices and also need to restructure their back office operations as well. The other in his writings has suggested some of the strategies which bank can follow to be successful in green banking operations :

- Use of paperless banking transaction which can result in reducing the carbon footprint from the internal banking operations as well as cost saving to bank in many ways
- Adoption of green Street lending, which offers low rate of interest to customers and also businesses for installing the solar energy system as well as solar saving equipments.

According to Agarwal and Darwal (2013) green banking is a key in mitigating the credit risk, reputation risk and legal risk. The other has suggested in his book some Green banking strategies like a green financial products carbon credit business, carbon footprint reduction, green mortgages, green buildings and social responsibility services towards the society at large. However most banks were doing 'single bottom analysis' that is they were considering financial performance of borrowers, but instead they should do the 'triple bottom analysis' i.e., analysing the social and environmental performance as well. From the empirical study, it is found that banks can go ahead and adopt following strategies for going green in banking ;

- Engage with key stakeholders and also create awareness of environmental issues and also their impact on the economy, then move on man and society at large.
- Conduct regular energy audit and also review equipments purchase and disposal policies.
- Set SMART (Specific, Measurable, Attainable, Realistic, and Timely) green goals as internal targets to reduce the carbon footprints along the timelines.
- Monitor progress regularly, watch energy trends and also new development. Are wise green policy as and when required.
- Banks should focus on green buildings across its branches to effectively implement ecological friendly practices.
- Banks can go ahead and support various projects ranging from community cleanup to national initiatives on climate change, water, air, biodiversity and many more.
- Banks can introduce green farms for customers who would like invest in environmental friendly projects which can help in sustainable development.

6. CONCLUSION

Green is the word now. There is constant increase in awareness regarding conserving and protecting the environment. As such green banking is an emerging concept. It is certainly in the great management of environment with the banking activities and also AIMS at a reducing carbon

footprints. In a rapidly changing market economy where globalisation of markets are intensified the competition, banker should certainly play an important role to take ecological and environmental aspects as part of their lending principle which would also force industries to go for mandated in basement for environment management. banking and financial sector should be made to work for sustainable development. Green banks are startup modern India. Lot of channels are and utilised by Indian banks for greening their activity even though they have started adopting green practices. On the outside for India there is a huge lot of opportunity available which they can exploit and move their goal of economic development. Green banking does not only means sustainable use of resources but also adopting green lending principles. Finally proper training and educational programs by banks for the green initiatives will actually make Green Banking a success.

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Social Media Marketing Strategies - Its Impact on Consumers Buying Intension

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ABSTRACT: The main aim of every businessman is to increase the sales by applying various marketing tools and techniques. Companies all over the world trying to adopt new ways to reach out to consumers and inspires them to purchase their products using various marketing strategies. In this technologically advanced era, social media marketing strategies give a considerable influence on the buying intention customers. The main aim of this study is to understand the concept of social media marketing, social media marketing strategies, and its role in consumer purchasing intention. This research also intended to study the various networking sites and their features that extensively impact consumers buying behavior. To study the impacts of social media marketing strategies, especially for consumers buying intention, an exploration of the existing literature on social media use and various strategies are to be necessary for the findings and conclusions.

Keywords: Social media marketing, Social media marketing strategies, Online networking sites, Customer buying intention

1. INTRODUCTION

Nowadays the development of information technology, online marketing becomes an indispensable tool for consumers and companies. All kinds of businesses have found that social media turned as a link to reach the target market. The use of the Internet and particularly social media have become a convenient way to communicate among all age groups of customers. The Internet has the power to store a large amount of data at different locations with low costs, powerful search engines, organizing and disseminating of data, can function as a physical distribution medium with relatively low prices.

Social media marketing (SMM) is the use of social media websites and social media networks for marketing companies' products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone. It is also known as "digital marketing" and "e-marketing. Here the companies have to adopt different types of strategies to retain the customers and increase their purchase intention. Social media websites allow marketers to employ a wide range of tactics and strategies to promote content and have people engage with it. A major strategy used in social media marketing is to share the individual *users'* messages and content with their family, friends, and coworkers. The online marketing tools and strategies connect the consumers and the online advertising strategies make out the consumers purchase that particular product.

It shows a review of previous studies relating to the research problem selected for the present study. For this purpose, the researcher has referred to various academic journals, magazines, and books.

Zulqurnain ALi, Muhammad Aqib, Mashal RAUF(2020) states that successful marketing and promotion strategies achieve customer development, profitability, and long-term company success. The researcher's study reveals that social media marketing has a greater influence than trust in purchase intentions through social networking sites. Therefore, improving websites' quality enhances customers' trust.

Renu, Sanjeev Bansal & Vandana Gupta (2020) analyzed how consumer purchase intention is influenced by social media and various factors affecting the consumer purchase intention on social media. This paper states that understanding consumer behavior by companies results not only in identifying their potential customers but also helps in customer satisfaction, influencing potential customers, and creating competitive advantage.

Dr. Manjit Kour, Dr. Rajinder Kaur(2020) states that Social media is believed to be highly efficacious in reaching consumers. This has been brought about by the remarkable increase in the development and version of the technology, demanding that businesses rethink their digital marketing strategies. With the advent of technology, high-speed internet, and ease of shopping on the internet, it is observed that consumers are adapting to online marketing and their buying behavior is being influenced accordingly.

Ms. Samia Al Jahwari Dr. Chintan Anilbhai Joshi Ms. Aisha Al Mandhari (2020)studied and discussed the impact of social media on the online buying behavior of consumers. The findings of the study suggested that social media use has a positive impact on consumer buying behavior.

Shaista Arshad(2019) tries to study the influence of different predictors such as Information Satisfaction, Vividness, and Entertaining Content that can control consumer behavior. The study proposes a prodigious scope for social media marketers and suggests keeping their social media posts as much as interesting, colorful, entertaining, and providing required information properly rather than only casual and plain content.

Gulzar Asma, Maqbool Misbah (2018) studied the potential of social media marketing as an effective marketing the tool that helps them to affect the perception of customers & ultimately influence their purchase decisions. The research suggests that engagement with SMM has a positive effect on consumers' brand awareness & purchase intentions.

2. OBJECTIVES OF THE STUDY

The main objectives of the study are as follows

1. To study the concept of social media the various channels preferred by consumers for buying decisions.
2. To evaluate the successful social media used as a means of drawing customers' attention to the business.
3. To understand various social media marketing tools and strategies used by a businessman.
4. To analyze the factors which will affect consumer buying behavior.

3. METHODOLOGY








The present study is the critical analysis of social media marketing, social media marketing strategies, and purchasing behavior of consumers which is descriptive. The data are collected from secondary sources by using journals, available official websites, books, and various articles.

4. SOCIAL MEDIA MARKETING AND SOCIAL MEDIA MARKETING STRATEGIES

Social media marketing, or SMM, could be a sort of an online marketing platform that involves making, connecting, and sharing content on social media networks to build a brand, increase sales and

marketing. Social media marketing includes activities like publishing the content on social media profiles, posting text and image updates, videos, listening and engaging the audience, analyzing the results as well as running social media advertisements. The most important social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snap chat. Social media marketing goals are:-

1.To Increase website traffic, 2. To increase brand awareness, 3.To create a brand identity with positive brand strategy 4. To develop communication and make interaction with the people. For the above goals, various sites are developed. Some of the social media marketing sites are,

Facebook 	Facebook, nc. technology conglomerate based in Menlo Park, California. Facebook is a place people go to relax and chat with friends, it is a very casual and friendly environment constantly iterating, solving problems, and working together to connect people all over the world through our apps and technologies
Google+ 	Google+ was a social network owned and operated by Google. The network was launched on June 28, 2011, in an effort to challenge different social networks, linking other Google products like Google Drive, Blogger, and YouTube.
Pinterest 	Pinterest is an American image sharing and social media service designed to enable saving and discovery of information on the internet using images and, on a smaller scale, animated GIFs and videos, in the form of pinboards. Pinterest is one among the fastest-growing social media marketing trends.
Twitter 	Twitter is an American microblogging and social networking service on that users post and interact with messages known as "tweets". Registered users will post, like, and retweet tweets, however unregistered users can only browse them.
LinkedIn 	LinkedIn is an American business and employment oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is especially used for professional networking and permits job seekers to post their CVs and employers to post jobs.
YouTube 	YouTube is an American online video-sharing platform headquartered in San Bruno, California. YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool.
Reddit 	Reddit is an American social news aggregation, web content rating, and discussion website. Registered members submit content to the site like links, text posts, and images, which are then voted up or down by alternative members. Reddit, or similar social media platforms come across Stumble Upon or Digg, are ideal for sharing compelling content.

SOCIAL MEDIA MARKETING STRATEGIE

All businesses need to design a social media selling strategy and operate the company's social accounts during a thoughtful, measured method. A social media marketing strategy is a summarized plan hope to achieve from social media. It guides the actions and able to know whether it is succeeding or failing. The more specific the plan is, the more effective it will be.

HOW TO DESIGN SOCIAL MEDIA MARKETING STRATEGIES

Social media marketing is a new trend and a fast-growing way in which business activities are reaching out to target customers easily. Social media marketing can be simply defined as the use of

social media channels to promote a company and its products.

1. SET GOALS THAT MAKE SENSE ABOUT THE BUSINESS:-Firstly figure out the goal of the business and what social media can do at large. So come up with a better social media plan. The plan should be reasonable and affordable.

2 SEARCH THE TARGET AUDIENCE GROUP:-For searching social media analytics tools can use. Making assumptions is a dangerous thing. One can use social media demographics for that purpose.

3. ESTABLISH THE MOST IMPORTANT METRICS:-Marketers can use the following metrics:- **REACH.** Post reach is that the range of unique users who saw the post. In the face of ever-changing organic algorithms, tracking reach is arguably more important than ever.

CLICKS. This is the number of clicks on the content, company name, or logo. Tracking clicks per campaign are essential to understand what drives encourages people to buy.

ENGAGEMENT. The total number of social interactions divided by the number of impressions

4. CHECK WHAT COMPETITORS ARE DOING:-Before you start creating content, you should have a good idea of what your competitors are up to. For that competitor analysis tools can be useful. Looking at the competition's social channels will directly inform your own social media promotion strategy.

5. CREATE AND CURATE ENGAGING SOCIAL CONTENT:- social media marketing strategy is centered around content. There should have a good idea of what to publish based on your goal and brand identity.

6. MAKE TIMELINESS A TOP PRIORITY:-Time should be given to topmost priority. Customers are operating on their own time. So it is crucial to be able to reach and respond to followers promptly.

7. ASSESS WHICH IS WORKING WHICH IS NOT, AND THE WAYS TO IMPROVE:- you must be able to adapt the strategy which gives progress throughout the year. For this purpose looking at top-performing content and finely-tune the campaigns accordingly.

8. COMMUNICATE THE GOALS,CHALLENGES,AND WINS:- Collaboration is more important than ever for social marketers. Create social collaboration tools that motivate the team to work together on any given social campaign.

5. SOCIAL MEDIA MARKETING AND THE CONSUMER PURCHASE INTENSION

Purchase intention is defined as the possibility of a consumer purchasing product or service shortly. Consumers' purchase intentions are one of the primary inputs that marketing managers use to predict future sales and to determine how the actions affect consumers' purchasing behavior. Purchase intentions are affected measured and used by marketing managers as input for decisions about new and existing products and services. Purchase intentions are correlated with predict future sales. The most important factors that contribute to the consumer's intention to purchase are the quality of the product, the brand, and the advertisement.

Marketers pay great interest in consumer behavior. The response of consumer behavior helps marketers to know how consumers influence, feel, think, and choose from other alternatives. The behavior of the consumer *in* purchasing a specific product depends on his psychological, personal, cultural, and social factors. Most of them are *uncontrollable*, *but* they are considered to know the

behavior of a customer. Brand loyalty is a consumer's decision to purchase a particular brand frequently. It is defined as the power of liking of an individual for a particular brand in comparison with other available products. It is a function of behaviors and attitudes as well. Brand-conscious customers reduce the marketing cost of a company and less price-sensitive and seem to be more willing to pay higher prices less price-sensitive and seem to be more willing to pay higher prices for purchasing the desired brand. Brand attributes include: **Brand name** has a great impact on product marketing and consumers prefer to reliance on famous brand names. **Brand personality** is linked to the brand's emotional and self-expressive benefits for diversity.

The use of social media as a marketing tool assists organizations in spreading good news quickly; it can also be used to develop behavior adaption. Therefore, organization managers and marketers need to recognize how social media tools work as a method of communication and marketing tool to significantly develop their purchase adaption and intention.

Product quality is referred to as „fitness for *users*” it means attractive characters of the brand which are beneficial for the advertisement and retailing of a product. While brand-conscious consumers are always willing to pay an optimum price for their desired brand. So the price of the product doesn't affect the purchase intention of consumers. Promotion is a component of the marketing mix. Promotional activities are strategies that are used to increase the trading of a brand. For average consumers, the price of a product is the most imperative consideration.

6. SUGGESTIONS

1. Purchase intension is governed by social, emotional, logical, moral, psychological, and economic factors.
2. There are different types of social networking sites are there like Twitter, WhatsApp, YouTube, Reddit affects consumer behavior.
3. There many social media marketing and social networking sites, some of them are very much useful while some are not relevant.
4. The careful use of strategies increases the customer's involvement in purchasing very important decisions.
5. Traditional media *are also affecting* the purchasing intention of *consumers*, *but* social media give the latest updates and increase the knowledge of society in general and consumers in particular.
6. It can be recommended that social media marketing is more affecting the behavior of consumers.

7. CONCLUSION

The main issue for marketers is to understand how digital and social media are used in the purchase decision process, their influence on consumer retention, and their role as a marketing strategy. The results overall show that decision-making depends on various factors in this social media age. Product quality, price, promotion strategies *helps* customers purchase intension. High trust and confidence led to greater satisfaction with the stages and the purchase. Social media has enabled marketers to access and monitor consumer opinions on a continual instant basis by listening-in and participating in the online communication network, and observing what people are discussing *on* blogs, forums, and online communities.

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A Study on Internet Shopping and Its Impact on Consumer Behaviour

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ABSTRACT: 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. For example, the interested categories of product, preferred way to pay online. Today's online shopping platforms provide many offers to consumers which attracts 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.

Keywords- Online shopping, digital payment, security

1. INTRODUCTION

The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of products and services through web site. There for, detailed product information and improved service attracts more and more people changed their consumer behaviour from the traditional mode to more rely on the internet shopping. On the other hand, more companies have realized that the consumer behaviour transformation is unavoidable trend, and thus change their marketing strategy. As the recent researches have indicated that the internet shopping particularly in business to consumer (B2C) has risen and online shopping become more popular to many people.

In the business to consumer(B2C) e- commerce cycle activity consumers use Internet for many reasons and purposes such as : searching for product features, prices of reviews, selecting products and services through Internet, placing the order, making payments, or any other means which is then followed by delivery of the required products through Internet, or other means and last is sales service through Internet or other mean (sinha,2010). Over the past few decades, the Internet has developed in to a vast global market place for the exchange of goods and services. In many developed countries, the internet has been adopted as an important medium, offering a wide assortment of products with 24 hour availability and wide area coverage. In some other countries, such as Iran, However business-to-consumer electronic commerce has been much below than anticipated proportion of total retail business due to its certain limitations (Sylke, Belanger, and Comunale,2002). Also, E- commerce has become an irreplaceable marketing channel in business transactions. Studying online shopping behaviour of consumers has been one of the most important research Agendas in e- commerce during

the past decade(Chen, 2009). The research of online consumer behaviour has been conducted in multiple disciplines including information system, marketing, management science, psychology and social psychology, etc.(Hoffman and Novak , 1996;Koufaris, 2002; Gefen et al., 2003;Pavlou, 2003, 2006; Cheung et al., 2005; Zhou et al, 2007).

2. REVIEW OF LITERATURE

Steve Ogden Barnes,(2012), in his research report titled “Men and Shopping Part – 2 Knowledge is power.” Has stated that:

As illustrated , there is strong recent evidence to confirm that real differences in the way that men and women approach shopping exist. Whether buying food or fashion or shopping in store or online, men have different priorities and different expectations to women at all stages of the shopping process. To what extend these differences are acknowledged and accommodated by marketers is debatable, however it is believed that great opportunities exist for those businesses which invest in understanding how basic demographic can influence shopper behaviour.

John B Horrigan, (2008) in his research paper titled “Internet uses like the convenience but worry about the security of their financial information”. Has stated that:

More than half on Internet uses encounter frustrations and other frictions in the course of online shopping. More people would shop online if they trusted the e- commerce environment more. Two – thirds (66%) of online Americans say they have purchased a product online, such as a book, toy, music, or clothing. Attitudes and perceptions play a key role in whether online usres choose to purchase products online.

Ankur Kumar Rastogi (2011), in his research paper “online shopping: A modern Approach of buying” has stated that:

Online shopping has become a significant part of our life as a result of the growing internet and our busy schedule. This adds up to faster, easier, safer and less costly shopping. Online shopping has a great advantage for us it is time saving and also a wide range of products can be selected with the best offer.

3. OBJECTIVES OF THE STUDY

1. To understand the latest internet shopping trends
2. To understand the behavioural characteristics of consumer while shopping online
3. To study the changes in behavioural pattern caused due to internet shopping trends

4. METHODOLOGY

The data collected from secondary sources of information like articles, journals and various websites.

RECENT TRENDS IN ONLINE SHOPPING

Online or Internet shopping: It's a type of web based business in which customers can purchase merchandise or administrations straightforwardly from the vendor utilizing a web program. Different words utilized for web based shopping are e – shopping, web shopping. Online shopping was invented by Michael Aldrich in the year 1979. In 1980, Redfins Office Transformation was propelled by him, which empowered the merchants, suppliers, consumers and operator to interface with the corporate framework over the web and portable exchanges electronically.

Trends: general direction in which something is developing or changing. Recent Trends in shopping can be what type of categories products are in demand, who are buying the more products male or female, as India is marching towards digital payment the which is most preferred payment method in India.

Leading Online Store

Companies	Annual web sales in million us dollars
Amazone.in	\$437.7
Flipkart.com	\$398.9
Snapdeal.com	\$258.7
Myntra.com	\$198.3
Jabong.com	\$175.7
Bigbasket.com	\$98.3
Ebay.in	\$69.6
Shopclues.com	\$37.1
Infibeam.com	\$36.6
Fristcry.com	\$34.8

Most Interested People in Shopping Online

	Male	Female
Number of Purchases(in %)	76	24
Average Order Vlaue (in Rs)	1430	1177

Most Demanded Products

Category	Interest in %
Mobile phones	68%
Cosmetics	25%
Watches	75%
Artificial Jewelery	65%
Apparel	85%

DRIVERS OF ONLINE SHOPPING

1. Increased access to internet services has made it possible to make their purchase online. Better and faster 4G services have boosted the accessibility. Abundant choices of shopping sites provide wide range of products and services. Online shopping operates on a huge scale and thus the products are offered at Discounts. For e.g Amazone great Indian Festival, Flipkart's Big Billion days etc.
2. Behaviour of Indian Consumers has also changed over the years. Consumers are not only using internet for booking their air. Movie or railway tickets, but are purchasing a number of other products such as mobiles, home décor, apparels, and electronics
3. Busy Lives leave people with less time to visit markets, mails or other conventional stores. Online shopping has made buying things very easy.
4. Online shopping these days provides various facilities such as exchange or return policy which are very useful.
5. Marketers are using social platforms like Facebook, Twitter, and Google plus, to promote their products which lead in consumer having more information. This has increased online shopping as these platforms are very famous.
6. Special cashback policies offered by online shopping websites.
7. 24hrs customer care services by many shopping websites helps solving customer queries. As a result, customers trust is gained.
8. Better and safer online banking services helped in gaining trust of consumers who earlier hesitated in sharing their details with shopping online.
9. Various pages on Facebook and Instagram offers stylish and latest clothing, foot wear, fashion accessories and various products at affordable price which has made online shopping famous among the young consumers.

ADVANTAGES OF ONLINE SHOPPING

- Saves time and efforts
- The Convenience of shopping at home
- Wide variety/ range of products are available
- Good discounts/ lower prices
- Get detailed Information about the product
- We can compare various models/brands

CONSUMER BUYING BEHAVIOR

Consumer buying behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer buying behaviour refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It helps to understand what makes a consumer to buy a product. It is important to assess the kind of products liked by consumers so that they can release it to the market.

CONSUMER BUYING BEHAVIOUR -CHARACTERISTICS

1. Bargaining
2. Quality v/s Price
3. Brand or Trademark Consciousness
4. Changing consumption patterns
5. Role of women
6. Credit and guarantee
7. Complaining

ONLINE SHOPPER BEHAVIOUR:INFLUENCE OF ONLINE SHOPPING DECISION

The internet has played a significant role in our daily life in that people can talk through the Internet to one who is actually on the other side of the Earth, can send E-mail around the clock, can search information, can play game with others, and even can buy things online. Meanwhile, Internet shopping has been widely accepted as a way of purchasing products and services. It has become a more popular means in the internet world.

The process of making decision are very similar whether the consumer is offline or online. But one some major differences are shopping environment and marketing communication. According to traditional consumer decision model, consumer purchase decision typically starts with need awareness, then information search, alternative evaluations, deciding to purchase and finally, post purchasing behaviour.

5. SUGGESTIONS

1. Convenient and easy buying is important factor impact the online shopping so that the marketer can take care additional effort in these areas in order to improve the level of customer satisfaction.
2. To improve the online shopping behaviour of consumers, more advertisement can be conducted through various media.
3. The online marketers should deliver right colour, quality and quantity product order by the consumers. It will improve the customer satisfaction in order to increase online trading.

6. CONCLUSION

Online shopping is a web based platform where people can buy products through electronic medium, India's online market is increasing year by year. Recent trends in online shopping are people are spending high on apparels and mobile phones. All online Shopping should improve their promotional

and service strategies to make aware the customer. We can conclude online shopping is here to stay and will be unstoppable in coming years.

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A Study on the Effectiveness of Solid Waste Management Practices of Mavelikara Municipality

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ABSTRACT: Waste management or Waste Disposal includes the activities and actions required to manage waste from its inception to its final disposal. This includes the collection, transport, treatment and disposal of waste, together with monitoring and regulation of the waste management. Waste management practices are not uniform among countries and residential and industrial sectors can all take different approaches. Proper management of waste is important for building sustainable and livable cities, but it remains challenge for many developing countries. Effective waste management is quite expensive. Operating this essential municipal service requires integrated systems that are efficient, sustainable and socially supported.

Key words: Waste management, Solid waste, waste Disposal.

1. INTRODUCTION

Waste management is a complex and multi-disciplinary problem; the proper management of solid waste is one of the key challenges of modern life mainly due to the varying perception of waste. Every human activity creates waste in one form or another. Due to population and unplanned urban development, unlike in the past, a slight mismanagement of waste will invariably damage human health and environment. The world over, accumulation of solid waste is creating numerous problems. Experts are yet to find out productive solution to the ever-growing solid waste issues. Most of the technological options put forward for waste treatment and disposal are either impracticable due to many reasons or just transform waste in one form into another. The quantum of waste generation in most of the countries is unmanageable huge and is increasing constantly.

Moreover, the waste composition is unpredictably changing, leaving the major portion non-biodegradable waste. In all walks of life, people are speaking about sustainable development but, in solid waste management, sustainability remains as a distant dream

2. REVIEW OF LITERATURE

Neha Gupta (2014) stated that due to improper management of municipal solid waste it becomes major environmental issue in India. They stated that various factors responsible for this issues that are rapid increase in urbanization, industrialization and population, the generation rate of municipal solid waste in Indian cities and towns is also increased. Mismanagement of municipal solid waste can cause adverse environmental impacts, causes various diseases and other socio-economic problems. They briefly studied various treatment and disposal methods mostly adopted for Municipal Solid Waste Management in Indian cities.

Rajendra Kumar Kaushal (2012) carried out estimation of the quantity and characteristics of municipal solid waste and its forecasting over the planning period. They analyzed how trend is changed in the MSW quantities and characteristics in major urban cities in India over last four decades. In this paper, an attempt has been made to study the changing trends of quantity and characteristics of MSW to find its impact on the performance and capacity planning of recovery/recycle, compost, incineration and landfill facilities.

Nilanthi Bandara (2010) studied solid waste scenario on Sri Lanka and he gives that composting is a good technical option for solid waste management for country. From his study he observed that municipal waste content maximum percentage of bio-degradable organic material which can be converted into valuable compost by setting compost plan. He suggested that if organic waste from household is collected separately without mixing with other waste and treated separately then good quality compost can be produced with contain minimum percentage of heavy metal and greater percentage of nutrients.

3. STATEMENT OF THE PROBLEM

Waste management is an essential service to be provided by Municipal and local bodies. Failure of efficient delivery of solid waste service could be disastrous. The major reason for growing municipal wastes generation are changing life-styles and food-habit, urbanization and development of tourism industry. Uncontrolled garbage pileup and stinking waste all over the urban center of Kerala is a normal right today. Uncontrolled waste accumulation and failure to adopt state-of-the-art methods of waste management processes have serious consequence on the environment, public health and the economy. The present study seeks to analyze the various methods of solid waste management in Mavelikara Municipality.

4. OBJECTIVES OF THE STUDY

- To identify the sources of waste generation in Mavelikara municipality
- To study various methods of waste disposal.
- To suggest measures for improving the performance of waste management practices of Mavelikara Municipality.

5. RESEARCH METHODOLOGY

The approach adopted in this research is descriptive research. The approach enabled to explore new area of investigation. The data were collected from journal, books and website

SOLID WASTE

Solid waste can be defined as non-liquid material that no longer has any value to the person who is responsible for it. The words rubbish, garbage, trash, and refuse are often used as synonyms when talking about solid waste. Any solid material in the material flow pattern is rejected by society is called solid waste. So, solid wastes are the organic or inorganic waste materials produced by various activities of the society, which have lost their value to the first user. It is generated by domestic, commercial, industrial, healthcare, agriculture and mineral extraction activities and accumulates in streets and public places.

The term „municipal solid waste“ refers to solid waste from houses, streets and public places, shops, offices and hospitals. The management of this type of waste is most often the responsibility of Municipal or other Governmental authorities. Although solid waste from industrial processes is generally not considered municipal waste, it nevertheless need to be taken into account when dealing with solid waste, because it is often ends up in the Municipal Solid Waste stream. Streets refuse, a major ingredient of MSW, contains a mixture of refuse from many sources, because streets are used

as dumping grounds by all generators of waste. Where sanitation facilities are lacking and a large animal population roams the streets, streets refuse contains a lot of human faecal matter and manure

SOURCE OF WASTE IN MAVELIKARA MUNICIPALITY

Major sources of solid waste are as follows

RESIDENTIAL WASTES

Residences and homes are some of the major sources of solid waste. Wastes from these places include food wastes, plastics, paper, glass, leather, cardboard, metals, yard wastes, ashes and special wastes like bulky household items like electronics, tires, batteries, old mattresses and used oil.

INDUSTRIAL WASTES

Industries are one of the biggest contributors of solid waste. The industrial waste includes light and heavy manufacturing industries, construction sites, fabrication plants, canning plants, power and chemical plants. The industries produce solid waste in form of housekeeping wastes, food wastes, packaging wastes, ashes, construction and demolition materials, special wastes, medical wastes as well as other hazardous wastes.

COMMERCIAL WASTES

Commercial facilities and buildings are another source of solid waste. Commercial buildings include hotels, markets, restaurants, go downs, stores and office buildings. Some of the solid wastes generated from these places include plastics, food wastes, metals, paper, glass, wood, cardboard materials, special wastes and other hazardous wastes.

INSTITUTIONAL WASTES

The institutional centers are also one of the contributor of solid waste institutions include schools, colleges, prisons, military barracks and other government centers also produce solid waste. The common solid wastes obtained from these places include glass, rubber waste, plastics, food wastes, wood, paper, metals, cardboard materials, electronics as well as various hazardous wastes.

CONSTRUCTION AND DEMOLITION AREA WASTES

Construction sites and demolition sites also contribute to the solid waste problem. Construction sites include new construction sites for buildings and roads, road repair sites, building renovation sites and building demolition sites. Some of the solid wastes produced in these places include steel materials, concrete, wood, plastics, rubber, copper wires, dirt and glass.

MUNICIPAL SERVICES WASTES

The urban centers also contribute solid waste. Some of the solid waste from municipal services include, street cleaning, wastes from parks and beaches, wastewater treatment plants, landscaping wastes and wastes from recreational areas including sludge.

TREATMENT PLANTS AND SITES WASTES

Heavy and light manufacturing plants also contributes solid waste. The wastes include refineries, power plants, processing plants, mineral extraction plants and chemicals plants. Among the wastes produced by these plants include, industrial process wastes, unwanted specification products, plastics, metal parts just to mention but a few.

AGRICULTURAL WASTES

Agriculture is an another source of solid wastes. The sources includes Crop farms, orchards, dairies, vineyards and feedlots. Among the wastes they produce include agricultural wastes, spoiled food, pesticide containers and other hazardous materials.

BIOMEDICAL WASTES

Biomedical wastes are generally from hospitals and biomedical equipment and chemical manufacturing firms. In hospitals there are different types of solid wastes produced. Some of these solid wastes include syringes, bandages, used gloves, drugs, paper, plastics, food wastes and chemicals. All these require proper disposal or else they will cause a huge problem to the environment and the people in these facilities.

METHODS OF SOLID WASTE DISPOSAL

There are several methods for the disposal of solid wastes. They are

LANDFILL : Landfill is the most widely used mean for the ultimate disposal of solid waste. It is often most economical method and has minimal impact on the environment. In a Sanitary landfill, garbage is separated out in thin layers, compacted and covered with clay or plastic foam, in modern landfill the bottom is covered with an impermeable liner, usually several layers of clay, thick plastic and sand. The liner protects the ground water from being contaminated due to percolation of leachate.

INCINERATION: The term incineration means to burn something until nothing is left but ashes. An incinerator is a unit or facility used to burn trash and other type of waste until it is reduced to ash. An incinerator is constructed of heavy, well insulated materials, so that it does not give off extreme amount of external heat. Incineration and other high temperature waste treatment systems are sometimes described as “thermal treatment”. Incineration converts waste material into heat, gas, steam and ash. Incineration is carried out both on a small scale by individuals and on a large scale by industry. It is used to dispose of solid, liquid and gaseous waste

COMPOSTING : Composting is a biological process in which micro-organism, mainly fungi and bacteria, convert degradable organic waste into humus like substance. This finished products, which look like soil, is high in carbon and nitrogen and is an excellent medium for growing plants. The process of composting ensures the waste that is produced in the kitchens is not carelessly thrown and left to rot. It recycles the nutrients and returns them to the soil as nutrients..

PYROLYSIS : Pyrolysis is a form of incineration that chemically decompose organic materials by heat in the absence of oxygen. Pyrolysis typically occurs under pressure and at operating temperature above 430 c. in practice it is not possible to achieve a completely oxygen free atmosphere. Because some oxygen is present in any pyrolysis system, a small amount of oxidation occurs. If volatile or semi-volatile materials are present in the waste, thermal desorption will also occur.

6. SUGGESTIONS

- Organize collection of Municipal Solid Waste at household level by using methods such as Door to Door, House to House or community bin service, collection must be on a regular pre-informed schedule.
- Segregate at the source all recyclable waste, as well as biomedical waste and industrial waste, to prevent special waste from being mixed with ordinary Municipal Solid Waste.
- Make available sufficient storage facilities in accordance to the quantities of waste generated.
- Provide covered storage facility so that waste is not exposed to open atmosphere.
- Encouraging efforts of organic waste recycling.
- Ensure proper management of clinical waste.
- Ensure that storage facilities are attended daily and are emptied and cleaned regularly.
- Ensure that storage facilities or public bins are often appropriate design for ease in handling, transfer and transport.
- Ensure that vehicles used for transport of waste are covered.
- Empty bins or containers before they start overflowing

- The minimization of negative impact of Solid Waste on health, environment can be attained through the 3R's of Reuse, Recycle and Reduce. Waste minimization by reducing the volume of waste generated and increasing recovery and reuse of waste must be encouraged at all level.
- Ensure that waste is not visible to public or exposed to the open environment, thus preventing the scattering of waste.
- Development of public-private- community partnership, a model of co-management and sharing.
- Involvement of NGO's and media in environmental awareness programe
- Developments of micro-enterprise in waste recovery and recycling

7. CONCLUSION

Municipalities have overall responsibility for solid waste management (SWM) in their cities. Proper waste management is important in building sustainable and livable cities, but it remains a challenge for many developing countries and cities. However most of them are currently unable to fulfill their duty to ensure environmentally sound and sustainable ways of dealing with waste generation, collection, transport, treatment and disposal. From the analysis it is clear that plastic and food waste are the main type of solid waste. Most of the peoples face many problems relating to the disposal of solid waste. From the survey conducted among officials of the Mavelikara Municipality, it is clear that door to door collection waste is less and they use community bin for collecting waste.

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A Study on Mobile Commerce-Opportunities and Challenges

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ABSTRACT: Mobile Commerce is simply means M-Commerce. M-commerce is the subset of E-commerce. M-commerce considering all kinds of electronic transactions by the use of mobile phones. Increasing number of users are accessing,utilising,and interacting with contents on the handheld devices like mobile phones, Personal Digital Assistant, tablets etc,it helps makes sense that business are shifting their attention to single mobile optimization. M-Commerce is handling giant area of our economy because M-Commerce is exclusively of both Business to Business transactions as well as Business to Consumers. The modern M-Commerce provides various types ways to digital world.

Key words: Mobile Commerce, E-Commerce, PDA, B2B, B2C.

1. INTRODUCTION

Now a day's Information Technology era provides a new horizon world for sharing knowledge and connecting peoples each other .It refers to the use of computers and software to manage the information. Computers and mobile phones play an important part of information technology .IT also includes the management of data ,whether it is in the form of text,voice,image,audio or other form. It can also involve things related to the internet.

M-commerce is considered a subset of E-Commerce. M-Commerce is electronic commerce which occurs on cellphones. The term Mobile Commerce first used in 1998 by Kevin Duffey at the launch time of worldwide Mobile Commerce Forum Mobile Commerce (M-Commerce) is the term used to describe the growing innovative trend of using networks that interface with wireless devices such as mobile phone, handheld computers to initiate the complete online electronic transactions. Mobile commerce involves all kind of electronic transactions by the use of mobile phones. In the IT world there is saw a wonderful relationship with Mobile phones and human beings It's like a body part because information are living in finger point. So it is a absolutely, convenience and informative relation to using Personal Digital Assistant(PDA) and Mobile Phones to purchase goods and services for online. Online shopping or online retailing is a form of e-commerce which allows consumers to directly buy goods or services from sellers over the internet using a web browser. This mechanism also known as e-store,e-shop, internet shop, web store, web shop, online store and virtual store. The evolution of latest technologies has made it all possible to conduct businesses from the wireless network rather than wired systems. All commercial and non-commercial activities now be easily done through mobile phones.

2. REVIEW OF LITERATURE

SubhroSarkar & Sumedha Chauhan & Arpita Khare (2020) in their study on, “Awareness of antecedents and consequences of trust in m-commerce can enable m-commerce service providers to design suitable marketing strategies. Present study conducted a meta-analysis of 118 related empirical studies. The results indicate that antecedents namely perceived usefulness, perceived ease of use, system quality, information quality, service quality, user interface, perceived risk, perceived security, structural assurance, ubiquity, and disposition to trust, while consequences namely attitude, user satisfaction, behavioral intention, and loyalty have significant relationship with trust in m-commerce. Further, all the relationships were found to be moderated by culture except perceived ease of use, disposition to trust, and attitude”

CMA Satish Dhokare& Dr. Arun Gaikwad (2020) in their study on, “Mobile commerce or e-commerce features emerging class-based business services with a range of portable terminals such as mobile phones and handheld devices. At the Conference on Telecommunications and knowledge Markets (COTIM)-2001, a world conference held in Karlsruhe, Germany, academic researchers and business practitioners shared their experiences and frameworks about m-commerce. Selected papers supported COTIM-2001 presentations are included during this Special Issue. This paper introduces the preconditions that led to the emergence of m-commerce, the most dimensions of m-commerce that distinguish it from ecommerce, and therefore the key arguments from the contributions on m-commerce during this Special Issue of the Journal of Business Research. The driving factor of this growth has primarily been the immense growth of the mobile phone, especially smart phone , industry within the past decade. the availability of MobileValue Added services (MVAS) by the network providers has triggered the complete development making M-Commerce an enormous industry today. one among the largest driver of this growth has also been the introduction of mobile apps within the past decade and through this white book, we might observe the impacts an app has on the M-Commerce segment”.

SubhroSarkar & Sumedha Chauhan & Arpita Khare (2020) in their study on, “Awareness of antecedents and consequences of trust in m-commerce can enable m-commerce service providers to design suitable marketing strategies. Present study conducted a meta-analysis of 118 related empirical studies. The results indicate that antecedents namely perceived usefulness, perceived ease of use, system quality, information quality, service quality, user interface, perceived risk, perceived security, structural assurance, ubiquity, and disposition to trust, while consequences namely attitude, user satisfaction, behavioral intention, and loyalty have significant relationship with trust in m-commerce. Further, all the relationships were found to be moderated by culture except perceived ease of use, disposition to trust, and attitude”.

Ailie K.Y.Tang(2019)in his study on, “The use of mobile applications (apps) continues to grow. The literature on mobile apps is accumulating along with this growth, but the streams of research are still highly inconsistent and fragmented. A comprehensive and succinct review is needed that would help scholars and practitioners understand (a) the adoption of current mobile apps and (b) consumers’ motivations, attitudes and behavior towards mobile apps. This study aims to organize and classify literature on mobile apps in m-commerce and assess the state of the art in order to facilitate future research. Content categorization was conducted on studies of mobile apps published between 2009 and 2018 in the business journals listed in the Journal Citation Reports. They were then analyzed in accordance with a systematic review approach involving interpretation-based assessment of the research methodology and key findings of these studies. Future research directions are also suggested for managerial and academic implications”.

3. OBJECTIVES OF THE STUDY

- To study the history and scope of M-Commerce
- To find out the merits of M-Commerce with the use of business and consumers.
- To know the demerits and challenges of using M-Commerce

4. RESEARCH METHODOLOGY

The study is based on secondary data that has been collected from various secondary resources such as books, journals, articles, magazine, internet etc.

THE HISTORY AND SCOPE OF M-COMMERCE

M-commerce is the significant part of E-commerce-commerce help to business is carried out through handheld mobile phones. The term M-Commerce was first coined by Kevin Duffy in 1997. When he was the CEO of Global Mobile Commerce Forum. The new initiatives Mobile Commerce began with two Coca-Cola selling machines in Finland. The prominent discovery in this machines are compared to the usual ones was that people could pay for the drink using with SMS. This is the main characteristics focusing the foundation and development of mobile banking in the locality. The first online products sold through M-Commerce channels were mobile ringtones in 1998 in Finland. About 2 years for spread mobile commerce in global marketing scenario. Mobile commerce trend reached global platform and it has never slowed down. Upcoming Innovations are helping the development of Mobile Commerce in global scale.

More recently, brick and mortar business owners, and big-box retailers in particular, have made an effort to take advantage of mobile commerce by utilizing a number of mobile capabilities such as location-based services, barcode scanning, and push notifications to improve the customer experience of shopping in physical stores. By creating what is referred to as a 'bricks & clicks' environment, physical retailers can allow customers to access the common benefits of shopping online (such as product reviews, information, and coupons) while still shopping in the physical store. This is seen as a bridge between the gap created by e-commerce and in-store shopping, and is being utilized by physical retailers as a way to compete with the lower prices typically seen through online retailers. In 2013, "omnichannel" retailers (those with significant e-commerce and in-store sales) were seeing between 25% and 30% of traffic to their online properties originating from mobile devices. Some other pure play/online-only retail sites (especially those in the travel category) as well as flash sales sites and deal sites were seeing between 40% and 50% of traffic (and sometimes significantly more) originate from mobile devices.

The Google Wallet Mobile App launched in September 2011 and the m-Commerce joint venture formed in June 2011 between Vodafone, O2, Orange and T-Mobile are recent developments of note. Reflecting the importance of m-Commerce, in April 2012 the Competition Commissioner of the European Commission ordered an in-depth investigation of the m-Commerce joint venture between Vodafone, O2, Orange and T-Mobile. A recent survey states that 2012, 41% of Smartphone customers have purchased retail products with their mobile devices.

Mobile commerce is worth US\$800 billion, with Asia representing almost half of the market. In India most of the people using smart phones irrespective of their age. So smart phones are playing significant role in our part of life. During the covid19 pandemic and lockdown periods increasing the use of handheld device like mobile phones. Children's education structures changed into online platforms. The age group between 25 to 35 are using mobile phones to shop online and living life through virtual world. The mobile commerce are helps to completely explored and utilize the full potentials and India actively working in the view point of M-Commerce.



These are various projects are taken by the Government of India in order to encourage Mobile-Commerce.

1. Unified Payment System
2. Mobile Wallets
3. Online GST Implementations
4. Startup India
5. Skill India
6. Digital India make over

Apart from the above-mentioned initiatives, the Prime Minister of the country has quite supported and encouraged digital transactions with the use of mobile banking and e-banking for cashless transactions. One instance for this initiative is the launch of the BHIM app that facilitates digital transactions directly through the banks using UPI.

When we say m-commerce, here we refer to the transaction of goods and services using mobile devices. There have been evidently great impacts in the m-commerce market with the ever-increasing sales of smartphones, not only in India but across the world. In the past few decades, the development of mobile applications has turned out to become a boon for the m-commerce industry.

If we compare the time spent by an individual on a web browser to the time spent on mobile phones, there is a huge difference and that clearly signifies the dominance of mobile apps in the mobile commerce industry. Researches state that mobile apps can boost sales by over 50% for a regular ecommerce business. Moreover, nearly 49.2% are done via mobile devices. With such whooping usage of Mobile apps for E-Commerce India can be foreseen to compete with the developing nations in terms of mobile commerce.

5. PRODUCTS AND SERVICES OF M_COMMERCE

- Mobile money transferring
- Mobile ticketing
- Mobile vouching
- Mobile tracking
- Mobile banking
- Content purchase delivery
- Mobile advertising and marketing
- Mobile payment applications
- Mobile location based services
- Mobile information based services.
- Mobile brokerage services

E-Commerce Vs M-Commerce

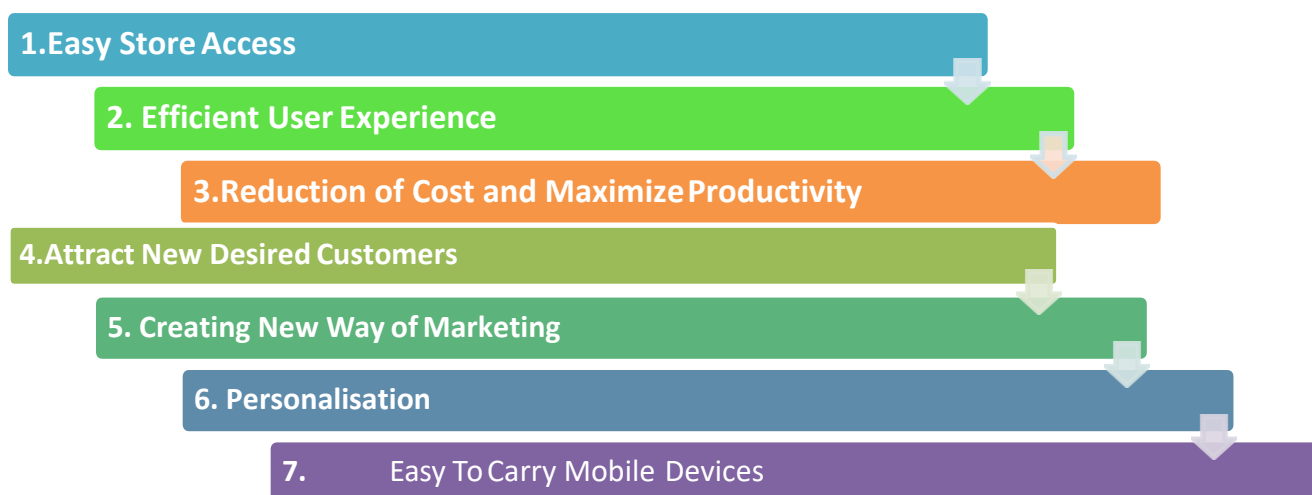
E-Commerce : The process of buying and selling products or services over the Internet by using electronic mode is called as E-commerce. It refers to Electronic commerce. Generally e-commerce activities are performed with the help of desktop computers and laptops, so users have to look for a place to do their transactions. It is broad term which refers doing shopping and making payments online with help of electronic devices like Laptop and computers.

An example of E-commerce includes Amazon, Flipkart, Quikr, Olx websites.

M-commerce: The process of buying and selling products or services over the internet by using wireless handheld devices is called as M-commerce. It refers to Mobile Commerce. M-commerce implies the use of Mobile devices for shopping activities and making business transactions anywhere they go they can do this with just internet connectivity. It is subcategory of ecommerce which does the same this via mobile devices.

An example of M-commerce includes mobile banking like paytm, in-app purchasing Amazon mobile app.

ADVANTAGES OF M-COMMERCE



1. Easy Store Access

M-Commerce helps to makes easy to discover the products available in the market by utilizing the wireless handheld devices. Mobile commerce removes the hindrance of time, place and storage wisely. This facility make consumers need not travel to store to purchase their needs rather they can buy their products online. So this helps to minimize their effort, money and saves their time.

2. Efficient User Experience

Now a day, peoples are clearly familiar with how to use smart gadgets like mobile phones, personal digital assistant, Tablets etc. The consumers are already know how to navigates to desired products in several clicks. To proceed in commercial activities with mobile apps should be fast, convenient, interactive and exclusive.

3. Reduction of Cost and Maximize Productivity

Mobile apps reduce the marketing campaign expenses. So the mobile apps decreases the cost of SMS messages, brochure and newsletters. The mobile apps simplifies client communications by utilizing secured, instant, and direct messages.

4. Attract New Desired Customers

M-Commerce website is not just one that holds your existing customer base, but it's also one that attracts new buyers who come over your online store and find it appealing. Besides the mobile searches are one of the essential ways that consumers are going to discover the website and the higher the chances are that will get more business opportunities.

5. Creating New Way of Marketing

Using mobile apps can easily buy and sell products to end-users. It helps serves multiple functionalities such as it can give general information, search features, news feeds, product prices, and so on. One of the biggest advantages of having a mobile app for business is that all the information likes to provide clients is available at their fingertips. This involves special sales and promotions.

6. Personalisation

Personalization has proven itself time and time again to be the key ingredient to M-Commerce success.

7. Easy to Carry Mobile Devices

Mobile device is easy to carry by user, It helps to avoid user to go physically to any particular shop as well as it also helps to user for avoid once of use of computer or laptops.

DEMERITS OF MOBILE COMMERCE



1. Lack of Awareness of Knowledge of Knowledge

In India people do not aware about the term M-commerce, In India literacy rate grew by 74.04%, but the world's average literacy rate is 84% in 2011. People in India still afraid to adopt to purchase things online as well as they are feeling uncomfortable to buy a product through M-commerce.

2. Security Reasons

Security reasons are most peril aspects of M-commerce. Peoples are still doubts about the security of M-commerce. People have fear about loss of personal data. There are several issues of trust ranging from personal information to business information. Security concerns and confidentiality are the biggest question of M-Commerce.

3. Internet Connecting Problems

M-commerce need a fast internet connection .Access of internet through mobile phones is interrupted by slow transmission speeds. Internet issues makes biggest barrier of M-Commerce. Connectivity issues make M-Commerce impossible in rural area.

4. Risk of Frauds

The risk of fraud in M-Commerce is big. Many marketers are not prepared enough to deal with it.

5. Conservative Beliefs of People

Conservative people are a constant rebel for any kind of new technology and they deny to it. Many people ignore to adopt the new technologies as they do not want to come out of their comfort zone. It is difficult and takes a lot of time to adopt new technologies. Some people are still unaware of online payments and markets.

6. Small Graphics Resolution

The comparison to computer/laptop, mobile devices are still less graphic resolutions, for that reason consumers are least interested to buy a particular product. In other words Product is not properly or exactly shown in mobile devices as compare to computers, laptops.

7. Hidden Charges

One of the important disadvantages of M-commerce is unexpected or unknown cost entering through navigates the mobile apps like update cost, installment app fee, membership fee etc.

6. SUGGESTIONS

- The government takes necessary steps to enhancing the uninterrupted internet connectivity system in the main points of the cities.
- To give the technology education for people irrespective of their age to awareness use of M-Commerce applications and ensures cyber security of handheld devices
- The companies providing mobile wallet services must improve the security and privacy concerns of mobile commerce mechanisms.
- Rules and regulations should also be liberalized for enhancing M-commerce industry.
- The Government should take necessary policy and rules to protect the data of people through modification strong IT Act.

7. CONCLUSION

The introduction of m-commerce opening the boundaries of innovations. Mobile commerce saves our times because of online transaction on mobile which is less expensive as compared to E-Commerce. Today the scope and benefits of m-commerce offers limitless opportunities and benefits to business and consumers of all kinds. This research combines various aspects of consumers use about the different area of M-Commerce.

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A Study on different types of Online Payment Methods available among Shops

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ABSTRACT: To put it in simple words, a digital payment occurs when goods or services are purchased through the use of various electronic mediums. There is no use of cash or cheques in this type of payment method. In a cashless economy, all transactions are carried out using different types of payment methods and this does not involve the physical use of money for the purchase of various goods and services. Post demonetization, people slowly started embracing digital payments and even small time merchants and shop owners started accepting payments through the digital mode. Digital payments are slowly gaining popularity in India and there are many apps that are being launched in this sector. It has become a hassle-free and secure way to make payments..

Keyword: Online Payment, Digital payments.

1. INTRODUCTION

The Government of India has been taking several measures to promote and encourage digital payments in the country. As part of the ‘Digital India’ campaign, the government aims to create a ‘digitally empowered’ economy that is ‘Faceless, Paperless, Cashless’. There are various types and modes of digital payments. Some of these include the use of debit/credit cards, internet banking, mobile wallets, digital payment apps, Unified Payments Interface (UPI) service, Unstructured Supplementary Service Data (USSD), Bank prepaid cards, mobile banking, etc.

Digital payment methods are often easy to make, more convenient and provide customers the flexibility to make payments from anywhere and at anytime. These are a good alternative to traditional methods of payment and speedup transaction cycles. Post demonetization, people slowly started embracing digital payments and even small time merchants and shop owners started accepting payments through the digital mode. Banking sector has implemented digital payment system to ease the payments. Digital payment means any payments made using digital instruments. In the payment, payer and payee use digital devices to send and receive money. Digitalization of payment system made a rapid change in banking environment. It adopted new business models, development concepts and innovations from internet banking to monetary transactions.

Implementation of Digital payment system made big change in financial sector also.

Reducing risk and ensuring safety on payments was absolutely implemented with Digital payment system. Digital payments can enable greater economic growth, growth in e-commerce and financial inclusion.

Digital Payments are payments that are conducted over the internet and mobile channels and hence, any payment that is sent online or through mobile computing and internet-enabled devices. This means that for digital payments to take place, the sender of the payment must have a bank account, an online banking method, a device from which he or she can make the payment, and a medium of transmission meaning that either he or she should have signed up to a provider or an intermediary such as a bank or a service provider.

2. REVIEW OF LITERATURE

Prof. S. Subramaniam and Dr. M. Swaminathan 2010 have stated that the electronic payments are growing at a phenomenal rate in India both in volume and value. ECS credit value has increased sharply during 2007-08, due to the refund of the over subscription amount of IPO_s floated by companies using electronic mode as mandated by the stock Exchange. Due to the notification issued by the RBI, allowing free use of ATM – debit card (free of charge) in all the banks throughout the country has also increased the value and volume of e-payments. This shows that customers prefer electronic mode of transaction than paper based instruments and that corporate India is aware of the options available and have begun to use them. The banks in India have also taken up aggressive promotions of E-payments as it has mitigated paper based payment instructions and are cost effective. It also helps to track the receipts in a more transparent manner and to manage payment and liquidity more efficiently. The study has also stated that the corporate customers have greater awareness of the usage of e-payment than individual customers. According to RBI, the Indian population still uses cash payments which may be the result of financial exclusion, literacy, tax evasion and other illegal activities. The easy access to internet, innovation, incentives, security risks, simplified e-payment mechanism creating customer's awareness and reducing remittance to change, convenience and legal frame work are the critical factors that will decide the future of e payments system and its usage growth in India.

Vahid Rangriz and Dr. M.G. Basavaraja, 2011 stated that use of e- banking system is higher if the customers trust its security and believe it would increase their productivity and effectiveness. To promote the use of e-banking system banks must reassure the customers with high standard of security. It is also recommended that training sessions be organized in bank premises for customers to strengthen their confidence in the system. Banks should provide an efficient graphical user interface for easy access and navigation of various services offered.

Akinola (2012) The paper examines the security and reliability part of cashless society. It is a fact that cashless society has many advantages and it may lead to reduce corruption, crimes on the one hand and on the other hand it will able to increase the government revenue to a great extent. Government may force to implement the cashless system by applying certain rules and regulations but it may fail if the service receivers are not in a position to understand the potential benefits. Most of the time customers perceive that there may be some amount of security threats which will lead to loss of money. This is to some extent true as this kind of unwanted event does happen. Second aspect is related to lack of awareness and lack of understanding about the usage pattern of the services. It is obvious that the cashless system is required but at the same time it should able to win the confidence of the service receivers.

3. STATEMENT OF PROBLEM

This topic studies various aspects of the impact of Online payment system in Retail Shopping Field in Mavelikara area. The topic aims to prove knowledge to the public about Online payment system and different modes of digital payments. This topic also studies the changes occurred with implementation of digital payment system. The people who have less knowledge about Online payment system in Shopping is still not using it. So we also provide information about benefits and challenges faced by Digital payment system.

4. OBJECTIVES

- To Study different types of digital payment systems in shopping centers.
- To find the different security requirements of digital payments.
- To study Changes occurred with implementation of digital payments.



5. RESEARCH METHODOLOGY

The approach adopted in this research is descriptive research. The approach enabled to explore new area of investigation. The data were collected from journals, books and websites.

AN OVERVIEW ABOUT ONLINE PAYMENTS

Digital payments are technically defined as any payments made using digital instruments. In digital payment, the payer and the payee, both use electronic modes to send and receive money. No hard cash is used. The Government of India has been taking several measures to promote and encourage digital payments in the country. As part of the ‘Digital India’ campaign, the government aims to create a ‘digitally empowered’ economy that is ‘Faceless, Paperless, Cashless’. There are various types and modes of digital payments. Some of these include the use of debit/credit cards, internet banking, mobile wallets, digital payment apps, Unified Payments Interface (UPI) service, Unstructured Supplementary Service Data (USSD), Bank prepaid cards, mobile banking, etc. Digital payment methods are often easy to make, more convenient and provide customers the flexibility to make payments from anywhere and at any time. These are a good alternative to traditional methods of payment and speed up transaction cycles. Post demonetization, people slowly started embracing digital payments and even small time merchants and shop owners started accepting payments through the digital mode. With the development of internet technology, the scope of digital payments has really improved. At present, around 70% of business organizations in India are managing their financial transactions through digital payments. ... With digital payments, you can simply pay or receive an amount over the internet connection. Provide access to financial payment services to every citizen along with ability to conduct card / digital transactions.

There are plenty of cashless payment options that have grown in last 3 years — like UPI, Net Banking, Open banking apps, USSD, AEPS etc. The driving force in the evolution of the payment system has been the need to give users the ease of doing it as it directly affects the purchase pattern of a customer. It is because of this reason that Mobile wallets like Mobikwik, PayTM, Oxygen, Amazon Pay, Google Pay have become the forerunners of the digital payment industry. While these wallets are penetrating into very small businesses and non-tier-1 cities initially with their cash-backs, they have innovated and provided easy user experience that needs minimum learning by a user. For example, payment via scanning a QRCode or simply entering merchant’s mobile number is easy. Sending money to a friend to clear debts is just a click-or-two away. To add on to this, apart from simplifying payments, the value added services like bill payments, ticket booking provided by these wallets have made them the preferred payment option of the savvy Indian consumer.

The future of digital payments lies in providing further simplified and secure user experience, while increasing its adoption by leading socio-economic changes at the grass root level. Mobile wallets are good, but still need taking out the smartphone followed by some action by the user, which is no better than taking out the credit card for payment. Next simplification lies in secure identification and payments (by face detection, voice, sound) which can further disrupt and exponentially grow the digital payments wave.

Types of Digital Payments

Banking cards: Cards are among the most widely used payment methods and come with various features and benefits such as security of payments, convenience, etc. The main advantage of debit/credit or prepaid banking cards is that they can be used to make other types of digital payments.

USSD: Another type of digital payment method, *99#, can be used to carry out mobile transactions without downloading any app. These types of payments can also be made with no mobile data facility. This facility is backed by the USSD along with the National Payments Corporation of India (NPCI).

AEPS: Expanded as Aadhaar Enabled Payment System, AEPS, can be used for all banking transactions such as balance enquiry, cash withdrawal, cash deposit, payment transactions, Aadhaar to Aadhaar fund transfers, etc. All transactions are carried out through a banking correspondent based on Aadhaar verification.

UPI: UPI is a type of interoperable payment system through which any customer holding any bank account can send and receive money through a UPI-based app. The service allows a user to link more than one bank account on a UPI app on their smartphone to seamlessly initiate fund transfers and make collect requests on a 24/7 basis and on all 365 days a year. The main advantage of UPI is that it enables users to transfer **money** without a bank account or IFSC code.

Mobile Wallets: A mobile wallet is a type of virtual wallet service that can be used by downloading an app. The digital or wallet stores bank account or debit/credit card information or bank account information in an encoded format to allow secure payments. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminated the need to use credit/debit cards or remember the CVV or 4-digit pin.

Bank pre-paid cards: A prepaid card is a type of payment instrument on to which you load money to make purchases. The type of card may not be linked to the bank account of the customer. However, a debit card issued by the bank is linked with the bank account of the customer.

PoS terminals: Traditionally, PoS terminals referred to those that were installed at all stores where purchases were made by customers using credit/debit cards. It is usually a hand held device that reads banking cards. However, with digitization the scope of PoS is expanding and this service is also available on mobile platforms and through internet browsers. There are different types of PoS terminals such as Physical PoS, Mobile PoS and Virtual PoS. Physical PoS terminals are the ones that are kept at shops and stores. On the other hand, mobile PoS terminals work through a tablet or smartphone.

Internet Banking: Internet banking refers to the process of carrying out banking transactions online. This may include many services such as transferring funds, opening a new fixed or recurring deposit, closing an account, etc. Internet banking is also referred to as e-banking or virtual banking.

Mobile Banking: Mobile banking is referred to the process of carrying out financial transactions/banking transactions through a smartphone. The scope of mobile banking is only expanding with the introduction of many mobile wallets, digital payment apps and other services like the UPI.

Bharat Interface for Money (BHIM) app: The BHIM app allows users to make payments using the UPI application. This also works in collaboration with UPI and transactions can be carried out using a VPA. One can link his/her bank account with the BHIM interface easily. It is also possible to link multiple bank accounts. The BHIM app can be used by anyone who has a mobile number, debit card and a valid bank account.

THE DIFFERENT SECURITY REQUIREMENTS OF DIGITAL PAYMENTS ARE MENTIONED BELOW:

- Confidentiality
- Integrity

- Authentication
- Availability
- Authorization
- Non-repudiation

6. SUGGESTIONS

The suggestions are recommendations or requirements that improves performances and quality of service rendering. Suggestions are made from findings to improve awareness and to utilise the digital payment.

Following are our suggestion to the respondents to improve their performance

1. The customer should have confidence in their process of payment.
2. The customer should change their PIN number regularly.
3. The customer should read instructions about digital payment before conducting online transactions.
4. The customer should not have engaged in digital payment when internet and server problems occurs.
5. OTP should not be shared with anyone.
6. The people who have less knowledge on Digital Payment should operate carefully.
7. We can improve the awareness from others who are using it regularly.
8. People try to use Digital Payment to improve cashless system.
9. People should use Digital Payment to control Black money.
10. People should use Digital Payment with its benefits and should careful with its challenges.
11. Customers can adopt Digital Payment easily because it has wider scope.
12. Customer should select Digital Payment Method which feels comfort to operate.

7. CONCLUSION

With the era of information technological advancement, electronic commerce is gradually leading the distribution of the business areas. Online electronic payments are an important part of e-commerce, and also the basis for electronic commerce which able to successfully develop. Without the corresponding real-time coordination of electronic payment, e-commerce is just only practical significance of the —virtual businessl, it cannot achieve a true network transaction. With the updating in technology, every sector has changed. Digital payment has been widely accepted.

People began to enjoy benefits of Digital Payment. People have awareness to operate Digital payment system. Digital Payment invented high quality service in banking. It enabled an accurate system of payment. Digital Payment also reduced risk of handling cash and controlling black money. In the Digital Payment, customer has direct link between bank. Challenges of the Digital Payment is solved with many of instructions and messages from bank. Bio metric measures helps to ensure safety and security of Digital payment system. Burden of bank have been reduced with implementation on Digital payment. It also enabled transfer of fund from everywhere. It implemented convenient banking services as per customer's wishes.

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Growing Role of Payment Banks in View of Digital Financial Inclusion

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ABSTRACT: A new model of banks was conceptualised by the Reserve Bank of India (RBI) which is popularly known as Payment Bank. As these banks cannot issue loans and credit cards, both current and savings accounts can be operated by such banks. Money is the life blood of every economy. Now-a-days cash transactions are much simpler due to the popularization of internet, smart phones and other digital technologies. Therefore, most of the transactions were cashless and if these practices will continue as it is then in future physical form of currencies will no longer be the king. Privacy, security and convenience are the factors which influence the users while using the facility of payment banks. The last decade has seen tremendous growth in use of internet and mobile phone in India. Increasing use of internet, mobile penetration and government initiative such as Digital India are acting as catalyst which leads to exponential growth in use of digital payment. But still many people are there who were not ready to accept this system of banking as they have a thought of being cheated. The present study deals with the role of payment banks in the implementation of digital financial inclusion.

Key words: payment banks, digital financial inclusion.

1. INTRODUCTION

The digitalization of banks gained momentum with the launch of digital India campaign launched by Prime Minister of India Narendra Modi on 1st of July 2015. This campaign was launched to improve the digital technology and to create digital empowerment among citizens. Some of the apps like Paytm and BHIM (Bharat Interface for Money) launched in digital India campaign leads to increase in digitalization of banks in India. But these apps became popular when the government of India announced the demonetization of all 500 rupees and 1000 rupees bank notes on 8th of November 2016. It was improvident for earlier banks to start banking in every village but use of mobile phones coverage leads to a capable low-cost platform for quickly basic banking services to every rural citizen. The innovation assisted to speed up India's journey into a cashless economy. Recently Reserve Bank of India (RBI) conceptualized the concept of Payment banks in India.

Payment banks are a dint in the right direction to infuse and encourage financial inclusion in India and promoting India to be a less cashless economy. The central bank has given inprinciple approval to 11 entities to be set up as „payment bank“ in India. The concept of payment bank was based on the recommendations imparted by Dr. Nachiket Mor Committee. According to the committee, for a meaningful and time bound financial inclusion, a new differentiated banking (niche banking) structure is required.

2. REVIEW OF LITERATURE

- **Madhavi Damle (2016)**, observe in her study the parameter for financial inclusion and business model of existing system and payment bank. This paper also includes various issues faced by traditional banking system which can be overcome using payment bank.
- **Srinivas, G. (2017)**, find in his study that there are number of people who can or avail the government benefit, loans, insurance and even interest on saving. Therefore, various steps have been taken by the government to reach the unbanked region like M-Banking, IPPB, PMJDY, etc
- **Dr V Ramesh naik, (2018)** this paper presents about the framework of the payment banks, and the expected benefit from the payment banks. It also focuses on the role of payment banks in financial inclusion on M Banking

3. OBJECTIVES OF THE STUDY:

- To study the banking services provided by different payment banks in India.
- To evaluate the contribution of payment banks in implementation of digital financial inclusion.

4. RESEARCH METHODOLOGY

The present study mainly focuses in secondary data which consist of articles, journals and websites.

THEORETICAL FRAMEWORK

A payment bank is like any other bank, but operating on a smaller scale without involving any credit risk. In simple terms, it can carry out most banking operations but can't offer advance loans or issue credit cards. It can accept demand deposits, offer remittance services, mobile payments, transfer/purchases and other banking services like ATMS, Net banking and third-party fund transfer

WORKING OF PAYMENT BANKS

The main source of money for Payment Bank is Charges levied on deposits and withdrawals eg. Fino Payments Bank apart from its first two services, will charge Rs 5 per Rs1,000 if you deposit or withdraw money at its bank branch. At a merchant outlet, cash deposits and withdrawals will charge Rs 5 or 0.6% of the transaction amount, whichever is higher. Airtel Payments Bank will charge 0.65% of the withdrawal amount if the customer withdraws cash from banking point. India Post Payments Bank, for doorstep banking, charges between Rs.15 and Rs.35, depending on the type of service. Paytm Payments bank charges are similar to a major bank in India. It offers 5 free transactions in non-metro cities and 3 free transactions in metro cities.

TYPES OF PAYMENT BANKS:

- Airtel Payment Bank (APB)
- India Post Payment Bank (IPPB)
- Paytm payment bank (PPB)
- Jio payment bank (JPB)
- NSDL Payment Bank (NSDL)
- Fino Payment Bank (FPB)

AIRTEL PAYMENT BANK (APB):

APB is the first Public Limited company in India to receive license from RBI on 11.04.2016. It is the subsidiary of Bharti Airtel and has entered into Joint venture with Kotak Mahindra Bank. The bank provides innovative and convenient services like digital banking using Aadhaar based e-kyc, mobile number as bank account number, interest at 7.5% p.a, the benefit of one minute talk time to Airtel users are given to the account holders at the time of initial account opening in payment banks. One

minute of Airtel mobile talk time for each rupee deposited at the time of opening savings bank account, when money transferred, free Personal Accidental Insurance of Rs.11lakh, PMJJBY, USSD & IVR in 12 local languages etc.

THE INDIA POST PAYMENT BANK (IPPB):

The main objective of IPPB is to provide reliable, reachable & economical bank for a layman. The bank will use its vast postal network to offer financial services to the people in rural areas (approx. 1.55 Lakh branch post office). Ownership of India Post Payment Bank is under Government of India and Department of post, under the Ministry of Communication. The IPPB was launched by the Prime Minister of India. The focus of IPPB is to serve social sector beneficiaries, migrant labours, unorganized sector, micro small & medium enterprises, panchayats & low-income households. The IPPB offers savings Account (Regular, Digital & Basic) and current Account which can be opened (Zero Balance) instantly through Mobile Apps by providing Aadhaar number with KYC verification. Merchants belonging to unorganized retail outlets like kirana store, mobile recharge shop, food kiosk, travel agent, tea stall owner etc can use this service to accept digital payments through apps. The RBI accepts a deposit cap of Rs.1,00,000 per account holder. Interest is credited at 4% on quarterly balance and any amount in excess of Rs.1,00,000 is transferred to Post Office Savings Account. The customers can use NEFT, RTGS & other money transfer services to transfer to any bank account. Other services include Mobile Banking, SMS Banking, missed call Banking, Phone Banking, QR card, Linkage IPPB and Post office savings account. Facilities like bill payment (DTH, gas, EB) remittance & fund transfer, direct benefit transfer, DOP products like Sukanya samriddhi Account, PPF, RD account, loan against RD etc. Doorstep Banking – Postman in rural (11,000 GDS) and urban areas will provide doorstep banking services for a nominal charge.

TRANSACTION CHARGES OF IPPB:

TRANSACTION SERVICE CHARGE

Digital transactions – Transactions other than cash deposit & withdrawal Rs.15 per transaction.

Cash transactions – cash withdrawal & cash deposit Rs.25 per transactions. (Money transfer charges are extra in addition to the above service charge).

Benefits of IPPB includes expansion of rural banking, access to diversified services like online banking, mutual fund, acts as a catalyst for social and financial inclusion, further IPPB gives boost to government initiatives for promoting digital transactions also. In the forthcoming years the postal department has decided to convert the India Post Payment Bank into a Small finance Bank (SFB) enabling loan to customers of individuals and SME's. Leveraging the largest network of Postal services, the IPPB could achieve the ambitious goal of providing digitally driven financial services where no commercial banks can reach.

FINO PAYMENT BANK (FPB):

Fino Payment Bank started in 2006 as a Technology company, and in 2008 it has launched various Direct Benefit Transfer (DBT) schemes. In 2017 Fino payment bank came into existence by leveraging powerful technology for its customer base. The bank has more than 100 million customers in 499 districts across 28 states. The products offered includes Saving Account (Shubh, Pratham, Saral, Sanchay) and Current Account. These account helps the customers to save and grow money. A Monthly Average Balance requirement is Nil, earn interest up to 7.25% p.a. (4% up to 1lac, 6.25% more than 1lac for sweep account & 7.25% from 1lac-10lac), Free RuPay Platinum/Classic Debit Card loaded with exciting offers and benefits, accidental Insurance/Permanent disability cover of up to Rs.2 Lakhs linked with Debit Card, Aadhaar seeding facility to receive LPG subsidy and other benefits directly in your account, mobile banking facility, free monthly e-mail statements etc. The Payments Bank offers Saral Salary Account which offers organizations seamless and convenient way to process salaries of their employees. Special doorstep banking facility to provide banking services at the customers convenience. The other services of the bank include Health insurance with ICICI

Lombard Hospicash Riders, ICICI Lombard Group Health insurance which helps the customers to take care of financial burden in case of critical illness, unfortunate death or disability. Further the bank also arranges business correspondence lending (BC) for arranging microfinance loans from other banks as third party. Short term loans ranging from Rs.18,000 to Rs.35,000 are provided. Payment of utility bills, recharges, domestic and international transfers etc are the other services provided by the bank.

PAYTM PAYEMENT BANK (PPB):

In August 2015, the RBI granted the license to PPB to start as payment bank. Officially the bank was inaugurated in November 2017. The bank offers savings account and current account.

The characteristics of the bank includes:

- No account opening charges
- No minimum balance requirements
- Deposits of public are invested in safe government bonds
- Facility of enjoying physical Rupay debit card or virtual card for online purchases across merchants
- Earn interest up to 4% and pass and pass book are updated in real time
- Highly secure by using Paytm passcode
- Get immediate alert for current account transaction
- Rs.2,00,000 free insurance coverage for death and permanent disability
- Cash backs and discounts across various merchants' outlets
- Accept money via QR code for instant cash
- Transfer funds and make payments any banks across India by using NEFT, IMPS, UPI And Mobile wallets.
- National Automated Clearing house (earlier ECS) helps to automate recurring payments like EMI's, Insurance payments, utility billsetc
- The transaction charge for ATM is Rs.20 for cash withdrawal and Rs.8 for mini statement, balance enquires etc. The bank has also partnered with IndusInd bank for providing loan and investment facility to its customers.

JIO PAYMENT BANK LIMITED (JPB):

Reliance Industries Limited was granted and approved by RBI Under banking regulation Act 1949 incorporated in November 2016 and started its operation on 2018. The has joint venture with SBI and Reliance industries. There is a relief from maintaining a minimum balance. The customer is given the benefit of opening an account with any telecom operator and the process of opening digital account is simplified within 5 minutes with the use Aadhar based E-KYC for authentication. Withdrawal is made easy using fingerprint scan which leads to paperless transactions" bank has more than 70000 outlets across India to withdraw cash and the people who are not comfortable with smart phones can use this facility. There are no penalties for Dormant Account (after 24 months), offers high interest rate when compare to other payment banks, attractive offers and discounts when shopping is done at Reliance stores. investment and loan facilities provided by Jio Payment Bank. The bank has partnered with SBI to provide fixed deposit and loan facilities to its customers.

NSDL PAYMENT BANK (NSDL):

National Securities Depository Ltd commenced its operations as payment bank with effect from 29.10.2018. These niche banks accept demand deposits, issue ATM cards and also provide bouquet of services to stock brokers, stock exchanges, custodians, issuer companies etc. NITI Aayog has stated that India's digital payment industry is estimated to grow to \$1Trillion by 2023. Further, the value of Digital Payments is likely to jump from 10% to over 25% by 2023. The digital transactions of payment banks include RTGS, NEFT, Mobile transactions, Automatic Teller Machine, Point of Sale etc.

5. OPPORTUNITIES AND CHALLENGES OF PAYMENT BANKS

OPPORTUNITIES:

- Payment Bank is an important tool of financial inclusion by granting facility of opening small savings account, transfer funds of high volume – low value transactions, cross sell insurance and mutual fund products.
- Investments of payment banks are considered safe and secure.
- Mobile phone acts as the vehicle of banking to reach mass customers in rural and semi-urban areas.
- The bank should follow their customer's behaviour in daily activities to provide them the best customized service.
- To spread awareness on various digital products the bank must also provide a front office human touch interaction.
- The bank must not ignore the human touch in front office operations to spread various digital products offered by payment banks.
- Foster collaboration and alliance with various service providers to customers through minimum cost, time, quality of service etc.
- IPPB can act as a game changer by employing efficient infrastructure, attain autonomy in fund management and train postal employees to reach rural masses.
- IPPB has made a proposal to convert payment bank into Small Finance Bank to provide loan to customers.

CHALLENGES:

- Looking at the dark future of the payment banks, entities namely Cholamandalam Distribution Services, Sun Pharmaceuticals, Tech Mahindra & Aditya Birla Idea Payment Bank have surrendered their licenses back to RBI.
- Payment banks are allowed to take the deposits; they aren't allowed to engage themselves in any kind of lending activity.
- Affects the interest of Public sector lenders which in turn increases the cost of banking.
- Direct attempt to boost private sector banking.
- Governments BHIM App, UPI, payment wallets provide varied services. Hence any further innovation in these streams will collapse the market of payment banks.
- The bank makes investment only in government securities which offers lesser returns when compared to mutual funds, insurance etc.
- Stringent regulations in Know Your Customer norms have made payment banks hard to sustain in the banking space.
- With the help of PMJDY (2014) 99.7% of Indian households, have already opened their accounts, hence the scheme of covering unbanked populations has narrowed the scope of payment banks.
- Lack of electricity, internet services, infrastructure etc in rural areas makes payment banks hard to survive.
- Under India Post Payment Bank, the staffs dealing with banking products like insurance & pension products need extensive training. The real success will depend on the implementation of technology 24*7 and staff's adaptation to new technology.
- Severe competition from private companies.
- Low level of awareness in rural areas might discourage the uninformed groups to opt for formal financial services

6. CONCLUSION

With the advancement of technology, a large number of alternative electronic payment systems have emerged. In order to face number of challenges and problem to reach low income and rural population RBI introduced the concept of payment bank in 2014. Main idea behind the concept of payment bank is to provide financial services to small businesses, low-income households and vulnerable populations. Payment bank together with traditional bank will improve the quality of banking services and which may finally lead to financial inclusion.

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A Study of Social Media Influence on Consumer Buying Behaviour

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ABSTRACT: This study aims at the influence of social media on consumer buying behavior in different products. Social media originated as a way to interact with friends and family but was later adopted by businesses which wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth or with many people simultaneously.

Doing business online requires that your company take advantage of any and every opportunity to communicate with customers. Social media sites allow greater reach than ever before, with targeted communications that nearly guarantee your company's message is received. Social networking also allows communication to go both ways, creating interactivity between businesses and customers that has had a few direct effects on consumer behavior.

Key Words: Digital marketing, Social media, Buying behavior, Advertisement

1. INTRODUCTION

Social Media has grown to become a crucial part of the day to day life of today's generation. Utilization of social media has also grown to a significant level in the last decade. This has opened virtues of platforms for business organizations all over the globe. For fashion retail industries it has given a terrific opportunity of expanding its market reach to its target customers through social media. Clothing and accessories industry is one of the businesses where frequent changes occur and social media is the most convenient and cheapest mean to communicate.

With the mature of Web 2.0 technology, social media has reached almost everyone around the world as long as you have electronic devices connected to Internet. It has already been integrated into part of our daily life. Nevertheless, when people are discussing the widely-circulated term social media, very few have truly understood the essence of social media. Understanding the characteristics of social media is not only important for individuals but also crucial for companies who want to compete in the market. Consumers who have good command of social media skills and perception of social media characteristics will make their life easier and bring themselves additional value (personal marketing, product information seeking, job search, etc.). Companies employing social media as part of their marketing strategy without essentially understanding the characteristics of social media are doomed to failure. Even though thousands of articles and blog posts have been discussing social media from different aspects, there is quite little theoretical literature which systematically describes the properties of social media.

Compared with traditional marketing channels, marketing through social media platforms has several advantages. First and foremost, connections on social media platforms are mainly based on networks established in reality. This means being different from other online platforms, marketing through social media platforms may be more effective as people on the social media networks have certain trusts established in advance regardless of strong ties or weak ties. Second, social media is based on web 2.0 technology, which is fast in spreading the information. Third, social media encourages interaction and conversation, which means the communication on social media, is two-way. A substantial increase in the effectiveness of business activities along with increased use of social media are proven through many studies and researching.

2. REVIEW OF LITERATURE

Kaplan & Haenlein (2010): The term social media encompasses a large range of communication, social networking, sharing and community tools that are consistently being updated and changed. The wide variety of social media platforms has become more popular among a broad spectrum of organizations.

O'Brien, Clodagh (2011) in their research paper —The emergence of the social media empowered consumer has thrown a light upon the various platforms that have an impact on traditional relationship marketing concepts and how this has resulted in raising consumer expectations of the conventional business.

ABIGALI CHIVANDI (June 4, 2014) ON SOCIAL MEDIA IN CONSUMER BEHAVIOUR pointed out that according to former studies, consumers use media to fulfill interpersonal needs which include needs derived from offline media gratification for example relaxation, surveillance past time and escape and new online media needs are sociability, popularity convenience and companionship

Gitanjali Kalia (2013) in her research paper, A Research Paper on Social media: An Innovative Educational Tool: It undertakes to study the relevance and importance of social media which is an in-thing among the educational sector. In an era, where the local is the word to define common platform for the people around the world to share and exchange their beliefs, culture, traditions, knowledge, views, etc. The study concludes that our education system needs change and social media should be widely utilized for the educational purposes.

3. STATEMENT OF PROBLEM

Even though there are numerous social media platforms available for companies to utilize and expand their market reach and to understand their customers better and helps to purchase effective products, this platform is not being used effectively. The study hopes to find out different ways through which social media can be utilized better for this purpose.

4. OBJECTIVE OF STUDY

- To study the effectiveness of social media tools like Facebook, twitter, LinkedIn. YouTube on consumer buying behavior.
- To understand the impact of broader utilization of social media on increasing the buying behavior of the customers.
- To identify factors motivating customers to shop online.

5. RESEARCH METHODOLOGY

RESEARCH DESIGN: In this study the research design is descriptive

SOURCES FOR DATA COLLECTION: The primary data is collected through Self-administered questionnaire. The secondary data is derived from the findings stated in published documents and literature related to research problem. Population living in Trivandrum city. Sample: The sample consists of the individual which was randomly selected from the population. The sample size of the study is 50. The total population of Trivandrum city is 3, 84,892. A structured questionnaire was developed and distributed among the individuals in Trivandrum district. Percentage analysis, Weighted average analysis were used.

6. THEORETICAL FRAMEWORK

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Concept: In 2016, Merriam-Webster defined social media as "Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc. Social media is generally defined by its ability to connect people but it can't be the sole criterion as it will include many modes of communication. Therefore, it is important to enumerate the characteristics which are common in all social media. The common features of all social media

Social media uses web-based and mobile technologies on smartphones and tablet computers to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate

The consumer buying process is depicted as consisting of 5 distinct stages: The purchase decision begins with the problem recognition stage which occurs when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired state. The stages of the decision process normally occur in a fixed sequence. However, it should be noted that information search and evaluation can occur throughout the entire decision process, including post-purchase.

Problem Recognition: The first stage of the purchase decision process begins with problem recognition. This is when the consumer identifies a need, typically defined as the difference between the consumer's current state and their desired or ideal state. A simpler way of thinking about problem recognition is that it is where the consumer decides that he or she is 'in the market' for a product or service to satisfy some need or want. The strength of the underlying need drives the entire decision process.

Information Search and Evaluation of Alternatives: Typically, consumers first carry out an internal search; that is a scan of memory for suitable brands. The evoked set is a term used to describe the set of brands that a consumer can elicit from memory and is typically a very small set of some 3- 5 alternatives. Consumers may choose to supplement the number of brands in the evoked set by carrying out an external search using sources such as the Internet, manufacturer/brand websites, shopping around, product reviews, referrals from peers and the like.

Purchase decision: Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not translate into an actual purchase. The extent to which purchase intentions result in actual sales is known as the sales conversion rate.

Post-purchase evaluation: Following purchase and after experiencing the product or service, the consumer enters the final stage, namely post-purchase evaluation. The consumer's purchase and postpurchase activities have the potential to provide important feedback to marketers.

7. DATA ANALYSIS AND DISCUSSION

PERCENTAGE ANALYSIS:

AGE OF THE RESPONDENTS

CATEGORY	FREQUENCY	PERCENTAGE
BELOW 15	0	0
15-25	24	48
26-35	16	32
ABOVE 35	10	20
TOTAL	50	100

From the above diagram it is clear that 48% respondents are in the age group between 15-25. 32% of the respondents are in the age group of 26-35. 20% of the respondents are in the age above 35.

GENDER OF RESPONDENTS

OPTION	No of respondent	Percentage
MALE	31	62
FEMALE	19	38
TOTAL	50	100

From the above table of gender of respondent, it is clear that 62% of respondents are male and the remaining 38% of respondents are female.

TIME SPENT ON SOCIAL MEDIA

Option	No of respondent	Percentage
1-2	14	28
3-4	22	44
More than 4	14	28

From the above table, it is clear that 44% respondents agreed that they spend 3-4 hours on social media, both 28% of respondents spend 1-2 hours and more than 4 hours on social media.

EFFECTIVENESS OF ADVERTISEMENT THROUGH DIGITAL MEDIA

Option	No of respondent	Percentage
Facebook	34	68
Twitter	22	44
Whatsapp	45	90
LinkedIn	17	34
Instagram	30	60
Other	8	16

In the above table, it is clear that 90% of respondents use WhatsApp and 68% use Facebook, 60% of respondents use Instagram, 44% use Twitter, 34% use LinkedIn and 16% use other social media platforms.

ATTENTION GIVEN TO ADVERTISEMENT ON SOCIALMEDIA WEBSITES

CATEGORY	FREQUENCY	PERCENTAGE
YES	43	86
NO	7	14
TOTAL	50	100

According to the research conducted 86% of the respondents are aware about advertisement on social media. Only 14% are not paying attention to advertisement on social media websites.

TRUST ON SOCIALMEDIA

CATEGORY	FREQUENCY	PERCENTAGE
YES	35	70
NO	15	30
TOTAL	50	100

From the table, it is clear that 70% of the respondents have trust on social media. Only 30% have no trust on social media websites.

SOCIAL MEDIA INFLUENCE YOUR BUYINGDECISIONS

Option	No of respondent	Percentage
Strongly Agree	12	24
Agree	16	32
Neutral	18	36
Disagree	4	8
Strongly disagree	0	0
Total	50	100

From the above table, it is clear that 36% respondents are neutral with the statement, 22% of respondents agreed to your statement that social media influence your buying decision, 24% customers are strongly agreed, and only 8% disagree with this statement.

PREFERRED SOURCE OF INFORMATION FOR YOURBUYING BEHAVIOR

Option	No of respondent	Percentage
Companies Website	11	22
Companies social media page	18	36
Friends and relatives	15	30
Advertisement	6	12
Total	50	100

From the above table, it is clear that 36% respondents consider company's social media page as preferred source of information, 30% of respondents consider friends and relatives as the source, 22% consider companies website as a source of information, only 12% consider advertisement as a source of information for consumer buying behavior.

PRODUCTS YOU PURCHASE THAT ARE INFLUENCED BY ADVERTISEMENT ON SOCIALMEDIA

Option	No of respondent	Percentage
1-5	8	16
6-10	19	38

More than 10	15	30
Never bought	8	16
Total	50	100

From the above table, it is clear that 38% of respondents purchased 6-10 products due to the influence of social media advertisement, 30% purchased more than 10 products, 16% have never bought and 16% have bought respectively.

INFLUENCE OF SOCIAL MEDIA IN BUYING DECISION.

Option	No of respondent	Percentage
Strongly Agree	8	16
Agree	22	44
Neutral	16	32
Disagree	4	8
Strongly disagree	0	0
Total	50	100

From the above table it is clear that 44% respondents agreed that social media helps in making buying decisions, 32% of respondents are neutral, 16% strongly agreed with the statement, and only 8% of respondents are disagreed with the statement and no one strongly disagreed.

WEIGHTED AVERAGE ANALYSIS:

Showing the decision factors influences while purchasing a product

VARIABLES	SA	A	N	DA	SD	TOTAL
PRICE	18	16	13	3	0	50
QUALITY	11	18	17	4	0	50
QUANTITY	11	17	18	4	0	50
OFFERS	16	16	14	4	0	50
RATING OF PRODUCT	12	19	15	3	1	50
BRAND VALUE	17	15	13	4	1	50

Strongly Agree =SD, agree = A, Neutral=N, disagree =D, Strongly, Disagree =SD Points allotted SA =5, A = 4, N=3, DA =2, SD = 1 Equation, Weighted average = $\sum wx$ Where, w = Weights x= observed value

FACTORS	SA	A	N	DA	SD	TOTAL	$\sum wx$	$\sum wx/w$
PRICE	18	16	13	3	0	50	199	13.266
QUALITY	11	18	17	4	0	50	186	12.4
QUANTITY	11	17	18	4	0	50	185	12.333
OFFERS	16	16	14	4	0	50	194	12.933
RATING OF PRODUCT	12	19	15	3	1	50	188	12.533
BRAND VALUE	17	15	13	4	1	50	193	12.866

RANK	Weighted	Attribute
1	13.266	Price
2	12.933	Offers
3	12.866	Brand Value
4	12.533	Rating of products
5	12.4	Quality
6	12.333	Quantity

From the weighted average it was identified that the customer mainly choose Price as primary choice, offers as secondary choice and Brand Value as tertiary choice.

8. FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

1. Majority of the respondents are males.
2. Majority of the respondents are aged between 15 and 25years.
3. Majority of the respondents have income between 0 and10000.
4. Majority of the respondents are students.
5. The study shows that agree that they presently have an account on socialmedia.
6. The study shows 60% of customers agreed that advertisement provided through electronic media leads to the repurchase of the products.
7. The study shows that 44% of respondents spend 3-4hrs on socialmedia.
8. The study shows that 36% respondents considers company's social media page as preferred source of information.
9. The study shows that majority of the respondents agree that the overall use of social media for marketing and selling is effective.
10. The study shows the 70% respondents have trust on socialmedia.

SUGGESTIONS

- The web pages and products/services liked/shared by consumer and their connected member should be updated on regular basis. These things can be posted on social media to increase the visibility of their products & services.
- The online sellers must keep a watch on social media platforms about what customers have posted about their products or company. The online sellers should take suitable action e.g. if customer appreciated their products/services, they should be expressed gratitude and in case of any negative comment, remedial action should be taken.
- Customer's feedback should be handled with care because electronic word of mouth (e-wom) influences purchase decisions of the customers.
- As the data shows, male is female equally use social media but males buy more, therefore, companies can focus more on female customers.
- The higher age group should be motivated for making online purchases.
- Companies should put efforts to keep the customers satisfied completely in order to make them loyal towards them.

9. CONCLUSION

Online social media marketing is emerging as a very powerful tool for marketing the products & services and convincing the customers over the internet. It is like paving new avenues for existing and upcoming organizations. Today, most of the organizations are seeking to utilize this new way of reaching to the existing consumers and making the prospects aware about their offerings all over the world. Internet is one of the fastest modes of communication and information sharing around the

world. This study was set out to evaluate social media as the new medium to reach the consumers and its impact on internet buying behavior of the consumers.

Hence, the study is majorly based on the responses of the consumers who are active on internet and do shopping online frequently or have knowledge in the field.

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APPENDIX:
QUESTIONNAIRE

A STUDY OF SOCIAL MEDIA INFLUENCE ON CONSUMER BUYING BEHAVIOUR

This survey is created for academic purpose for collecting data regarding the topic "a study of social media influence on consumer buying behavior " The data collected will be kept confidential and shall be kept for educational purposes only.

1 Age:

- ☐ Below 15
- ☐ 15-25
- ☐ 26-35
- ☐ Above35

2 Gender:

- ☐ Male
- ☐ Female
- ☐ TG
- ☐ Prefer not to say

3 Time spend on socialmedia

- ☐ 1-2
- ☐ 3-4
- ☐ More than4

4. Social media you use (can select more thanone)

- ☐ Facebook
- ☐ Twitter
- ☐ WhatsApp
- ☐ LinkedIn
- ☐ Instagram
- ☐ Other

5 Do you pay attention to advertisement on social media websites?

- ☐ Yes
- ☐ No

6. Do you trust socialmedia?

- ☐ Yes
- ☐ No

7. Social media influence your buyingdecisions

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

8. *What is your preferred source of information for your buying behavior?*

- ☐ Company's website
- ☐ Company's social media page
- ☐ Friends and Relatives
- ☐ Advertisement

9. *How many products have you purchased influenced by advertisement on social media?*

- ☐ 1-5
- ☐ 6-10
- ☐ More than 10
- ☐ Never Bought

10. **Do you feel social media helps in your buying decision?**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

A Study on Perception of Customers towards Mobile Wallets

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ABSTRACT: Thanks to increased utility and convenience, more than 50 crore people of India are using smartphones. Their usage vary from person to person. Among the factors responsible for the increased usage, the role of mobile wallet gaining popularity. This study analyses the perception of customers towards Mobile wallets with the special reference to Alappuzha district of Kerala. Data is collected from primary source.

Keywords : Customer Perception, Mobile wallets, De-monetisation.

1. INTRODUCTION

A mobile wallet or an e-wallet is nothing but a digital version of a physical or real-life wallet. A mobile wallet uses a bank account, debit or credit card information to process the payments and the payment details are stored in a secure and encoded format. It is accessible through an app installed on a mobile device, such as smartphone or tablet. There are many types of digital wallets in India. They are Open, Semi-open, Closed and Semi-closed.

Since the announcement of De-monetisation in India by the Prime Minister on 8 November 2016, popularity of mobile wallet has skyrocketed than ever before. An analysis of factors influencing the use of mobile wallet among people will clearly indicates its future prospects.

2. OBJECTIVES

1. To analyse the impact of different factors on the use of mobile wallet
2. To identify how the users came to know about the wallet
3. To determine average amount of transaction through apps by different age groups

3. REVIEW OF LITERATURE

Dr Hem Shweta Rathore (2016), in her research paper “Adoption of digital wallet by consumers” viewed that customers prefer mobile wallet mainly due to convenience and saving in time.

Deepti Sharma, Deepashika Aggarwal, Anisha Gupta (2019) examined that users give due importance to „trust“ while using mobile wallet even though they have doubts regarding the security.

Akhila Pai (2018) found that the popularity of Mobile wallets in India increasing as people love to have a digital life style and they prefer convenience and high transaction speed.

4. RESEARCH METHODOLOGY

This study is about perception of customers towards mobile wallet with Special reference to Alappuzha district of Kerala. Researcher used convenience sampling. Primary data was collected from 120 mobile wallet users through a well structured questionnaire. Likert scale is used in data collection and analysis. Percentage analysis is also used to derive conclusions.

Table 1. Demographic Profile

Demographic	Category	No. Of Respondents	Percentage
Age	20-25	35	29.16
	26-30	40	33.33
	31-35	25	20.83
	36-40	14	11.66
	Above 40	6	5
Gender	Male	78	65
	Female	42	35
Marital status	Single	65	54.16
	Married	55	45.83
Occupation	Government employee	18	15
	Private employee	33	27.5
	Self employed	29	24.16
	Home maker	15	12.5
	Student	17	14.16
	Others	8	6.66
Income	Up to Rs.20,000	29	24.16
	20,000 to 30,000	30	25
	30,000 to 40,000	24	20
	40,000 to 50,000	21	17.5
	Above 50,000	16	13.33

Table 2. Factors influencing the use of mobile wallet

Sl.No	Factor	SD	D	Neutral	A	SA	Total Score
1.	Easy to Use	3	10	2	35	70	519
2.	Cashless transaction	0	0	2	22	96	654
3.	Safe and Immediate transaction	27	14	8	60	11	374
4.	Social status	60	31	0	19	10	248
5.	Discounts on Purchase	25	17	11	27	40	400
6.	Cash back offers	18	27	6	49	20	386
7.	Loyal points	27	40	15	21	17	321
8.	Useful for small billings	26	14	12	48	20	382
9.	Everywhere it is available	40	20	15	30	15	320

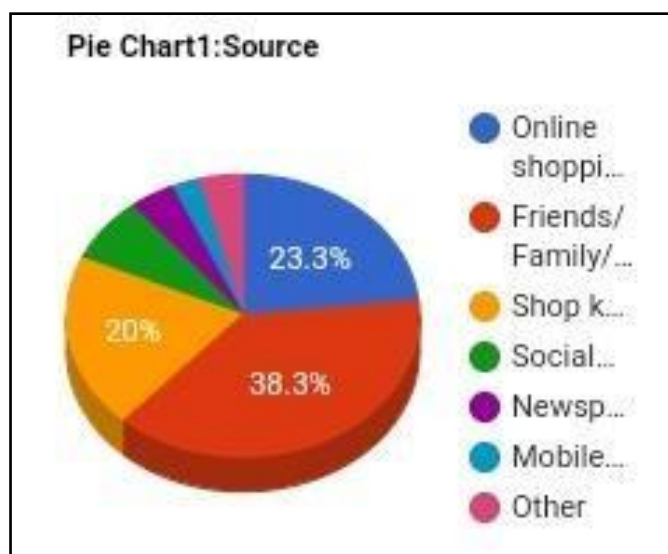
SD = Strongly Disagree (1 Point) **D = Disagree** (2 Point) **A = Agree** (4 Points) **SA = Strongly Agree** (5 Points) **Neutral = 3 Points**

Table 3. Ranking of Factors based on Likert Scale Points

Rank	Factor
I	Cashless Transaction
II	Easy to Use
III	Discounts on Purchase
IV	Cashback Offers
V	Useful for small billings
VI	Safe and Immediate transaction
VII	Loyal points
VIII	Everywhere it is available
IX	Social Status

Table 4. How do you know about the M- Wallet

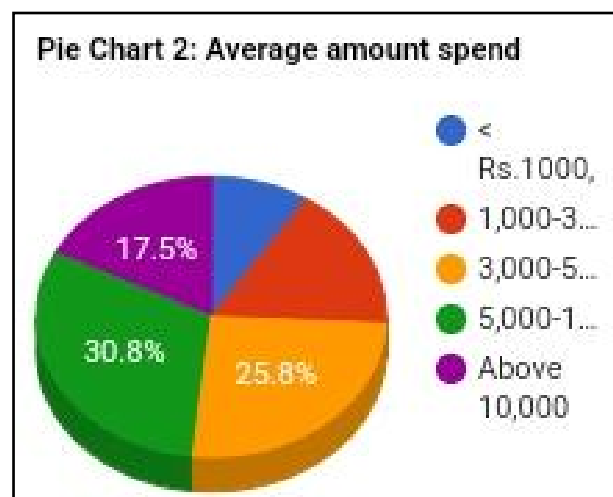
Source	No.of Respondents
Online Shopping portals	28
Friends/Family/Relatives	46
Shop Keepers/ Owners	24
Social Media	9
Newspaper / Magazine	5
Mobile notification/ SMS/ Email	3
Other	5



Conclusion : The above Pie chart based on Table 4 clearly depict that majority of the respondents came to know about Mobile wallets via their friends, family and relatives. It will be very helpful to mobile wallet companies to give more referral values to gain more customers

Table 5. Average amount spend through M-Wallet in a month

Amount	No. of Respondents
Below Rs.1,000	11
1,000 to 3,000	20
3,000 to 5,000	31
5,000 to 10,000	37
Above 10,000	21



Conclusion : Most of the respondent's average monthly spending through mobile wallet ranges between Rs.5,000 to 10,000.

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A Comparative Study of the income, Expense and Savings of Rural People before and during Covid-19 Pandemic

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ABSTRACT: In 2019 Corona virus was found in China and by 2020 it spread all over the world and named after COVID-19 pandemic. This affected all over the world and has considerably decreased the income of many and especially people who earn income from daily wage jobs and have affected adversely. This study compares the income, expenses, and savings of rural people before and during COVID-19 pandemic. And also analyse the financial literacy of rural people. Financial literacy is the skill for financial management, budgeting, and investing. As the savings depends on the income and nature of spending, this study will reveal how effectively the savings of rural people would help in a crisis.

Keywords: Income, Expense, Savings, Rural people, Financial Literacy.

1. INTRODUCTION

COVID-19 being a pandemic affected almost all the people around the globe and India is still struggling to come out of it. The pandemic has affected all the phases of life. The entire economy was locked down and many of the industries had to stop functioning. There are so many restrictions for social life even after diluting the COVID-19 protocol. So this has definitely affected the income earning capacity of many who were not able to do their job during the pandemic. People apart from salaried class should have faced a problem in income and the expenses of a family cannot be controlled or reduced after a certain extent. As savings is the surplus of income over expense change in income affects savings also.

This comparative study of income, expense, and savings of rural people aims at finding the deviation of income, expense and savings during post COVID-19 crisis from pre COVID-19 context. It also assesses the financial literacy of the rural people. By comparing and evaluating the above said factors, the study will reveal how a crisis situation could be managed by rural people and how their financial literacy and savings helped them in such a crisis. This study has a prospective of knowing the factors to be considered in managing a financial crisis.

2. REVIEW OF LITERATURE

Alex Davenport, Robert Joyce, Imran Rasul and Tom Waters (2020) have conducted a study on 'Spending and saving during the COVID-19 crisis: evidence from bank account data' and found that Since the end of July, spending has stalled at around 90% of the level we would have expected in the absence of the pandemic. Higher income groups appear to have accumulated more savings than in previous years during the crisis, with falling spending from forced saving outweighing income falls.

In contrast, the poorest fifth have seen an average £170 per month decline in their bank balances between March and September.

Dr.ReenaKhanooja (2020) studied on the topic ‘Effect of covid-19 pandemic on saving and investment habits’ and found that almost all sectors of people took pay cuts; many became unemployed and suffered irreversible losses in business. The pandemic has once again highlighted the importance of saving and how saving is a tradition in India which has many a times sheltered India from the harsh effects of global economic turbulence. Not just the middle aged and old population, but young adults and millenials too have identified with the importance of saving and are trying to inculcate the habit of saving among them.

Yuesti , Ni WayanRustiarini and Ni NyomanAyuSuryandari (2020) conducted a study on ‘Financial literacy in the covid-19 pandemic: pressure conditions in Indonesia’ and concluded that financial attitude positively and significantly affects financial literacy. People who can apply financial literacy will change attitudes and assessments of finance regarding recording income and expenses and maximising the budget that has been made. The better the knowledge of finances owned by the community based on good financial decision-making behaviour, the sooner the financial welfare of the community will increase.

3. OBJECTIVES OF THE STUDY

- ☐ To compare the income, expense and savings of rural people duringpre and post Covid19 impact.
- ☐ To assess the basic financial literacy of rural people in order to know if it helped during the crisis of COVID-19
- ☐ To put forth suggestions of the study

4. RESEARCH METHODOLOGY

This study is conducted on the basis of primary data collected from 60 respondents from rural area through convenience sampling. Percentage analysis is used for analysis of data and it is presented in tabular and graphical forms. Also secondary data is collected from books, articles, websites etc.

THEORETICAL FRAMEWORK

Income means the money that is earned from doing work or received from investments. The capacity to meet the expanse and to make investments depends on the level of income received by one. Greater the income greater will be the purchasing power and the standard of living. It also enhances the level of savings which will help in future financial crisis.

SOURCES OF INCOME

- **EARNEDINCOME** – This is your day job and most people’s primary source of income.
- **BUSINESS INCOME** – You own a business. You either make or sell something, or you provide a service.
- **INTEREST INCOME** – This is income you make from lending your money out. This might mean a CD, P2P lending, real estate crowdfunding, funding fix-and-flip debt deals, or simply money in a savings account.
- **DIVIDEND 5** – This is money that’s distributed as a result of owning shares of a company.
- **RENTALINCOME** – You own something and you rent it out.
- **CAPITAL GAINS** – This is money earned when you sell an investment, like stocks.
- **ROYALTIES / LICENSING**– You create a product, idea, or process, and you let someone use it. They pay you a small fee every time they do.

INVESTMENT

Different avenues and alternatives of investment include share market, debentures or [bonds](#), money market instruments, mutual funds, life insurance, real estate, precious objects, [derivatives](#), non-marketable securities. All are differentiated based on their different features in terms of risk, return, term etc.

Advantages of investing

- 1. YOU STAY AHEAD OF INFLATION**

If you don't invest and grow your money, you'll actually end up losing money over time

- 2. INVESTING WILL HELP YOU BUILD WEALTH**

There are a hundred and one ways to invest and grow your money. If you're serious about building wealth then you need to create an investing plan that suits you and your goals.

- 3. INVESTING CAN HELP YOU SAVE ON TAXES**

- 4. INVEST TO MEET OTHER FINANCIAL GOALS**

- 5. PROVIDE A REGULAR INCOME ETC..**

INVESTMENT AVENUES

EQUITY SHARES : Equity shares are long-term financing sources for any company. These shares are issued to the general public and are non-redeemable in nature. Investors in such shares hold the right to vote, share profits and claim assets of a company. The value in case of equity shares can be expressed in various terms like par value, face value, book value and so on.

DEBENTURE OR BONDS : Debentures or bonds are long-term investment options with a fixed stream of cash flows depending on the quoted rate of interest. They are considered relatively less risky.

MONEY MARKET INSTRUMENTS : Money market instruments are just like the debentures but the time period is very less. It is generally less than 1 year. Corporate entities can utilize their idle working capital by investing in money market instruments. Some of the money market instruments are;

- ☐ Treasury Bills
- ☐ Commercial Paper
- ☐ Certificate of Deposits

MUTUAL FUNDS : Mutual funds are an easy and tension free way of investment and it automatically diversifies the investments. A mutual fund is an investment only in debt or only in equity or mix of debts and equity and ratio depending on the scheme.

LIFE INSURANCE AND GENERAL INSURANCE : They are one of the important parts of good investment portfolios. Life insurance is an investment for the security of life. The main objective of other investment avenues is to earn a return but the primary objective of life insurance is to secure our families against unfortunate event of our death. It is popular in individuals.

REALESTATE : Real estate is real property that consists of land and improvements, which include buildings.

PRECIOUS OBJECTS : Precious objects include gold, silver and other precious stones like the diamond. Some artistic people invest in art objects like paintings, ancient coins etc.

DERIVATIVES : Derivatives mean indirect investments in the assets. The derivatives market is growing at a tremendous speed. The important benefit of investing in derivatives is that it leverages the investment, manages the risk and helps in doing speculation.

NON MARKETABLE SECURITIES : Non-marketable securities are those securities which cannot be liquidated in the financial markets. Such securities include:

- Bank Deposits
- Post Office Deposits
- Company Deposits
- Provident Fund Deposits

FINANCIAL LITERACY

Financial literacy is the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing. The lack of these skills is called financial illiteracy.

DATA ANALYSIS AND INTERPRETATION

Table.1 EDUCATIONAL QUALIFICATION

	Number of respondents	Percentage
Illiterate	3	5.00
Primary	8	13.33
Secondary	22	36.67
Graduation	20	33.33
post graduation	5	8.33
others	2	3.33
total	60	100.00

Figure 1

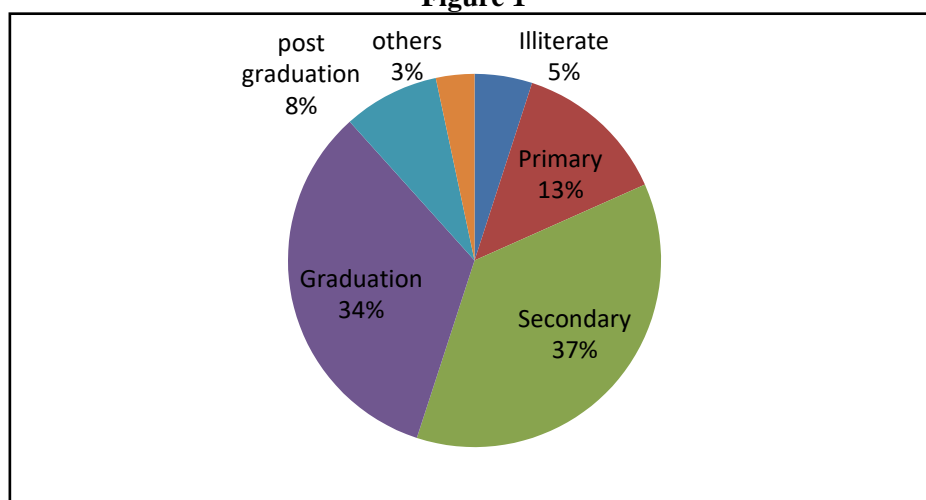


Table.1 shows that most of the respondents are having graduation or secondary level education. And only a few are illiterate

Table.2 OCCUPATION

	Number of respondents	Percentage
daily wages	20	33.33
Government job	2	3.33
private Job	31	51.67
Business	7	11.67
Total	60	100.00

Figure.2

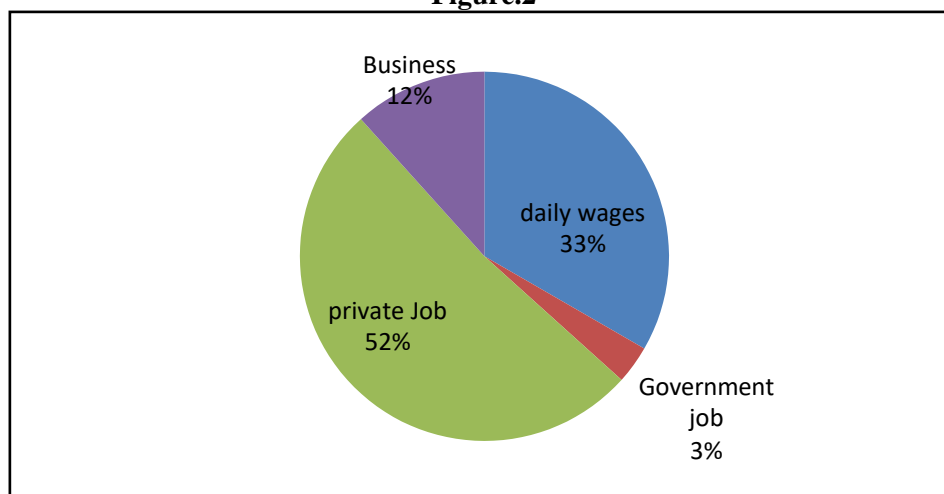
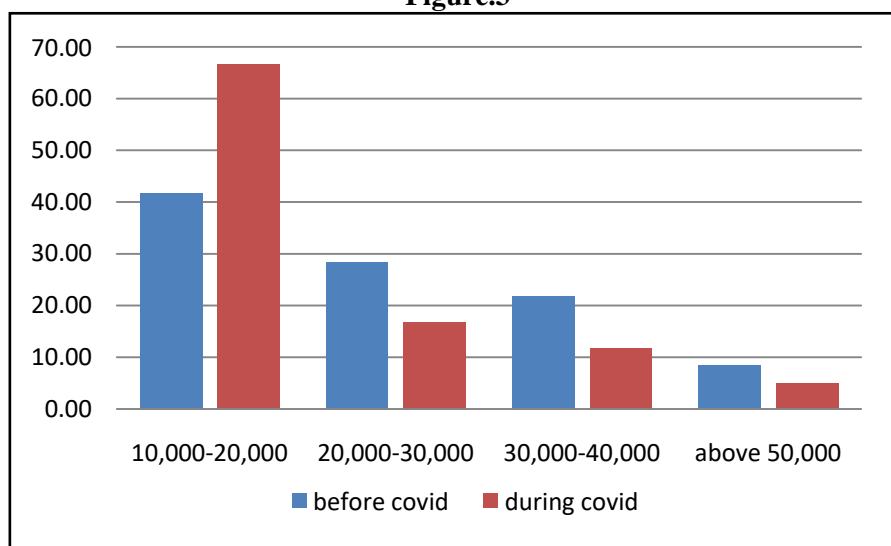


Table.2 reveals that 52% of the respondents are employed in private sector and around 1/3 of the respondents are daily wagers. Only 12% depends on business and very negligible amount of government servants.

Table.3 MONTHLY INCOME BEFORE AND DURING COVID –19 PANDEMIC

Monthly income	Before COVID-19		During COVID-19	
	No.of respondents	percentage	No.of respondents	percentage
10,000-20,000	25	41.67	40	66.67
20,000-30,000	17	28.33	10	16.67
30,000-40,000	13	21.67	7	11.67
above 50,000	5	8.33	3	5.00
Total	60	100	60	100

Figure.3



It is evident from table.3 that the income of respondents has reduced during covid pandemic especially of the lower income category and middle income category in rural area.

Table 4 COMPARISON OF MONTHLY INCOME BETWEEN PRE AND POST COVID-19 CONTEXT

Monthly expense	Before COVID-19		During COVID-19	
	No. of respondents	Percentage	No. of respondents	Percentage
Below 10,000	20	33.33	26	43.33
10,000-20,000	31	51.67	30	50
20,000-30,000	8	13.33	4	6.67
above 40,000	1	1.67	0	0
Total	60	100	60	100

Figure .4

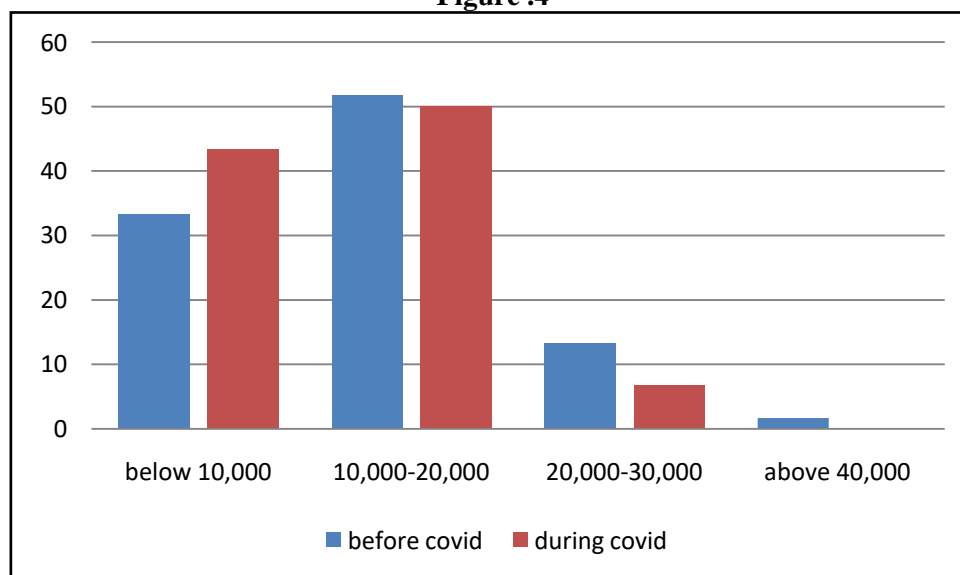
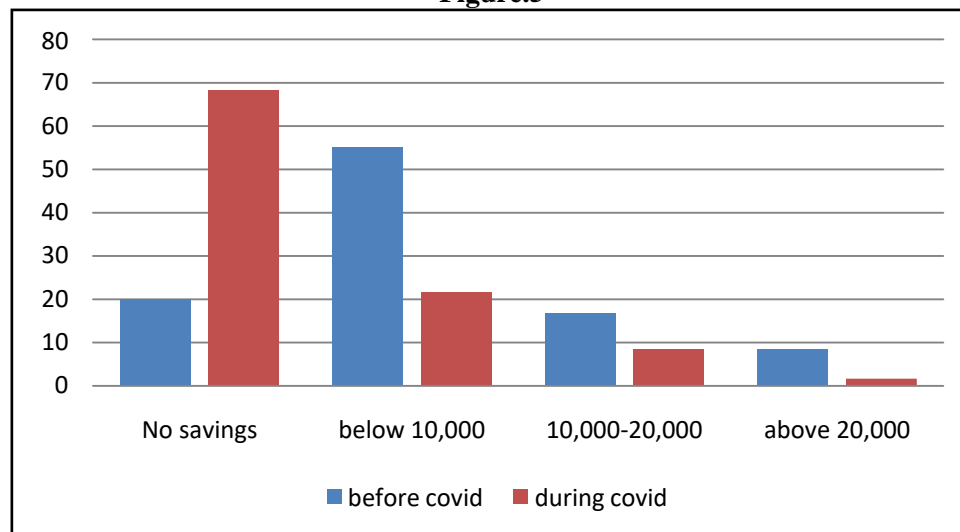


Table.4 shows that the monthly expense of respondents when compared to pre COVID-19 period has only slight difference.

Table.5 COMPARISON OF MONTHLY SAVINGS BETWEEN PRE AND POST COVIDCONTEXT

Monthly savings	Before COVID		During COVID	
	No.of respondents	percentage	No.of respondents	Percentage
No savings	12	20	41	68.33
Below 10,000	33	55	13	21.67
10,000-20,000	10	16.67	5	8.33
above 20,000	5	8.33	1	1.67
Total	60	100	60	100.00

Figure.5



It is evident from table.5 that savings of the respondent has drastically reduced and so many had absolutely no savings during post COVID-19 pandemic

Table.6 MONTHLY FAMILY BUDGET

Monthly budget	No.of respondents	Percentage
Yes	26	43.33
No	34	56.67
Total	60	100

Figure.6

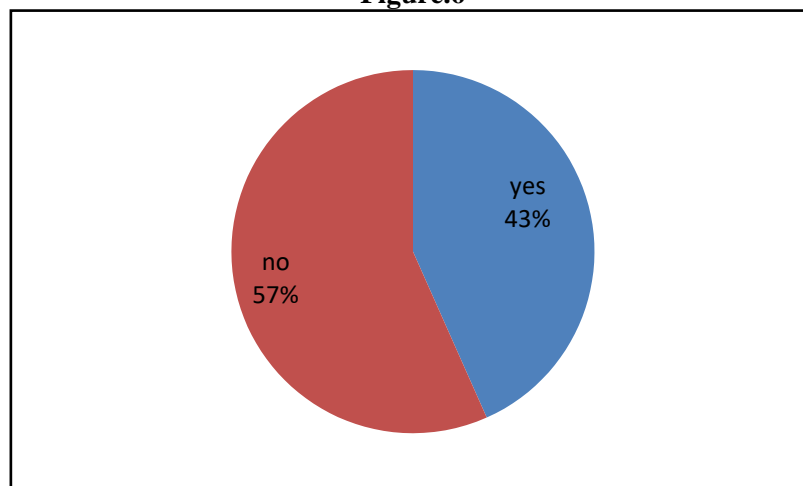


Table.6 shows that 57% respondents have a monthly budget and the rest of the respondents do not have monthly budget

Table.7 UTILIZATION OF SHAVINGS

Utilised savings during pandemic	No. of respondents	Percentage
yes	36	60
no	24	40
total	60	100

Figure.7

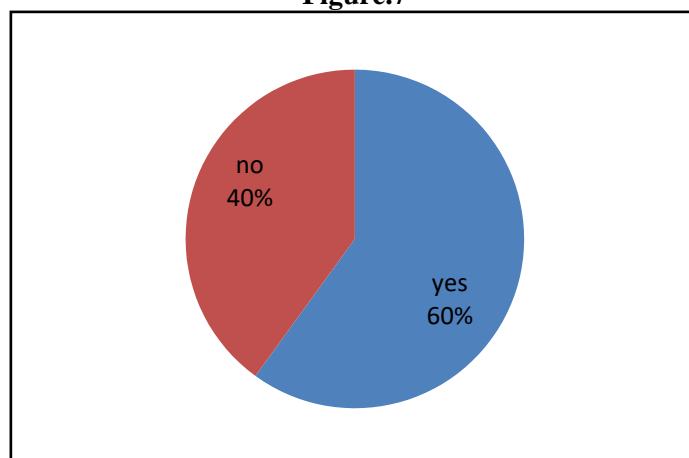
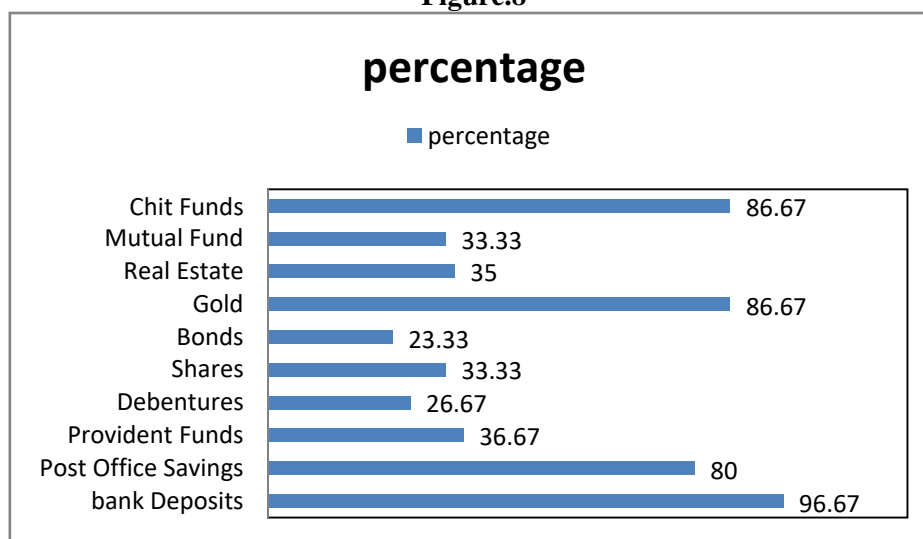


Table.7 reveals that 60% of the respondents utilised savings during the crisis and 40% couldn't use the savings.

Table. 8 AWARENESS OF INVESTMENT AVENUES

Investment avenues	No. of respondents	Percentage
Bank Deposits	58	96.67
Post Office Savings	48	80.00
Provident Funds	22	36.67
Debentures	16	26.67
Shares	20	33.33
Bonds	14	23.33
Gold	52	86.67
Real Estate	21	35.00
Mutual Fund	20	33.33
Chit Funds	52	86.67

Figure.8



It is evident from the table.8 that 96.% of the respondents are aware of bank deposits as a investment avenue,86% are aware of gold as savings, 80% are aware of post office savings. But only 23% to 36% of the respondents are aware of other investment avenues.

Table.9 INVESTMENT PATTERN OF RURAL PEOPLE

Investment avenues	No. of respondents	Percentage
Bank Deposits	56	93.33
Post Office Savings	24	40.00
Provident Funds	8	13.33
Debentures	0	0.00
Shares	1	1.67
Bonds	0	0.00
Gold	36	60.00
Real Estate	6	10.00
Mutual Fund	2	3.33
Chit Funds	22	36.67

Figure.9

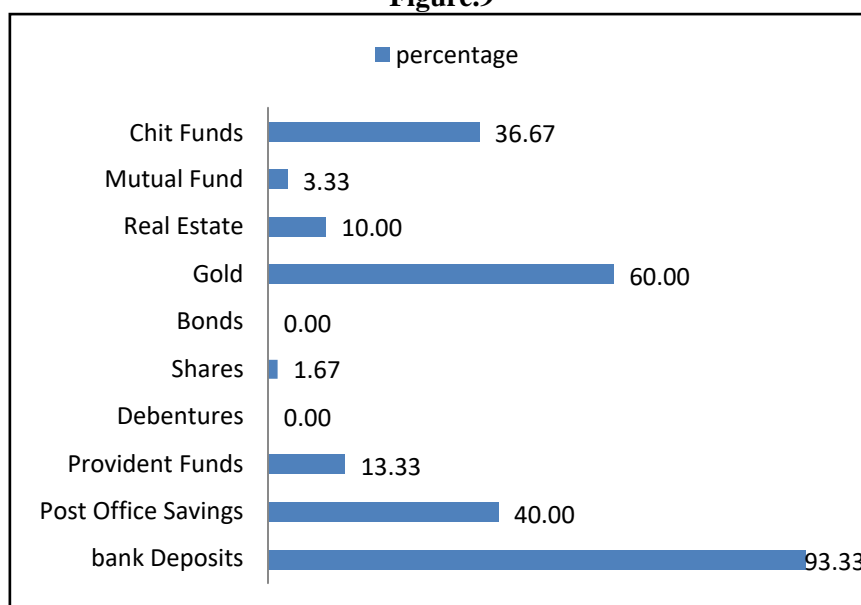


Table.9 shows that most of the respondents select bank deposits as their investment avenue.post office savings, gold and chit funds are other investment avenues selected by 36% to 60% of respondents. But other invest avenues has been selected by a negligible number of respondents and bonds and debentures are not even selected by a single respondent.

5. FINDINGS AND SUGGESTIONS

- Literacy of the rural people is getting improved as only 5% of the respondents remained illiterate. But the financial literacy of rural people should be increased.
- Most of the rural people depend on private jobs and daily wage jobs. In order to improve the standard of living rural people should be equipped to do business and achieve government jobs.
- COVID 19 pandemic affected adversely the lower and middle income category in rural area.

- Family expense of rural people has only a slight difference when compared to pre covid period. So as to manage such financial crisis savings of rural people has to be increased.
- During COVID-19 pandemic savings of rural people reduced to a greater extend due to decrease in income. Alternative source of income like investments can stabilise income during such crisis.
- Most of the rural people do not have a monthly budget and during COVID-19 crisis only 60% could utilise savings. Most of the rural people are not aware of investment avenues which offers high rate of return, and it resembles in the investment pattern of rural people too. Programmes for increasing financial literacy will help rural people in better management of income, expense and savings.

6. CONCLUSION

Comparing the income, expense and savings of rural people between pre covid period and post covid period has enlighten that any crisis has direct impact to the financial position of the rural people. The main reasons are lack of financial literacy and lack of savings. Lack of financial literacy has led to poor financial planning and management. To overcome any financial crisis pre planning and proper management of finance is required for rural people.

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Growth and Challenges of Agriculture Sector in Kerala

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ABSTRACT: Majority of the population in Kerala are dependent directly or indirectly on agriculture for their livelihood. The main crops grown in the state are paddy, coconut, and pepper, cashew, and plantation crops like rubber. The agriculture sector plays a significant role in state economy by contributing 11 percent in GDP. During the year of formation of state of Kerala, this sector contributed more than 50 percent of the total GDP and was the leading source of income of the people. The article aims to understand the growth and challenges of agriculture sector in Kerala. Various kinds of challenges and obstacles in front of farmers, agro industry and government for the development in agriculture in critical uncontrollable environment, also to know various government initiatives, investment policies for the development of agriculture and role of agriculture in Indian economy.

Keywords: Agricultural sector, GDP.

1. INTRODUCTION

Agriculture is one of the most prominent sectors of the Indian economy. It is the source of livelihood for almost two third of the rural population workforce in the country residing in rural areas. Indian agriculture provides employment to 65% of the labour force, accounts for about 27% of GDP, contributes 21% of total exports and raw material to several industries. In India about 75% people are living in rural areas and are still dependent on agriculture, about 43% of India's geographical area is used for agriculture activities. Indian agriculture production in most part of the country is close related to the optimum use of available natural and human resources of the country. Therefore, riding on the back of agro climate condition and rich natural resources base, India today has become the world's largest producer of numerous commodities. The country leading producer of coconuts, mangoes, milk, bananas, dairy products, ginger, turmeric, cashew nut, pulses and black pepper. It is also the second largest producer of rice, wheat, sugar, cotton, fruit and vegetables. Majority of the population in Kerala are dependent directly or indirectly on agriculture for their livelihood. During the year of formation of state of Kerala, this sector contributed more than 50 percent of the total GDP and was the leading source of income of the people. The most essential or the staple crop is the rice or paddy. About 600 varieties of rice are grown in the paddy fields of Kerala. In fact the Kuttanad region of the district of Kerala is known as the „rice bowl of the state“ and enjoys a significant status in the production of rice. Next to rice is another very important crop which is known as Tapioca and is cultivated mainly in the drier regions. Tapioca is a major food of the Keralites. Besides production of the main crop, Kerala is also a major producer of spices that form the cash crops of the state. Kerala produces 96% of the country's national output of pepper. The important spices are cardamom, cinnamon, clove, turmeric, nutmeg and vanilla. Cardamom is exported and brings great revenues to the country. Other cash crops that constitute the agricultural sector include tea, coffee, cashew, coconut, areca nut, ginger and coconut. In fact coconut provides the principal source of income in

Kerala from coir industry to coconut shell artifacts, Coconuts bring most of the economic gains to Kerala. Approximately, Kerala provides about 70% of Indian output of coconuts. Cashew is also an essential cash crop. Raw cashew is seasoned with salt and spices and is also a hot favourite with everybody. Almost every tourist buys a packet of Kerala cashews. Kerala also accounts for 91% of natural rubber production of the country. Kottayam district has extensive areas producing and processing rubber. Apart from rubber, other plantation crop like plantains or bananas are also grown in plenty. These bananas are of varied qualities ranging from red green and yellow colour. The home gardens of Kerala also add to the states agrarian economy with a large number of vegetable"s, spices, coconuts, fruits grown locally. The number of people engaged in agricultural activities has been reducing in the state due to high returns from other entrepreneurial ventures or business and service sectors. The population of agriculture labours in Kerala is also decreasing due to migration of labour force to construction, manufacturing and service sectors.

2. REVIEW OF LITERATURE

- It shows a review of previous studies relating to the research problem selected for the present study. For this purpose the researcher has to refer various books, journals, and magazines.
- Saroj Kumar Singh(2015) studied attempts to tackle and explore the issue of sustainable development in agriculture in India and also compare the sustainable agriculture system with the traditional system and the current system in practice, across the dimensions of ecological, economic, and social sustainability.
- Elumalai Kannan(2011) discuss the trends in crop sector growth at national and sub national levels in India. The analysis reveals that the cropping pattern in India has changed significantly over time, with a marked shift from the cultivation of food grains to commercial crops.
- Girish Desmukh(2014) strength, weakness, opportunities and threats analysis indicates a framework for helping the researchers or planners to identify and prioritise the goals and to further identify the strategies of achieving them. SWOT analysis is used to identify strategies for agriculture development, especially in farming systems and they help researchers or planners to manage and prioritise them for achieving food security.
- Nithya(2013) says analytical study which discusses the achievement and challenges of Kerala"s agriculture. Recent trend shows that trade liberalisation followed by globalisation adversely affected the agriculture sector of Kerala. This would have reaching implications for Kerala agriculture and thereby for the rural population, their food security, employment and poverty
- Sundar(2016) agribusiness denotes the collective business activities that are performed from farm to fork. It covers the supply of agriculture inputs, the production and transformation of agricultural products and their distribution to final consumers.it explores a more than 50 opportunities of doing agribusiness in India and also the constraints and challenges in practising agribusiness in India

3. STATEMENT OF THE PROBLEM

Agriculture is the backbone of the Indian economy which plays the most important role in the socioeconomic development of the country. India has one of the largest and institutionally most complex agricultural research systems in the world. The role of agriculture sector in Indian economy can be seen through its contribution to Gross Domestic Product and employment. Agriculture in India has directly or indirectly continued to be the source of livelihood to majority of the population. Indian agriculture has seen a lot of changes in its structure. India has seen agriculture as precious tools of economic development as other sector of production depending on agriculture sector in Kerala has been facing challenges with regard to its growth. There are main sources of growth in crop production, expanding the land area, increasing the frequency with which it is cropped and boosting yields.in rural sector agriculture focuses on agriculture by using information and communication

technology for better conceptualisation, design, development, evaluation and innovation mobile devices and the internet facility keep the farmers updated with relevant information related to farming. Poor access to reliable and timely market information for the farmers, absence of supply and demand forecasting, poorly structured and inefficient supply chains, inadequate cold storage facilities and shortage of proper food processing units create the major issue in agriculture sector. The present study is undertaken to evaluate the growth and challenges of agriculture sector.

SIGNIFICANCE OF THE STUDY

The study on growth and challenges of agriculture sector in Kerala looks into the present status of growth and challenges of agriculture sector. Agriculture supplies raw materials to various agro based industries like sugar, jute, cotton textiles and vanaspathi industries. Food industries are similarly dependent on agriculture. Therefore the development of these industries entirely is depending on agriculture. Agricultural department aims to introduce technology to the farmers in order to increase the production of each crop. The scope of study includes the opening up of present problems of agriculture sector and suggestions for solving them. The present endeavour will also light into the ways and means of improving the performance efficiency of agriculture sector

SCOPE OF THE STUDY

A human being cannot live without food. We can survive without technology but can't without food so agriculture is very important for every country or society. In this case we understand about the growth and challenges of agriculture sector. Day by day many changes in agriculture sector, it creates growth in GDP and some challenges faced in agriculture sectors. In Kerala, most of the people dependence on agriculture because of safety in food. Farmers produce wide variety of commodities in order to increase the yield. But some circumstances agriculture sector dominated by other sectors. The result of study would also help planners, policy makers and administration in streamlining the procedures and strategies for increasing the efficiency and effectiveness of agriculture sector and also put forth appropriate policy measures for improvement.

4. OBJECTIVES OF THE STUDY

1. To study the growth of agricultural sector in Kerala district
2. To analyse the challenges faced by the agriculture sector in Kerala with special reference to Thiruvananthapuram district
3. To analyse the satisfaction level of farmers in Thiruvananthapuram district
4. To make SWOT Analysis
5. To make suggestions based on the findings of the study

5. RESEARCH METHODOLOGY

The study is based on secondary data that has been collected from various secondary sources such as magazines, annual reports, department of agricultural sector and various other published reports.

OVERVIEW OF AGRICULTURAL SECTOR IN KERALA

While the agricultural sector in Kerala has much potential, it is facing many challenges with regard to growth. According to data from the Directorate of Economics and Statistics, the year on year growth rate of agriculture and allied activities were 3.1 per cent in 2012-2013, 3.8 per cent in 2013-2014, 0.75 per cent in 2014-2015 and 7 per cent in 2015-2016. Thereafter, the sector witnessed growth of 2.5 per cent in 2016-2017 Kerala is characterised by the existence of a serious of micro environment suited to diverse kinds of agriculture and related activity. It is our task to translate the potential of Kerala's biodiversity into incomes for our people. Cropping pattern in Kerala is dominated by cash crops. It constitutes 62.46 per cent of the total cropped area while food crops consisting of rice, tapioca and pulses constitute just 9.35 per cent. Rice is the most important food crop in the state. It occupies around 6.6 per cent of the total cropped area. It accounts for the largest share in Gross Cropped Area

followed by rubber and paddy. India continued to be the largest producer of raw cashew nuts in the world. The has observed drastic decrease in area of operational holding due to increase in demand of land for housing due to increase in its population. The average size of operational holding in Kerala is 0.22 hectares.

CHALLENGES OF AGRICULTURE SECTOR

1 SMALL AND FRAGMENTED LAND HOLDINGS: The seemingly abundance of net sown area of 141.2 million hectares and total cropped area of 189.7 million hectares pales into insignificance when we see that it is divided in to economically unviable small and scattered holdings..

2 SEEDS: Seed is a critical and basic input for attaining higher crop yields and sustained growth in agricultural production. Distribution of assured quality seed is as critical as the production of such seeds. Unfortunately good quality seeds are out of reach of the majority of farmers, especially small and marginal farmers mainly because of exorbitant prices of better seeds.

3 MANURES,FERTILIZERS,AND BIOCIDES: Indian soils have been used for growing crops over thousands of years without caring much for replenishing. This has led to depletion and exhaustion of soils resulting in their low productivity. The average yield of almost all the crops are among lowest in the world. This is serious problem which can be solved by using more manures and fertilizers.

4 IRRIGATION: Although India is the second largest irrigated country of the world after china, only one third of the cropped area is under irrigation. Irrigation is the most important agricultural input in a tropical monsoon country like India cannot achieve sustained progress in agriculture unless until more than half of the cropped area is brought under assured irrigation.

5 LACK OF MECHANISATION: Inspite off the largest scale mechanisation of agriculture in some parts of the country, most of the agricultural operations in largest parts are carried on by human hand using simple and conventional tools and implements like wooden plough, sickle etc.

6 SOIL EROSIONoil : large tracts of fertile land suffer from soil erosion by wind and water. This area must be properly treated and restored to its original fertility.

7. AGRICULTURAL MARKETING: Agricultural marketing still continues to be in a bad shape in rural India. In the absence of sound marketing facilities, the farmers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw away price

8 INADEQUATE STORAGE FACILITIES: storage facilities in the rural area are either totally inadequate. Under such conditions the farmers are compelled to sell their produce immediately after the harvest at a prevailing market price which is bound to be low. Such distress sale deprives the farmers of their legitimate income.

9. INADEQUATE TRANSPORT: one of the main handicaps with Indian agriculture is the lack of cheap and efficient means of transportation. Even at present there are lakhs of villages which are not well connected with main roads or with market centres.

10. SCARCITY OF CAPITAL: agriculture is an important industry and like all other industries it also requires capital. The role of capital input is becoming more and more important with the advancement of farm technology. Since the agriculturist's capital is locked up in his lands and stocks, he is obliged to borrow money for stimulating the tempo of agricultural production.

DISTRICT WISE ANALYSIS OF WET LAND PADDY AREA DURING THE YEAR 2016-2017

1st top position- Palakkad district with 75,276hector area (39.81% of total wet land paddy area in the state)

2nd top position- Alappuzha district with 36.325hector area (19.21% of total wet land paddy area in the state)

3rd top position- Trissur district with 21478 hectoresarea (11.36% of total wet land paddy area in the state)

Last position- Idukki district with 825 hector area (0.43%of total wet land paddy area in the state)

MODERN FARMING TECHNOLOGY

Modern farming technology is used to improve the wide types of production practices employed by farmers. It makes use of hybrid seeds of selected variety of single crop, technologically advanced equipment and lots of energy subsidies in the form of irrigation water, fertilizers and pesticides. Agriculture remains to be a great player in the generation of revenue and a source of food for many people all over the world. Over the past years, this sector has seen a lot of changes and advancement in the different farming approaches and techniques. For example, nowadays, there is the use of inorganic fertilizers, the consumption of reduced amounts of pesticides, the use of different tractors and machinery. The availability of such inputs has seen the need for the use of natural resources and process with aim of improving agricultural output and reducing costs. The use of modern technology in agriculture comes with a lot of benefitstechnology in agriculture can be used in different aspects of agriculture such as the application of herbicide, pesticide,fertilizers,and improved seed. Over the years, technology has proved to be extremely useful in agricultural sectors. Presently,farmers are able to grow crops in areas where they were thought could not grow, but this is only possible through agricultural biotechnology. There has been a limitation on how to speed the process of modern technological adoption in agriculture. This can be attributed to the fact that speeding up this concept involves a lot of knowledge and the understanding of some of the elements that influence the decisions of farmers to adopt modern technology in farming. Institutional, social and economic are some of the factors that influence how fast or slow agriculture technologies are adopted. The land size, cost and benefits of technology, are some of the economic factors that determine the rate of agricultural technology adoption. Farmer's education level, age, social factors that influence the probability of a farmer to adopt modern agricultural technologies. Small scale farmers face both internal and external challenges as far as the adoption of modern agricultural technologies is concerned. This aspect accounts for the slow rate at which such technologies are adopted. Regardless of the challenges, what matters is whether modern technology has any value in the agricultural sector. The following section highlights the significance of modern technology in agriculture.

USE OF TECHNOLOGY IN AGRICULTURE

There are various uses of technology in agriculture including the following

1. FARM MACHINES: one of the challenges that farmers face nowadays is the need to satisfy labour. There is an increasing cost of labour, which calls for better approaches to ensure less cost on labour. The introduction of combined harvesters and planters simplifies the process. Production and time are some of the important elements in agriculture. GDP technology has been used in the development of autopilot sprayers and tractors that do not require any driver. Such technology is important in agriculture in that it promotes better and more efficient farming practices.

2. CROP SENSORS: effective application of fertilizers and pesticides remains to be a big challenge in agriculture especially when it comes to the determination of what fertilizer works best for different plans, when to apply, as well as what quantities. The use of crop sensors can make it easy for farmers to effectively apply fertilizers and pesticides just as much as the crops need. Variable rate technology becomes useful in such cases. Such technology gives the opportunity to sense how plants are feeling and subsequently help reduce the probability of leaching or run off. Crops sensors are designed in a

manner that they dictate to the application machinery the amount of the resource that a given crop needs, and at what time.

3. USE OF GPS IN FIELD OF DOCUMENTATION: PS is becoming a common technology in agriculture. Through the GPS it is easy to determine and document the yields from a given farm, as well as record the application rates. Such technologies are useful in that the farmers can rely on the collected and recorded data for reference when making any decisions. The recommendable documentation technology is the yield map, which can be used to offer a summary of entire year's activities. Such maps are highly useful as they can give a wide range of information about just anything such as the status of the drainage system in your field.

4. BIOTECHNOLOGY: biotechnology is also referred to as genetic engineering and the process of improving the gene of a given crop. In most cases, genetic engineering is carried out to increase the resistance of certain crops to farm inputs such as the application of herbicides. Through bio technology, farmers can plant on areas that were otherwise considered dry or deserts. Reduced farm inputs imply that the farmer as well saves on the cost of farm resources.

6. SUGGESTIONS

1. Improve the infrastructure facilities to optimise safety, health and efficiency.
2. Generate fund or income that can be helpful for farming activities.
3. Provide all facilities relating to information technology to know the innovations.
4. Take necessary steps to prevent the problems of farmers.

7. CONCLUSION

Among the major sources of agrarian distress are low levels of farmer's income and their fluctuations over the years. Low level of income adversely affects the future of agriculture sector. Adequate attention is required to improve the agricultural incomes and welfare of the farmers to secure future of agriculture in the country.

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A Study on Investment Pattern of Salaried People

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ABSTRACT: An investment is the employment of funds with the aim of achieving income and growth in value. Through this process surplus money is transferred to the avenues which provide appreciation, return and safety. This study is attempted to understand the investment pattern of salaried people working in private sector. The investment pattern of salaried people is different due to the differences in their attitude, tax benefits requirements, regular flow of income, risk bearing capacity etc. Lots of avenues are available to the investors for channelising their savings. This study is to identify various investment alternatives available and to understand the factors considered before making an investment decision.

Keywords: Investment, Surplus, Risk bearing, Return.

1. INTRODUCTION

The term “investment” can refer to any mechanism used for generating future income and including bonds, stocks, real estate property, or a business, among other examples. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future for the creation of wealth. In finance, an investment is any asset purchased with the intention that it will provide income in the future or will later be sold at a higher price for a profit. Various investment options are available with differing risk and reward. In today’s world everybody wants to enjoy life, but spending all one’s money is not the smartest thing to do. In general, any action that is taken in the hopes of future revenue can also be considered an investment.

There are many ways for saving money. Saving money not only helps you but also provides in preserving the environment by preventing wastage and it help in achieving economic growth of country. We can find several reasons for investment. Now average life expectancy is longer and therefore needing more money to sustain. Investment involves making a sacrifice in the present with the hope of getting better future benefits. In The two important elements of investments are current sacrifice and future benefits.

2. REVIEW OF LITERATURE

Geethu Gopi, D. Priyanka and R. Preetha (2018) This study attempts to understand the investment preference of salaried group of people working in Private sector of shipping industries in Ernakulam District.. The major findings of the study suggested most of the employee’s savings are used for their personal expenses such as child’s education, marriage etc. They are tending to risk adverse investors.

Patil and Nandawar(2014) have observed in their study, "A Study on Preferred Investment Avenues Among Salaried People With Reference to Pune, India", that investment options such as banks, gold, real estate, postal services, mutual funds are studied by the researchers. It has been identified that the investors preferred to invest in bank, real estate and gold. Investors preferred security and regular income as important factor while making investments

R. SreePriya and P. Gurusamy(2013) Investment Pattern of Salaried People – A Study in Coimbatore District. The study try to find how to choose an ideal investment is the problem of investor in choosing specific investment. Investor must know the characteristic of investment which has return, liquidity, safety, appreciation, risk covered tax benefits. The tax payers choose his investment in such a way as to get tax benefits.

3. OBJECTIVES OF THE STUDY

- To study the importance of investment.
- To show the various investment avenues of salaried people.
- To analyse the problems faced by the investors
- To offer valuable suggestions and conclusions in the study area.

4. RESEARCH METHODOLOGY

This study is conducted on the basis of secondary data which was collected from books, magazines, articles, internet etc.

THEORETICAL FRAMEWORK

In investing money, the amount of interest you want should depend on whether you want to eat well or sleep well. -J.Kenfield Morley

Investment means the commitment of funds at present, in anticipation of some positive rate of return in future. Today the spectrum of investment is wide. An investment is confronted with array of investment opportunities. The essential quality of any income is that, it involves "waiting for a reward". It is the commitment of resources which have been saved or put away from current consumption in the hope that some benefits will occur in future. The term „investment“ is not appearing to be a simple as it has been defined.

ELEMENTS OF INVESTMENTS

A. Return: Investors buy or sell financial instruments to earn return on them. The return includes current income (current yield) and capital gain (capital appreciation).

B. Risk: Risk is the chance of loss because of variability of returns on an investment. In every investment, there is a chance of loss. however, risks and returns are inseparable.

C. Time: Time is an important factor in an investment. Time period depends on attitude of investors who follow a buy „&hold „policy.

IMPORTANCE OF INVESTMENT

Investments are vital in the process of wealth accumulation. It is believed that savings and investments can improve a person's confidence, peace of mind and quality of life. In the present scenario the world investment is much popular with people from all walks of life. The following points highlight how investment got so much importance among the people.

1.INCREASE IN WORKING POPULATION

Due to proliferation of the Indian economy, there is a rise in the number of working population. Day by day number of multinational companies is entering into Indian economy. As a result of this demand for working population is increasing.

2. LONGER LIFE EXPECTANCY

Longer life expectancy has increased the significance of investments in the modern times. When life expectancy increases the post retirement years also increase. Since the majority of retirees stop earning in the post retirement life, it becomes a priority for them to ensure a source of regular income.

3. TAXATION

An individual pays income tax every year which is calculated on the basis of his/her gross total income. Certain investments will help the investor to reduce his taxable income and thereby change his higher tax bracket to lower tax bracket.

4. INFLATION

Inflation is a serious problem in almost all the economy. Investment in growth stocks and in gold gives a good cover against inflation. The increased tendency of people to hedge against inflation assumes greater significance to investment.

5. RISING INFLATION

The gross National Disposable Income (GNDI) of India has been showing an increasing trend over the years. GNDI is the income that residents can actually use for consumption and savings

6. SOCIAL SECURITY

Household savings are the biggest source of savings in India (nearly 70%) at the national level, followed by the private corporate sector and the public sector. Household savings are important in India where social security and insurance penetration is low.

7. AVAILABILITY OF VARIOUS INVESTMENT ALTERNATIVE

Increased number of investment avenues offered to general public to attract them to make investment.. Earlier there was only one popular avenue i.e., bank deposits, but now there are a large number of investment alternatives available to the public.

8. LEGAL FRAME WORK

In India almost all investment avenues are well structured and come under the government control. It gives an element of reliability to the investment avenues among the general public. It encourages them to put their savings to these schemes.

FEATURES OF INVESTMENT PROGRAMME

A good investment programme is the one which is consistent with the objectives of the investor, i.e., it should have the advantages of fruitful investment. The following are the essential features of a good investment programme.

1. SAFETY AND PRINCIPAL

Safety of principal explain protection against any possible loss under the changing conditions. Safety of principal can be attained through a careful review of economic and industrial trends.

2. LIQUIDITY AND COLLATERAL VALUE

A liquid investment is one which can be converted into cash immediately without time or monetary loss. Liquid investments help investors face emergencies.

3. STABLE INCOME

Investors invest their funds in such an asset that provide stable income. Regularity of income is consistent with an attractive investment programme.

4. CAPITAL GROWTH

Another important principle of investment is capital appreciation. A company flourishes when its industry to which it belongs is sound.

5. TAX IMPLICATIONS

While planning an investment programme, the tax implications related to it must be considered. The amount of income and the burden of income tax should be given a serious thought.

6. LEGALITY

The investor should invest only in such assets which are legal. Illegal securities will bring the investor in trouble.

INVESTMENT OPTIONS AVAILABLE

In India there are many Investment avenues are available. The following are investment options available.

EQUITY: Equity is one of the risky areas. But, at the same time this is also a place where an investor can earn high rates of returns that will increase the returns of the entire portfolio. There are various types of equity shares classified based on various matters

BONDS AND DEBENTURES : These are interest bearing long- term debt instruments. Organizations may borrow funds by issuing debt securities named bonds or debentures, having a fixed maturity period and pay a specified rate of interest (coupon rate) on the principal amount to the holders.

FIXED DEPOSIT: Fixed Deposits with Bank is also referred to as term deposits. Minimum investment period for a bank FDs is 30 days. Deposits in banks are safe because of the regulations of RBI and the guarantee provided by the deposit insurance corporation.

LIFE INSURANCE POLICIES: Insurance companies offer many investment schemes to investors. These schemes promote saving and also provide insurance cover. Insurance policies, while catering to the risk compensation faced by investor, also have the advantage of earning a reasonable interest.

PUBLIC PROVIDENT FUND(PPF) : This is a long-term savings instrument with a maturity of 15 years. A PPF account can be opened through a nationalized bank at any time during the year and is open all through the year for depositing money.

PREFERENCE SHARES : These carry a fixed dividend rate and a special right to dividends over the ordinary equity holders. Currently, all the preference shares in the Indian market have a fixed period of maturity. Therefore, sometimes they are termed as 'hybrid variety'.

COMMERCIAL PAPER (CP) : These are issued mainly by the companies to fund their working capital needs. These are issued generally for short-term; maturities are not secure and subject to market risks. Those corporate bodies that have a good credit history are only able to use this financial instrument.

MUTUAL FUND : A mutual fund is a professionally-managed trust that pools the savings of many investors and invests them in various securities like stocks, bonds, short-term money market instruments and commodities like precious metals.

SALARIED PEOPLE AND INVESTMENT

Salaried people invest for future benefits. They save their savings among various aspects of investment avenues. Most of them will look at the safety of their investment rather than high returns. Further, an increment in the saving is preferred and it has reached a stage where the returns decide the

investment. Saving scheme for saving and investment are introduced by the government to reduce the tax liabilities of persons. How to choose an ideal investment is the problem of an investor in choosing specific investment. Investor must know the characteristic of that investment which provide return, liquidity, safety, appreciation, risk covered tax benefits. The tax payers choose his investment in such a way to get tax advantage. The Investment pattern of the salaried employees is different due to safety, regular flow of income, tax saving benefits, security, Retirement benefits etc...

5. SUGGESTIONS FOR ATTRACTING INVESTORS

Investors must be made aware of different investment avenues. Investment in government and foreign sector must increase and provide awareness among the investors regarding the benefits of investment in foreign sector. Investments avenues like share market and mutual funds needs more awareness among salaried individuals in private sector. Investors are risk averse, therefore low risk investment avenues must be marketed. Institutions and financial advisors should focus on investment avenues which give about 7%-12% returns. More awareness must be given about short term investment avenues. Salaried employees in the private sector need more awareness regarding high risk, high return securities.

6. CONCLUSION

The economy is prospering, the job marketing is booming and salaries touching new high. This a reflection of the awareness and factors considering, risk taking ability of the various categories of salaried employees. Selection of perfect investment avenue is a difficult task . An effort was made to identify the pattern and preference for of a sample of individuals selected by convenient sampling. Despite many limitations to the study, efforts were made to identify some investment pattern. This report concentrated on identifying the investment pattern and factors considered by salaried individuals before investing. The investment pattern is identified on the basis of the individual's age, gender, occupation and education. This study also draws an important conclusion that investment selection is made through self-decision.

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A Study on Online Shopping in India

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ABSTRACT: India is on the verge of an online revolution in retail. In the last couple of years, the growth of e-commerce industry in India has been phenomenal as more shoppers have started discovering the benefits of using this platform. Internet is changing the way consumers shop goods and services, and has rapidly evolved into a global phenomenon. Shopping online is different from traditional shopping in terms of experience on the part of consumers. Today's online shopping platform provides many offers to consumers which attracts the consumers. 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. The purpose of this paper is to understand online shopping behavior of consumers in India.

Keywords : E- commerce, Online shopping, e-tailer, customer, COD, Phishing..

1. INTRODUCTION

Online shopping is shopping through internet. Online shopping can be an excellent resource for those looking to expand their purchasing options and save money. Online stores are highly competitive with other stores, which drives prices down. Price comparison websites make deal hunting easier and customers can find the online stores with the best reputations by reading reviews submitted by other shoppers. Besides being able to shop from the comfort of your home, many online stores offer low or no shipping charges and free ship – to – store options. At present more and more customers are doing shopping online because in urban area mostly people are working that's why they are not having so much time to go for offline shopping. The main attraction of online shopping is its convenience. Unique online payment system offers safe and easy purchasing from other vendors. Now a day's online shopping is a part of every day's life. Some get the necessities and others get something more from online shopping. It is important to analyze and identify the factors which influence consumers to shop online.

Because of the numerous advantages and benefits, more and more people say they prefer online shopping over conventional shopping these days. The buyer's decision making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their smart phone, never stepping foot into traditional brick-and-mortar locations. The internet makes doing business much easier and faster. It's led to changes in the way people do business with a rapidly growing worldwide trend towards online shopping or e-commerce. Many people around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries. Nowadays, and with the help of new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in

their homes. Purchasing items and products through the web is a very easy task to do. It is now playing a very important role in every day's life especially elderly people, as well as people with a busy life schedule. It provides a very comfortable service for its customers, by being able to save the item in the personal shopping bag, and buy it later on. Shopping through the web simply works for people with a valid credit card, a debit card or an internet bank account.

2. REVIEW OF LITERATURE

Jun .G & Jaafar N. I (2011) conducted a study on Consumers Attitude towards online shopping. Marketing mix and reputation were the factors found to have significant positive influence over the consumers' attitude towards online shopping. The local culture and reality determines the attitude and behaviour of the local people towards online shopping was concluded from the study.

Bhatt (2014) concentrated on the consumer attitude towards online shopping in selected regions of Gujarat. The study focused on factors which online Indian buyers keep in mind while shopping online. This research found that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on online purchasing.

Kothari & Maindargi (2016) in their study "A study on Consumers Attitude towards Online shopping in India and its impact: with special reference to Solapur city" analyzed the factors that motivates and affects customers attitude towards on line shopping in India. The study used the 100 consumers for the sample size. The study concluded that online shopping give consumer's best alternative to save money and time. Companies offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. Success of online shopping depends on its popularity, its brand image and its unique promotional policies.

3. OBJECTIVE OF THE STUDY

The main objective of the study is to understand more about online shopping trends in India and problems in online shopping in India.

4. RESEARCH METHODOLOGY

The study is based on secondary data. The secondary data required for the study was collected from books, journals, websites and publications related to the topic under study.

ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to internet and a valid method of payment in order to complete a transaction , such as a credit card, an interact – enabled debit card, or a service such as PayPal. For physical products such as books or clothes, the e-tailer ships the products to the customers; for digital products, such as digital audio files of songs or software, the e - tailer usually sends the file to the customer over the internet. The largest of these online retailing corporations are Alibaba , Amazon etc. The purpose of online shopping is to save time, save money etc. Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Through online shopping one can save his valuable time. One can watch and select things he wants to buy. Through online shopping we can save our money because prices are less than market prices and we receive our bought things at our

home.

ADVANTAGES OF ONLINE SHOPPING

Business organizations use internet as a main vehicle to conduct commercial transactions. following are some advantages of online shopping;

1. CONVENIENCE OF ONLINE SHOPPING

Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

2. NO PRESSURE SHOPPING

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product, whereas the customers are not pressurized in any way in online stores.

3. ONLINE SHOPPING SAVE TIME

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time for travelling.

4. COMPARISONS

Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the features and price of the products.

5.AVAILABILITY OF ONLINE SHOP

The mall is open on 365*24*7. So time does not act as a barrier.

6. ONLINE TRACKING

Online customers can track the order status and delivery status. Tracking of shipping is also available.

7. ONLINE SHOPPING SAVES MONEY

To attract customers to shop online, e-tailers and marketers offer discounts to the customers.

PROBLEMS IN ONLINE SHOPPING IN INDIA

1. QUALITY ISSUES

The most concerning issue while purchasing things online is that you have no certification of an item's quality. The issue of getting the right size remains a genuine disadvantage for purchasing attire and footwear on the web. Sizes change from brand to brand.

2. DELIVERY AND LOGISTICS

One uncertainty that continually turns up while shopping on the web is the point at which the request will be conveyed. Conveyance faculty regularly turn up at our homes when we're grinding away or out some place as there's no real way to settle a specific vacancy for the conveyance occur. This same issue exists while returning items.

3. DIGITALPAYMENT FAILURES

Regardless of whether a client is paying by credit/debit cards, net banking, or one of the few computerized wallets that exist today, the disappointment of advanced instalments dependably lingers overhead while making on the web exchanges.

4. ADDITIONAL CHARGES

When we purchase something from different sites an additional shipping charges are added to that products. And even when it is, sometimes these shipping charges are added on each individual

product and not the collective order.

5. LACK OF SECURITY

Cyber security, more over precisely the lack of it, is a major problem on the internet today. E-commerce sites record important customer data like name, phone number, address and bank details. If these sites don't implement stringent cyber security measures, our data is at risk of falling into the wrong hands who can then misuse your details.

TIPS FOR ONLINE SHOPPING PROTECTION

Online shopping is all about convenience. While it has become an increasingly popular option for consumers to save time and money, it has also caught the attention of cyber criminals, who are keen to exploit consumers who do not practice good cyber hygiene. From phishing scams that aim to steal consumer's financial information, to bogus websites that offer products that do not exist, it is important to be aware and take the necessary precautions to stay safe when shopping online. Here are some useful tips you can follow.

1. PAY WITH A CREDIT CARD INSTEAD OF A DEBIT CARD

Credit cards often offer more fraud prevention and protection than debit card. If you use a debit card and purchases are made without your permission, the money is withdrawn directly from your account. Debit card should be treated like cash. On the other hand, if you use a credit card, you have more time to dispute fraudulent charges and the bank can withhold payment while they investigate the incident. For extra precaution, you can subscribe to email or SMS notifications for your banking transactions.

2. ENABLE 2FA FOR ALL ONLINE TRANSACTIONS

Enabling two-factor authentication(2FA) for your online transactions and account logins gives you an added layer of protection. Having this in place will alert you to fraudulent transactions that are about to take place, giving you time to alert your bank and lodge a report.

3. DO NOT STORE YOUR CREDIT CARD INFORMATION ONLINE

Some online retailers offer the option of storing your credit card information after you have made a transaction. While this provides more convenience for future transactions, you may be putting your credit card information at risk. Major companies have suffered data breaches and had their customer's credit card information stolen. You should not store your credit card information online, in the same way you should not provide your credit card details over email or a phone call.

4. DISABLE YOUR BROWSERS AUTOCOMPLETE FEATURES

You should avoid having your credit card information stored on your browser by disabling the autocomplete feature. In Chrome, go to Settings and select Advanced. Under the Passwords and Forms section, click Autofill settings. Delete any credit card information that has been stored automatically, and toggle off the option to Autofill forms.

5. AVOID PERFORMING FINANCIAL TRANSACTIONS OVER UNSECURED PUBLIC WIFI NETWORKS

Cyber criminals can capture information passing through unsecured Wi-Fi networks, including your bank credentials. If you must perform financial transactions on the go, be sure to use only your mobile data.

6. BE VIGILANT AGAINST PHISHING OR BOGUS SITES

Cyber criminals can create websites that mimic popular sites to trick people into revealing their personal information through various approaches. One approach that cyber criminals use is substituting visually similar characters in the web address, eg.

www.amazOn.com

instead of www.amazon.com.

So be sure to review the web address carefully. You can also consider using tools such as Google Safe Browsing to check the current safety of a website.

7. BE WARY OF OFFERS THAT ARE TOO GOOD TO BE TRUE

During promotional events, online shopping sites often offer attractive deals. Cyber criminals often take advantage of these popular periods to carry out scams. When in doubt, remember the old adage, „if it sounds too good to be true, it probably is“. While there are many genuine deals that can give you good value for money, you should always be wary of offers that sound unbelievable.

By following these seven tips, you can have a greater piece of mind when you shop online.

If you believe you have fallen victim to an online scam or fraud, you should;

- Change your password for the affected account and all other online accounts where you may have used the password (be sure to use a different password for each of your accounts).
- Inform the bank of the fraudulent transaction and request for a card replacement if necessary.
- Lodge a police report.

SHOPPING ONLINE MEN VS. WOMEN

MEN 68%		WOMEN 72%
What do men shop online?		What do women shop online
37	Travel/ Holiday Accomodation	35
32	Household Goods	30
27	Tickets For Events	26
22	Film/Music	16
39	Computer/Technologies	18
14	Food/Groceries	18
40	Clothes/Sports Goods	46
23	Books/Magazines/E-Learning Materials	25
8	Medicine	10

5. SUGGESTIONS

1. Keeping the website minimal and ambient makes it easy for shoppers to browse.
2. Measure and constantly try to improve customer satisfaction.
3. Offer a Bulletproof money-back guarantee.
4. Offer free shipping.
5. Include customer reviews.

6. CONCLUSION

Online shopping is a web based platform where people can buy products through electronic medium, India's online market is increasing year by year. Recent trends in online shopping in India are people are spending high on apparels and mobile phones. And Indian customers most preferred way to pay for online shopping is COD (Cash on Delivery). Attractive offers from online shopping companies are attracting Indian consumers. While the quality, lack of security, additional charges problems still exist.

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A Conceptual Study on Innovative Practices of Life Insurance Corporation of India.

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ABSTRACT: The protection business encourages the development and advancement of the economy. The extra security assists with having an appropriate inclusion on danger towards life of the protected. The formation of mindfulness in regards to the strategies, plans and offices empower a tremendous development in the protection area. The study also reveals many important innovative practices implemented by LIC. The conclusion is that the new products and services are to be well informed to the consumers for better prospects of the life insurance company.

Keywords: Life Insurance, Innovative practices.

1. INTRODUCTION

The Indian life insurance industry assumes a significant part in decreasing vulnerabilities throughout everyday life. The life coverage area helps the financial backers in contributing their reserve funds to productive speculation. Since nationalization, disaster protection industry has noticed a quick development in the monetary framework. The fundamental point of Life insurance organization is to take out danger because of shocking passing of a person and improves assurance on unavoidable misfortunes. The life insurance business is incredibly disposed by the government managed retirement framework, medical care framework, changes in traditions and perspectives and so forth the life insurance business principally associated with the shield of the business estimation of resources. Insurance business assists with decreasing the responses of opposite conditions and remuneration to the guaranteed for any difficulties brought about. Insurance is a typical move through which the dangers of people might be reduced and wellbeing is given to them by the insurance agencies with their appropriate commitments. Extra security gives monetary assurance just as goes about as better venture to the policyholders. The protection administrations given by insurance agencies have become advanced now, with the goal that the policyholders can settle their installment of charge through computerized channels. The policyholders are to be made mindful about the advanced administrations given by life coverage organizations. LIC encourages to have security for mature age when their income are either halted or diminished. Also, extra security approaches help to face the crises because of mishaps, ailment and so forth Protection is a fundamental piece of person's monetary arranging. The monetary specialists feature that protection is maybe the top monetary gadget to contribute and accommodating mature age, crises and so on Life insurance Corporation of India is the principle public area extra security organization in India. LIC is an association principally run-on far-reaching business belief systems and its article is to give protection to each one of those qualified to be safeguarded in India. From the actual start the organization has brought a various number of arrangements to provide food the necessities of various gatherings of individuals. LIC gives a few conveniences to help the policyholders. The principle explanation behind the deficiency of Indian life

insurance industry might be because of insufficiency of protection mindfulness, useless promoting strategies, helpless supportability and less interest in extra security items and administrations. Mindfulness encourages careful data and it empowers the individual more dynamic and astute. Mindfulness enables the person to advance and to upsurge on the general public and through this mindfulness the considering power singular increments. Effective mindfulness technique empowers the back up plan to give right item, to ideal individual and at the correct time. The buyers likewise must be accomplished so they will be more mindful about the new plans and arrangements of life insurance organization.

2 REVIEW OF LITERATURE

a) **Kathirvel.N&Radhamani.S(2014)**-The Indian insurance industry assumes a significant part in financial development and improvement of the country. The production of mindfulness about protection guarantees the enormous development in the extra security area. The insurance agencies need to make the customers mindful about the of the advantages and utilities of life coverage. The principle objective of this examination is to determine and distinguish the mindfulness level of repaid in LIC's administrations. This examination urges to advance the purchaser mindfulness. Essential information have been gathered through meeting technique by executing basic irregular examining strategy by methods for 300 policyholders. The examination came in to resolution that insurance agencies should victory more mindfulness about life coverage, offer markdown in charge sum and give extra thought on inventive items.

b)**Balaji, C. (2015)**-The examination uncovers that because of nationalization and progression, the protection area has gotten a full round from being an uncovered serious market. The Insurance assists with lessening or kill the danger of death toll and property. Under the arrangement of protection, countless individuals partner themselves by sharing danger joined to people. After privatization, disaster protection area is developing from simple giving security to life to one of better speculation decisions alongside approaches is open with various freedoms and arrangements. At present around 13 private co's. is working in life coverage area. The genuine rivalry is approaching from HDFC AND ICICI which is abusing seriously their old record in engaging clients through promoting of monetary items at one rooftop.

c)**Rajendran, B., &Sathyakala, R (2020)**The examination expresses the standard of policyholders are delighted with LIC's items. The main destinations of this investigation is to find the financial diagram of test respondents and perceive the fulfilment level of policyholders in LIC's items. For this investigation essential information has been gathered. The proportionate defined arbitrary inspecting strategy has been utilized as testing plan by methods for 150 policyholders. The examination recommends that instructive capability and month to month pay are discovered to be connected with strategy holder's fulfilment. The extra security organizations ought to broaden its business more in rustic territories rather they approach in metropolitan zone. The extra security organizations ought to make mindfulness among policyholders in regards to the plans and strategies. The Life Insurance partnership should give wide inclusion of mindfulness among people in general about the items and administrations to battle against the opposition in the protection market.

3 GROWTH OF LIFE INSURANCE CORPORATION

LIC started in the year 1818, when it was utilized as an intend to give protection to English widows. Afterward, because of the influence of ShriBabuMuttal Seal, Indians were additionally covered by the organization. By 1868, 285 organizations put themselves into the market of India. Be that as it may, by 1870, 174 organizations stopped to exists, at the point when British parliament instituted protection act 1870 outlining the Indian organization act 1866. The Indians who were offered protection covered were treated as sub-principles lives and were acknowledged with the additional premium of 15% to 20%. The Bombay Mutual Life Insurance Society set up in 1870 was the principal

organization to chargesimilar premium from the two Indians just as non - Indians. The Oriental Life Assurance Company was set up in 1880.Till the finish of nineteenth century, the protection business was primer in the possession of unfamiliar organizations, however in early long periods of twentieth century, an enormous no. of Indian business visionaries brought their organizations to the protection market as to cater the requirements of Indians and to control it, the Life Insurance Organizations Act (1912) was passed. In spite of the fact that for a decade there was a development in protection business, it likewise saw a few fakes and even after the presentation of first far reaching enactment in 1938, there was a gross abuse of strategy holder's assets by the insurance agencies.Subsequent to getting nationalized the Life Protection Corporation turned into a mammoth throughout everyday life protection industry and it gave a remarkable execution in accomplishing the different targets of nationalization. Yet it reaches to the 24% of the insurable populace which was very low. So by following the suggestions of Malhotrapanel in year 1999, the Indian governmentat long last opened the protection area for private players and to direct the working of allinsurance agencies IRDA was found.

4 INNOVATIVE PRACTICES OF LIC

1) AGENTS HELPLINE MODULE- The main aim of this service is to provide online help for agents.LIC of India gives different life coverage and health care coverage plans to serve its clients. These plans can be bought either from LIC specialists or on the web. LIC specialists are individuals related with the insurance agency who urge and guide clients to buy a LIC plan according to their necessities and prerequisites. To continue with their work, these specialists need not visit the branch office ordinary. They can deal with their work online by signing in to the LIC Agent entryway.

2) CUSTOMER PORTAL- It is one of the innovative practices implemented by LIC. It helps to understand complete visibility into their interactions with the company. The main aim is to serve the customers within a few clicks. Customers get their services in their finger tips. Many functionalities are being there in customer portal like policy schedule, bonus status, claim status etc. There are many procedures to get registered to customer portal of LIC.

3)PAY PREMIUM ONLINE- Online Payment Gateway is LIC's drive to furnish you with on interest administration inside a couple of snaps! You would now be able to have a considerable lot of the functionalities that were accessible just at a branch office, online readily available. The payment gateway activity is a significant part of the offer. It accommodates continuous instalment of recharging premium-levy through the gateway. This usefulness is accessible just to enlisted clients who have selected their approaches.

4) ONLINE PREMIUM CALCULATOR -An insurance premium calculator is an online mini-computer which ascertains the measure of premium which is payable under the arrangement. The adding machine considers all inclusion factors and afterward shows up at the premium.A life coverage mini-computer or a term life coverage charge mini-computer is utilized for count of a person's month to month or yearly expense for their extra security strategy. Hence, it causes you assess the specific premium sum you should pay to accomplish the ideal aggregate guaranteed. Since it is a tech-abled apparatus, it is easy to use and saves a lot of time and exertion. It likewise limits potential mistakes that may happen because of manual estimation of premium.

5) SMS ALERTS FOR PREMIUM PAYMENT–Life insurance company helps customers by reminding the payment of premium by short message service alerts.SMS cautions, otherwise called SMS notices or text-based notifications, are messages sent naturally to supporters who have demonstrated they wish to get instant messages from a business. Utilizing a text-based notification framework empowers organizations to send both pressing and non-critical messages to enormous gatherings of individuals simultaneously. As a mass specialized apparatus, SMS warnings offer numerous authoritative preferences to organizations hoping to disperse time-touchy data. Here are a

few certifiable instances of how organizations have effectively utilized SMS warnings to speak with clients briefly and adequately, in one straightforward send.

5.CONCLUSION

The social pertinence and obligations of extra security organizations are expanding step by step. The disaster protection organizations need to cater differed necessities of clients. Life insurance organizations need to support in the advancement of digitalised monetary administrations and make the buyers mindful about such administrations. Life insurance organization needs to make various moves to build up the protection market and make the purchasers more mindful about the items and administrations. Life insurance organization needs to investigate more freedoms for the improvement of business exercises in extra security market. The extra security organization ought to give great and valuable arrangements to the future possibilities of the protected. The Life insurance organization need to give new brands to the market to accomplish better market an incentive for their items. This examination will help in building up the piece of the pie, dependability and further advancement in protection area. The extra security organization should actualize creative systems to catch the market.

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Impact of Work Life Balance among Police on Career Satisfaction in Tiruvannamalai District

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ABSTRACT: Work life balanced is a stand-up abstraction in human resources in the contented of present-day organizations. General inspection of the top management of this police department is police are enhanced qualified, hard and supplementary committed toward the accomplishment of goals. The research was conducted in Tiruvannamalai district. The analysis identified that there is no influence of work interference with personal life and personal life interference with work on career satisfaction among police employees. The analysis also identified that there is influence of work personal life enhancement on career satisfaction among police employees. The analysis highlighted that there is influence of work personal life enhancement and career satisfaction among police employees on life satisfaction. Hence, it is concluded that police management should provide improved working conditions, reduction of work load. So that work related issues can be minimized the work interference with personal life and these leads to career and family satisfaction.

Keywords: Work Interference with Personal Life, Personal Life Interference with Work, Work Personal Life Enhancement, Career Satisfaction and Life Satisfaction.

1. INTRODUCTION

The changes in the financial and societal environment of the social order have influenced the nature of employment all through the world. Work life balanced is a rising concept in human resources in the contented of modern organizations. General inspection of the top management of this police department is police are enhanced qualified, hard and supplementary committed toward the accomplishment of goals. They are more assiduous towards their duty and chances for incidence of corruption and fraudulent actions are nil or very less. Career and family are interconnected and interdependent work life balance has been defined in a variety of ways by different scholars. Work life balance does not indicate equal balance between career and family. It refers to individual's capacity to balance and maintain stability state of career and career commitments and household tasks. Work life balance is usually refers to an equilibrium between the quantity of time and effort billed to work and personal activities for maintain a taken as a whole sense of harmony in life.

2. REVIEW OF LITERATURE

Balamurugan and Kanakaraj (2018) discovered that there is significant differences towards work life balance among women police with respect to age. The author recommended that police policy makers should development towards the job can elevate the work life balance of the women police to improve work life balance reasonable state to stronger level.

Subooh Yusuf and Sajid Ali Khan (2018) identified that there is positive relationship between work life balance and life satisfaction among Qatar police personnel. The authors suggested that work life balance dimensions are influencing life satisfaction.

Marcello Russo, et al. (2016) discovered that significance of help from work and non work resources for the chase of employees to accomplish balance in the fields of work and life. The authors suggested that the work life balance assists in the growth of psychological accessibility and enhancing employee positive energy.

Amanda, et al. (2012) unconcealed that job stress is internationally has been growing over the earlier couple of decades and because of this job stress there is a worst work-life balance and improved conflict between work and personal lives of the employees.

Chitra Devi and Sheela Rane (2012) recommended that detect of work-life balance policy and different essential steps for this physical point issue, employees will keep a accurate balance between their work and life.

Waters and Bardoel's (2006) found out that workplace cultural factors that decreased the motivation of Australian university employees to access work life balance policy opportunities.

Martins, et al. (2002) discovered that the more concentrated the perceived work-family conflict, the lesser is the happiness with the career satisfaction.

Higgins, et al. (2000) found out that there is a negative relationship between perceived work-family conflict and the performance as a parent with respect to family life.

Frone, et al. (1999) identified that there is strong relationship between non-satisfied assessment of work-family-balance and depression.

3. RESEARCH METHODOLOGY

This study is based on the descriptive study method. It is a fact-finding investigation with adequate interpretation. It focuses on particular aspects or dimensions of the problem studied. It is designed to gather descriptive information and provide information for formulating more sophisticated studies.

4. OBJECTIVES OF THE STUDY

- To study the influences of dimensions of work life balance such as work interference with personal life, personal life interference with work and work personal life enhancement on career satisfaction among police employees in Tiruvannamalai district.
- To know the influence of career satisfaction among police employees on life satisfaction.

Hypotheses of the Study

- There are no influences of dimensions of work life balance such as work interference with personal life, personal life interference with work and work personal life enhancement on career satisfaction among police employees in Tiruvannamalai district.
- There is no influence of career satisfaction among police employees on life satisfaction.

Questionnaire Construction

Table 1: Reliability of the Research

S.No.	Variable	Reliability	Author
1	work life balance	0.74	Martins, (2002) Marcello Russo, (2016)
2	career satisfaction	0.90	
3	life satisfaction	0.88	

Work life balance was developed by Martins, (2002). Career satisfaction and life satisfaction tolls were developed by Marcello Russo, (2016). For all the statements of the questionnaire construction the alpha was ranged from 0.74 to 90. This reliability value indicates that high reliability of the statements of the questionnaire.

Area of sample and justification

Tiruvannamalai district have been selected for this research as area of sampling. Hence, there is a necessary to protect and develop the police employees as well as the public as a whole. By understanding this, work life balance among police employees and job performance are judged for the study.

Sampling design

The sample comprises the working in police in police department Tiruvannamalai district, Tamilnadu.

Pilot study sample size

This research is performed to identify the influence of family support and working environment on job performance with respect to work life balance. To establish the sample size of the pilot study is 53 police in Tiruvannamalai district, Tamilnadu.

Sampling technique

Sampling technique presents a range of techniques that allow decreasing the amount of data wanted to collect by believing only data from a subgroup pretty than all probable cases or rudiments. Simple random sampling technique of probability sampling method was followed to collect the primary data for the research.

Tool for data analysis

Path analysis was used for data analysis. Work life balance is considered as independent variable and also classified into three factors such as work interference with personal life, personal life interference with work and work personal life enhancement. Career satisfaction is considered as dependent variable. Life satisfaction of police employees is considered as outcome variable.

5. FINDINGS OF THE RESEARCH

- The analysis identified that there is no influence of work interference with personal life and personal life interference with work on career satisfaction among police employees in Tiruvannamalai district.
- The analysis also identified that there is influence of work personal life enhancement on career satisfaction among police employees in Tiruvannamalai district.
- The analysis highlighted that there is influence of work personal life enhancement and career satisfaction among police employees on life satisfaction.

Recommendations

- It is recommended that the police management should provide improved working conditions, reduction of work load. So that work related issues can be minimized the work interference with personal life and these leads to career and family satisfaction.
- It is recommended to the police, that care should be taken not to hamper the familial

relationship with all the members, sharing the responsibilities may lessen the interferences of all the types and these leads to career and family satisfaction.

6. CONCLUSION

Work life balanced is a rising concept in human resources in the contented of modern organizations. General inspection of the top management of this police department is police are enhanced qualified, hard and supplementary committed toward the accomplishment of goals. The research was conducted in Tiruvannamalai district. The sample size of the research was 53 police employees through simple random sampling technique. The analysis identified that there is no influence of work interference with personal life and personal life interference with work on career satisfaction among police employees. The analysis also identified that there is influence of work personal life enhancement on career satisfaction among police employees. The analysis highlighted that there is influence of work personal life enhancement and career satisfaction among police employees on life satisfaction. Hence, it is concluded that police management should provide improved working conditions, reduction of work load. So that work related issues can be minimized the work interference with personal life and these leads to career and family satisfaction.

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Customer Satisfaction towards Payments Banks in Kannyakumari District

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ABSTRACT: A payments bank is a recent entrant in the banking system in India. This bank is somewhat similar to a normal bank but restricted to perform only few of the banking services as compared to traditional banks. A payments bank is basically a newer concept in the banking sector. A payments bank shall be regulated by the apex or Central bank of India, Reserve Bank of India (RBI). The important objective of the study is to analyze customer satisfaction towards payments banks in Kannyakumari District. The study covered both primary and secondary data. For the present study 40 payments bank users are selected. The samples are selected using convenient sampling method.

Key Words: Banking, Payments banks, Importance, services offered and features.

1. INTRODUCTION

A payments bank is a **recent entrant in the banking system** in India. A payments bank is somewhat similar to a normal bank but restricted to perform only few of the banking services as compared to traditional banks. A payments bank is basically a newer concept in the banking sector. A payments bank shall be regulated by the apex or Central bank of India, Reserve Bank of India (RBI). A payments bank has been **categorised as a “Scheduled bank”**. But it is mandatory for the companies **to include the word “Payments bank” in its name** in order to differentiate it from other regular banks. Further, payments bank is allowed to perform not all but only certain selective functions of banking.

The main objective of introducing these payments banks in India was to extend the financial services horizon to small business, migrant labour workforce & low income households. This was meant to further provide services to the remote areas of the country especially the unorganized sector in India.

2. SERVICES OFFERED BY PAYMENTS BANKS

A payments bank cannot provide all the services that are provided by a traditional bank. The services of payments banks are limited to:

- A payments bank can **accept deposits upto a maximum of Rs.1 lakh only** per individual customer. Demand Deposits and saving bank deposits can be accepted from individuals, small firms and other entities.
- You can open a Savings bank account or a current account with these payments banks.
- Payments bank can pay interest on the deposits just like normal banks.
- Payments banks are allowed to transfer payments through any channels like Branches,

- Automated Teller Machines(ATMs), business correspondents etc.
- Payments banks can issue debit cards/ATM cards to its customers.
- Mobile banking can be accessed through these payments banks.
- Internet banking services can be provided by a payments bank. This includes payments mechanism as approved by RBI such as RTGS/NEFT/IMPS.
- A payments bank app can be used to make utility bill payments as well.
- A payments bank can involve in providing basic financial services like access to mutual funds, insurance products, pension products, forex services subject to the conditions set by RBI.

SERVICES PAYMENTS BANKS CANNOT OFFER

Some of the major services that payments banks cannot offer are:

- As per the RBI guidelines, these Payments banks cannot issue credit cards.
- Payments banks cannot deal with any kind of lending business i.e. they are not allowed to issue any kinds of loans like personal loans or any other loans to their customers.
- Payments banks cannot accept deposits from Non Resident Indians or NRIs.
- They are not allowed to setup subsidiaries for undertaking non banking financial services.

3. OBJECTIVE OF THE STUDY

The important objective of the study to analyze customer satisfaction towards payments banks in Kanniyakumari District.

4. METHODOLOGY

The study is confined with both primary and secondary data. The primary data is collected through a well structured interview schedule and the secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

SAMPLING DESIGN

In order to study about the customer satisfaction towards payments banks in Kanniyakumari District 40 payments banks users from Kanniyakumari district are randomly selected using convenient sampling method.

STATISTICAL TOOLS USED

The collected data were analyzed with the help of various statistical measures such as *Percentage and Chi-Square Test*.

The formula for Chi – square is

$$\chi^2 = \frac{\sum \frac{(O-E)^2}{E}}$$

HYPOTHESES

On the basis of the objectives of the study, the following null hypothesis was developed for the purpose of the present study.

Ho There is no relationship between the personal factors and the level of satisfaction towards payments banks.

ANALYSIS OF DATA

Age – wise classification of the respondents

Age is an important factor which is analyzed to study about the customer satisfaction towards payments banks in the study area. The following table reveals that the age-wise classification of the respondents.

Table 1 Age-wise classification of respondents

Sl. No.	Age	No. of Respondents	Percentage
1	Below 25	11	27.5
2	26 – 45	24	60
3	Above 45	5	12.5
	Total	40	100

Source: Primary Data

The table 1 shows that 11 (27.5 percent) of the respondents comes under the age group of below 25 years. 24 (60 percent) of the respondents comes under the age group of 26 to 45 years and the remaining 5 (12.5 percent) of them comes under the age group of above 45 years.

Gender- wise classification of respondents

The gender is an important factor which decides the satisfaction level of customers towards payments banks. Hence the gender of the respondents are considered for the study and presented in the following table.

Table 2 Gender- wise classification of respondents

Sl. No.	Gender	No. of Respondents	Percentage
1	Male	27	67.5
2	Female	13	32.5
	Total	40	100

Source: Primary Data

The above table 2 shows that 27 (67.5 percent) of the respondents are male and the remaining 13 (32.5 percent) respondents are female.

Education - wise classification of the respondents

Education is an important factor which decides the occupation of a person. The following table shows that the classification of respondents on the basis of education.

Table 3 Education - wise classification of the respondents

Sl. No.	Educational qualification	No. of respondents	Percentage
1	Up to HSC	6	15
2	UG	11	27.5
3	PG	8	20
4	Others	15	37.5
	Total	40	100

Source: Primary data

It is inferred from the above table that 6 (15 percent) of the respondents having the qualification Up to HSC, 11(27.5 percent) of them having the qualification of UG, 8(20 percent) of the respondents having the educational qualification of PG and the remaining 15(37.5 percent) of them having the qualification of other categories such as technical degree, diploma etc.

Classification of the respondents on the basis of occupation

The occupation is an important factor which decides the income of an individual. The below table 4 clearly shows the classification of the respondents on the basis of their occupation.

Table: 4 Classification of the respondents on the basis of occupation

Sl. No.	Occupation	No. of respondents	Percentage
1	Self employment	9	22.5
2	Private employee	14	35
3	Govt. Employee	5	12.5
4	Others	12	30
	Total	40	100

Source: Primary Data

It is inferred from the above table that 9(22.5 percent) of the respondents are self employed, 14 (35 percent) of the respondents are private employees, 5(12.5 percent) of the respondents are Government employees and the remaining 12(30 percent) of the respondents comes under other categories such as home maker, students etc.

Classification on the basis of years of using payments banks

The respondents are also classified on the basis of years of holding the account is given in the table 5.

Table: 5 Classification on the basis of years of using payments banks

Sl. No.	Years	No. of respondents	Percentage
1	Up to 1 year	8	20
2	1 – 3 years	9	22.5
3	3 – 5 years	12	30
4	Above 5 years	11	27.5
	Total	40	100

Source: Primary Data

It is inferred from the table that 8(20 percent) of the respondents holding the account up to 1 year, 9(22.5 percent) of them holding 1 – 3 years, 12(30 percent) of them holding the account from 3 – 5 years, and the remaining 11(27.5 percent) of them holding the account for above 5 years.

Medium of information about payments banks

The respondents get the information related to the payments banks through many modes. The below table 7 shows the classification on the basis of the medium through which the respondents came to know about payments banks.

Table: 7 Medium of information about payments banks

Sl. No.	Medium	No. of respondents	Percentage
1	Personal interest	11	27.5
2	Friends/relatives	7	17.5
3	Advertisement	13	32.5
4	Others	9	22.5
	Total	40	100

Source: Primary Data

From the table 7 we came to know that 11(27.5 percent) of them get information related to the payments banks because of their own interest, 7(17.5 percent) of them by their friends and relatives 13 (32.5 percent) through advertisements and the remaining 9(22.5 percent) of them getting information through other sources.

Level of satisfaction towards payments banks

The opinion of the respondents about the level of satisfaction towards the payments banks are analyzed and presented in the following table 8.

Table: 8 Level of satisfaction towards payments banks

Sl. No.	Level of satisfaction	No. of respondents	Percentage
1	Satisfied	13	7.5
2	Neutrally satisfied	15	25
3	Not satisfied	12	37.5
	Total	40	100

Source: Primary Data

It is inferred from the above table 8 we came to know that 3(7.5 percent) of them are highly satisfied with the payments bank services, 10(25 percent) of them are satisfied, 15 (37.5 percent) of the respondents are neutrally satisfied and the remaining 12(30 percent) of them are not satisfied with the payments banks.

Chi – square analysis

An attempt has been made to analyze the satisfaction of the respondents towards the payments banks in Kanniyakumari district using chi – square test.

The following formula has been used for computing “Chi-square Test”.

$$\chi^2 = \frac{\sum \frac{(O-E)^2}{E}}{\quad} \quad \text{with } (r-1)(c-1) \text{ degrees of freedom}$$

Where,

χ^2	=	Chi – square value
O	=	Observed frequency
E	=	Expected frequency
r	=	No. of rows in a contingency table
c	=	No. of columns in a contingency table

The calculated value of χ^2 is compared with the table value, level of significance usually at 5percent level. If the calculated value is less than the table value the Null hypothesis is accepted. Otherwise, it is rejected.

Consolidated results of the Chi – square Test

Sl. No.	Factors	χ^2 value	Degrees of freedom	Table value	Inference
1	Age	8.36	4	9.48	Accepted
2	Gender	1.12	2	5.99	Accepted
3	Education	9.87	4	9.48	Rejected
4	Occupation	13.74	6	12.59	Rejected
5	Years of using payments banks	16.11	6	12.59	Rejected

Source: Computed Data

From the above table it is inferred that the factors such as age and gender are independent to the level of satisfaction of the customers and the factors such as education, occupation and years of using payments banks are dependent to the satisfaction level of customers towards the payments banks in Kanniyakumari district.

5. FINDINGS

The important findings are:

1. Majority 24(60 Percent) of the respondents comes under the age group 26 – 45 years.
2. Most 27(60 Percent) of the respondents are Male.
3. 27(67.5 Percent) of the respondents having the educational qualification comes under other category such as technical degree, diploma etc.
4. Most 14(35 Percent) of the respondents are private employees.

5. From the total respondents 12(30 percent) of them are using payments banks for 3 – 5 years.
6. 13(32.5 percent) of the respondents came to know about the payments banks through advertisements.
7. Majority 15(37.5 percent) of the respondents are neutrally satisfied with the payments bank in the study area.
8. It is found that the factors such as age and gender are independent to the level of satisfaction of the customers and the factors such as education, occupation and years of using payments banks are dependent to the satisfaction level of customers.

6. CONCLUSION

Payments bank is one of the new entrants in the field of digital India and it is definitely a significant move in the right direction as far as the convenience of the customers. The payments banks play a significance role in implementing government's direct benefit, transfer schemes, where subsidies on health care, education and gas are paid directly to beneficiaries account. The customers are not much aware about theses payments banks and the Government must take steps to educate the people about the services offered by the payments banks and it will lead to the economic development of the country.

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A Study on impact of Digital Currency in India

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ABSTRACT: Cryptocurrency is a virtual currency which is established electronically, designed to work as a medium of exchange wherein methods are accepted for encoding and are recycled to manage the whole of created money. Cryptocurrencies are also beneficial to check the transaction of cash which are performing its function freely and without any intermediation of the central bank. One of the most ordinary occurrences of cryptocurrency is a Bitcoin which is gaining popularity in India every now and then even with restrictions upon it to use in India.

Due to the rapid development of information and communication technologies, many activities in our daily life have been merged online and they have become more flexible and more effective. An enormous growing population of online users have activated their virtual transactions and formulated new business strategies using cryptocurrency in order to facilitate their financial actions through exchange mechanism. Cryptocurrency signifies the valuable and intangible objects which are used electronically through different applications and networks such as online social networks, online social games, virtual worlds and peer to peer networks. The use of virtual currency has become prevalent in many different systems in recent years. This paper describes that the user expectations and impact of digital currency in India in future

Keywords: Bitcoin, Cryptocurrency, Challenges in Cryptocurrency, Uses of Cryptocurrency.

1. INTRODUCTION

A digital asset designed to work as a mode of exchange using a robust technique for a securable financial transaction of the country. The encryption methods are being experimented to determine the creation of the whole of a paper money and proves the strength of transactional benefits, worked freely for a central bank. Subsequently, we can say that this meaning can be used to define the cryptocurrency which is one among the digitized asset creation by the people. Cryptocurrency can be termed as an alternative way for generating a creation of assets which are digitalized for a group of people have specifically agreed upon positive value creation. It has all the traditional elements of a currency but few consider there is no real value for cryptocurrency, amazingly many people considered it as an investment opportunity for their needs.

We all exchange the possessions in terms of currency exchanges through Dollar, Euro, Rupees etc. In a past era, the exchange of services where with wheat and rice grains, which added the value of services in terms of grains through barter system and vice versa between buyer and seller. At present, we use the currency which is in a printed form that are existing for our needs which has destroyed the problems faced during barter system during ancient days. The future, is a clear visionary of people

being adapted to digital currency methods.

2. HISTORY OF CRYPTOCURRENCY

Cryptocurrency can be traced as a written construction back in the days of its first digital ancillary currencies. In the foundation cryptocurrency follows common ambition of applying maths and computer science assumption to clarify what they attain as realistic and political weak points of the traditionally approved currencies.

Cryptocurrency occupational foundations can be evidence in the ancient days in 1980s by a famous cryptographer who is American named as David Chaum who invented the blinding algorithm innovation that act as a central to modern web-based encryption. The algorithm grant for safe, no changing facts which barter between parties, creating the groundwork for forthcoming electronic money payments. This can be defined as blinded money. In the end of 1980s, Chaum recruited ewother cryptocurrencies addicted in an effort to develop as a business the concept of blinded money. After moving to the Netherland, he established Digi Cash, a profit gain organization that originated whole of currency located in the blinding algorithm. As in case of Bitcoin and other present cryptocurrencies, the control of Digi Cash wasn't decentralized. The company of Chaum's had a monarchy on the authority which is same as to the central bank monarchy on the fiat currencies. In the initial stages of Digi Cash, it directly deals with the individuals, but the central bank of Netherlands destroys this idea. Facing the problem of final offer, Digi Cash have the agreement to trade and sell only with the banks which are licensed, which seriously cut shortlist market promising deals with others. Microsoft after come to the Digi Cash about a possibly well-paid alliance that can give permission early to the Windows users to buy in its currency but the two alliance had not agreed to the terms and conditions and the Digi Cash wind up in the late 1990s. At the same time a well-established software engineer named Wei Dai circulated a white paper on b-money a currency which is virtual in nature and which include the components of basic modern cryptocurrencies, such as safeguards and decentralization. But, b-money was never expand as a means of exchange. In the meantime, Nick Szabo established Bit Gold which uses the system of blockchain, but it never gained popularity as much Digi Cash and no longer can be used as a means of exchange.

3. BLOOMS OF THE MODERN CRYPTOCURRENCY AND BITCOIN

Bitcoin as we all recognize and heard of is the first modern and present-day cryptocurrency. It is used publicly as an exchange mean to control the decentralized area, the invisibility of users, keep track of the record via using blockchain and to build the scarcity. A person or group in 2008 established white paper which is not known till date and after that person in 2009 released Bitcoin publicly and group of people and supporter started using it as a mining and exchange of money in the world. After that in the end of 2010 another digital currency gained popularity as an alternative of the Bitcoin which is Litecoin. The first major exchange of Bitcoin was back in 2012 where WordPress became the first merchant to accept the payment of Bitcoin. Others include Newgg.com, Expedia and Microsoft who follows it and number of merchants started using it. From these other cryptocurrencies are also accept as an exchange by the holders as it contains the flexibility and liquidity.

Types of Cryptocurrencies

Some types of cryptocurrencies are used our Banks They are,

Bitcoin : Bitcoin is the cryptocurrency which is worldwide payment system. It is the currency which is a decentralized digital currency as the central bank system does not interrupt in this and there is no administrator which is single in it. There is peer to peer networking and all the transfer of digital currency took place without any help of intermediary. The transfers which occurred are properly verified by the network codes which use special kind of cryptography and blockchain record has been made for the ledger of the public distribution.

Litecoin : Litecoin is that cryptocurrency which is giving tough competition to the leading development of Bitcoin currently and the main agenda to design Litecoin was to do the transaction for the smaller value in a fast way. Litecoin was found in the year 2011 and the founder of Litecoin was Charles Lee. The main difference between Litecoin and Bitcoin is that for the Bitcoin mining process is very heavy and the fast computing is required on the other hand Litecoin normal desktop computer with slow processing is enough. As comparison to Bitcoin, today Litecoin is four times bigger that is 84 million.

Ripple : Ripple was established in the year 2012 by a company named OpenCoin with its founder Chris Larsen. It is a cryptocurrency which worked same as payment method like Bitcoin. The mechanism payment method of Ripple is very fast which enables the funds transfer in any currency to another user on the ripple network within seconds.

Mint Chip : Mint Chip is creation of government institution like Royal Canadian Mint unlike most other cryptocurrencies. Mint Chip is a smartcard which holds the electronic value and transfer it securely from one chip to another. Like Bitcoin, Mint Chip does not need personal identification but unlike Bitcoin is backed by the physical currency like Canadian dollar.

4. ROLE OF CRYPTOCURRENCY IN INDIA

One of the most widespread terms used by the world is “Cryptocurrency”. As E-Commerce fetching the most vital part, e-sales is thriving with more Techno-Indian customers. Bitcoins came into reality in later 2009 as a mode of online transactions. The gap between buyer and the seller is associated by the financial establishments. They served as a reliable third party to process E-Payments. Even though the gap was bridged efficiently, there was always a dependency factor for both the buyer’s and seller’s on trading activities. This dependency turns to be a factor responsible for the invention of Cryptocurrency. A Cryptocurrency is defined as “a digital asset designed to work as a medium of exchange using cryptography to secure the transaction and to control the creation of additional units of the currency”. In India the use of Cryptocurrency is still in the development phases as reported by RBI. The name of Cryptocurrency in India is expected to be Lakshmi Coin, and Reliance digital may also launch a coin named Jio Coin which will be channelized by the reserve bank authorities. This would be a positive and a progressive attempt by the authorities towards economic development.

Bitcoin is a combination of cryptography and digital encryption which can be utilized for online transaction. Bitcoin relies on cryptographic protocols and a distributed network of users to store, mine and effectively transferring. Bitcoin supports investor to perform their transactions by themselves without any help from the financial sectors because Bitcoin is considered to be digital currency which serves as an alternative for money market. The process of transacting a Bitcoin involves Mining. Bitcoin provides a reward for exchange of mining services provided by the miners all over the world, if the miners don’t exist transaction of crypto currencies will be an impossible task or it might be subjected to fallacies. Total number of Bitcoin mined till date is 21 million. The usage of Bitcoin in India can be advantageous as it can be free from GST and Service charge levied by the Government because Bitcoin is digital coins not subjected to any government or legal authority.

5. DIGITAL CURRENCY AND ITS IMPLICATIONS IN INDIA

The Digital currency in year 2016 by the Hon’ble Prime Minister Narendra Modi Government revolutionized the movement towards usage of Digital payment methods in India. Though it was a strenuous decision for a country like India and 90 % transactions are in cash, people adopted digital mode of payments in short span of time. The adoption of digital methods for payments is facilitated by phenomenal increase in ownership of smart phones and presence of user friendly payments mode like PAYTM and BHIM UPI. The decision to demonetize bank notes of Rs.500 and Rs.1,000 aimed at

1. Lowering cash flow in the country which is directly related to the black money and corruption.
2. Eradicating fake currency
3. Reducing violence funding.

Though it was strenuous decision for currency like India where 90% of the transactions are in cash, people adopted digital mode of payments in short span time. The adoption of digital methods for payments is facilitated by phenomenal increase in ownership of smart phones and presence of user friendly payments mode like PAYTM and BHIM UPI.

India spent nearly \$90 million to print currency notes in 2018(RBI Report). Due to transition from physical currency to digital mode, the concept of digital currency becomes inevitable. The rapidly changing landscape of digital payments and rising bank note bill is reinforcing the authorities to digitalize and think on the possibility of introducing fiat digital currency. The issue of volatility associated with cryptocurrencies like bitcoin or ethereum can be handled by digital currency as it is backed by an asset like gold or fiat.

The introduction of digital currency will not only help reduce the cost of printing currency. It provide transparency in monetary transactions besides helping going cashless. In this regard, An interdepartmental unit has been formed by Reserve Bank of India to study the flexibility and desirability of Central Bank Digital currency (RBI annual report 2017-18). The findings of this report are not yet made available to public.

6. CHALLENGES AND ISSUES OF CRYPTOCURRENCY

The form of cryptocurrencies is not free from some financial problems and security concerns. On researching several studies and cryptocurrency platforms and also observed some cryptocurrency selling forums in order to explore challenges and issues that are exist in such virtual phenomenon. The main problems and impacts of cryptocurrency can include: Security threats: Hackers and malicious users can create as much as they want from virtual currency if they break the system and know the method of virtual currency creations. This will lead to the ability to create fake virtual currency or steal virtual currency by just changing the accounts balances. For example, selling in-game virtual items and virtual currency is against World of Warcraft (WoW) game policies. Therefore, many users log into WoW gold selling websites to buy virtual gold in order to pay for virtual items that they need. Many of WoW gold selling websites are not reliable and they are vulnerable to hacking and many users are complaining about paying real money for nothing or for fake virtual currency. Collapse concerns in cryptocurrency systems: Unlimited issuing of virtual currency in the variety virtual communities will lead to economic problems since its issuing is not based on the demand and supply.

Black market for cryptocurrency: The financial position of some social games such as Second Life and World of Warcraft are mature enough to create black market for buying and selling their virtual currency. The increasing popularity of virtual currency in online environment has led to a thriving black market for trading virtual currency with real money. By observing several social games' forums, some fraud cases have been raised and discussed between users. For example, when a gamer decides to quit from a game, he/she may want to sell the owned virtual currency by offering them in the game's forums. The way of receiving the payments is risky since many malicious users may not complete the payment or they dispute after paying. In this case, they will get their money back plus the virtual currency.

7. THREATS OF CRYPTOCURRENCY

Cryptocurrency when it was being used for the first time, no one knows about it and only handful of persons knows what cryptocurrencies is. It was mostly used to do illegal deals by drug dealers, smugglers and black marketers for the transaction of their funds as it is the safest, untraceable and fastest method to do all over the world. After the introduction of new cryptocurrencies in the market, few companies started taking interest in the digital mode of cryptocurrencies and invented their own cryptocurrencies like Litecoin etc. India assets in digital world has grown tremendously in the last few years but it also going through a phase of uncertainty. Uncertainties also created various types of complications in the industry of digital assets in country mainly for the digital exchanges. Various exchanges of digital had a mission to involve India into blockchain technology but as per the new RBI guidelines, banks have been told to not to continue with any services which involves virtual currencies which leaves all the virtual currencies into the question of legal challenge. It is also a warning sign for all the investors who will deal with these types of virtual cryptocurrencies.

8. BLUEPRINT FOR THE FUTURE

As the government and the central bank take distinctive of the situation, they have two models to implement the Digital Rupee – Private sector-led Libra or Central Bank-backed Digital Renminbi. While both models have their own advantages and disadvantages, the right model for India might be a combination of the two – a Public Private Partnership (PPP). This would require public and private sector companies across Telecom, Retail, Technology and Financial services to come together and create a unified Digital Rupee under the guidance of the central bank. As this is likely to be a strategic initiative, it would require the formation of an independent body similar to the National Payments Corporation of India (NPCI) to create the technology backbone and enable proliferation of the Digital Rupee with complete impartiality. The last thing such a strategic initiative needs is multiple attempts by private companies to create their own versions of the Digital Rupee.

While the RBI mulls over the Digital Rupee, it needs to realise that Digital Rupee empowers the central bank by providing them direct tools to control monetary policy and also helps them in safeguarding the interest of deposit holders. Directly influenced creation and supply flow using a Digital Rupee will immediately reflect the effects of policy changes instead of relying on commercial banks to make those changes when they deem fit. Most importantly, it will empower the regulators to monitor transactions and credit flow across the economy helping them weed out scams and fraud instantly and secure depositors' money. This is in sharp contrast to how the RBI currently monitors regulated entities with internal and external audits which in many cases are misreported, resulting in scams.

With cash in circulation 20 percent higher since demonetisation, which was a move to fight black money and create a cashless economy, the Digital Rupee presents another shot at achieving the same goal. Digital payments in their current form are unable to compete with cash irrespective of the convenience they provide since cash is seen as a way to make completely private and immutable transactions. The creation of a Digital Rupee is an opportunity for India to empower its citizens and enable them to use it freely in our ever-expanding digital economy and break free from an outdated banking system. It's time India considers Digital Rupee as a matter of national security and sovereignty.

9. CONCLUSION

Cryptocurrency has potential benefits to replace the traditional monetary system. In order to adopt this phase of Cryptocurrency it must first evolve and accept a secure network of currency exchange. According to the findings of the present study, Every new currency has to face an uphill battle legally and technically. This will help India to reach to the next platform of E-commerce. Indians are to be benefited by Bitcoin, but it may not be the same for the nation as the whole.

Though the bitcoin is a huge step towards decentralized digital currency but it is not a fiat currency. Any currency in the world has government or its institutions backing which the bitcoins lacks. In India the finance minister during his budget speech on February 01, 2018 has cleared that the cryptocurrencies are not recognized as legal tender in India. Moreover the various government has issued tax notices to the investors of the cryptocurrencies and has also warned its people to be aware while investments in digital currencies. Thus the bitcoins are not legal tender in India.

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Problems of Fishermen during Covid-19 in Kanniyakumari District

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ABSTRACT: The economic history of countries all over the world bears ample testimony to the importance given for the production of food. The green revolution, blue revolution and white revolution which together from the agricultural revolution are given in pride of place among developmental programmes by economists of all schools of thought, because they are mainly aimed at the production of food grains, meat, fish, milk and eggs in plenty and make them available to all classes of people at reasonable prices

Keywords: Fishermen, Green Revolution, Reasonable Prices.

1. INTRODUCTION

The economic history of countries all over the world bears ample testimony to the importance given for the production of food. The green revolution, blue revolution and white revolution which together from the agricultural revolution are given in pride of place among developmental programmes by economists of all schools of thought, because they are mainly aimed at the production of food grains, meat, fish, milk and eggs in plenty and make them available to all classes of people at reasonable prices. Strictly speaking, food production is an economic Endeavour meant primarily to meet the basic biological requirements of mankind. In a country where there is not enough food to go around, there will be nothing but political chaos, general strikes and the consequent backwardness. Our planners, who were deeply touched by the appalling food situation at the dawn of independence, made it a policy to give top most priority to the production of food.

The critical problem of the world today is shortage of conventional food. Demand for and rise in prices are still the common problems of many developing countries, including India. The problem of "protein gap" at present is more acute in Indian and other developing countries. This gap can be filled up by producing fish food from the world seas. Compared to the food production from land resources, marine fishery resources are not only self-renewing and replenishing but can be constantly harvested year after year.

2. STATEMENT OF THE PROBLEM

Though the industry in India has contributed sizeable to the growth of the GNP and played a dominant role in improving the nutritional status of the population, most of the fishing villages still remain socially and economically backward. The credit needs of fishermen are diverse and growing, it differs

from fishermen on the basis of craft gears they use stage of mechanization, family income indebtedness of their elders, family size and flexible nature of income, from fishing forces. In India fishermen borrow mostly from informal sources, especially from money lenders, fish traders. They provide loans to the fisher folk without charging any interest explicitly, to improve the income pattern of fisher folk the government is implementing various programs with state funds. So the researcher found it very apt to study the socio-economic status of fishermen.

3. OBJECTIVE OF THE STUDY

- To know the socio economic conditions of fishermen in kanniyakumari District
- To examine how the daily vendors suffered economically in the period of lockdown
- To analyse the problems faced by the fishermen during Covid19

4. SCOPE OF THE STUDY

This study is confined to analyze of socio-economic conditions of fishermen in Kanniyakumari district. This study seeks to analyze the demographic features of the study area; measure the level of employment, value of capital and fishing equipment's and consumption of fishing households; and know the income, expenditure and savings pattern of the fishing households through the data given by the respondents.

5. REVIEW OF LITERATURE

Dinesh Babu, A.P & Swathilekshmi, P.S. (2011) the studies focused on the involvement of women in the fisheries sector in Dakshina Kannada found that the women engaged in post-harvest activities are middle aged or old and completed their education up to high school level and stay in joint family. March to May is the business season for the wholesale dry fish and during off-season they engage as daily wage earners unloading the fishes. The SHG plays a vital role in knowledge updating and social participation. Low and high level occupational experience and low level communication was found among the women vendors. A high level of economic motivation was found among them in managing the household activities. A positive and high level of aspiration was found among women dry fish wholesalers.

Joseph, K. A. (2012) the usage of mobile phones among the women fish vendors are increasing rapidly to improve their business and also for the safety purpose. Majority of the women vendors are leaving early in the morning to collect the fish and back only at the night. In these circumstances the mobile phones provide more ease to contact the people for safety and security. Mobile phone also saves time and transportation cost by contacting the agents or the customers on time for handing over the materials because the shelf life of fish is very short. The use of mobile phones enhances the social and economic benefits and improves the social network when they are away for the whole day for vending purpose.

6. METHODOLOGY

This study is an empirical research based on survey method. The primary data were collected from the fish vendors by the researcher herself, with the help of a well-structured interview schedule. The secondary data were collected from journals, magazines, newspapers and books, documents, pamphlets, and reports published by the Department of Fisheries and Department of Economics and Statistics.

SOCIO-ECONOMIC FACTORS

Socio-Economic mean environment conditions pertaining to a society or a group on which people's involvement is a major factor

Age-Wise Distribution of sample respondents

The following table shows that Age wise classification of the respondents

Table 1 showing the Age-Wise Distribution of sample respondents

SI.NO	Age	No.of Respondents	Percentage
1.	Below 20	20	20
2.	20-40	42	42
3.	40-60	30	30
4.	Above 60	8	8
	Total	100	100

Source: Primary data

Table 1 shows that most of the fisher folk belongs to 20-40 age group. The next important age group is 40-60 and 22 per cent of the respondents come under below 20 age group category, 8 per cent of the respondents come under above 60 category. It implies people of young generation try to change their occupation.

MARITAL STATUS OF SAMPLE RESPONDENTS

Marriage is an important social culture and it is considered as the most essential part of human life, in determining the socio economic condition.

Table: 2 showing the Marital Status of Sample Respondents

SI. NO.	Marital Status	No. of Respondents	Percentage (%)
1.	Married	50	50
2.	Un married	50	50
	Total	100	100

Source: Primary data

The table 2 shows that 50 per cent of the selected sample respondents are married. The sample respondents have more responsibilities of protecting the families as they are married. Surely they all work hard to earn more.

EDUCATION LEVEL OF SAMPLE RESPONDENTS

Education is necessary for every individual to improve their knowledge, attitude, culture and social values. Education is the factor that determines the status and standard of living of a man. The education statuses of respondents are given below.

Table 3 showing the Education Level of Sample Respondents

SI. NO.	Qualification	No. of Respondents	Percentage
1.	Illiterate	40	40
2.	Primary	30	30
3.	Higher secondary	15	15
4.	Degree	10	10
5.	Master degree	5	5
	Total	100	100

Source: Primary data

Table 3 shows that 40 per cent of the sample respondents come under illiterate, 30 per cent of the respondents studied primary, 15 per cent of the respondents studied higher secondary 10 per cent of the respondents studied degree and only 5 respondents have studied master degree. As per the table, the respondents have obtained only the minimum qualification need to read and write. Their standard of living should get improved by getting higher qualification.

GARRETT RANKING

Garrett ranking was used to analyze the reason and problems faced by during covid19. The percentile position for the ranks was obtained using the following formula,

$$\text{Percentile position} = 100 (R_{ij} - 0.5) / N_j$$

R_{ij} = rank given for the factors by () individual, N_j = individual

Problem faced by during covid19

The rank can be converted into scores with help of garrett table the mean all the problem ranked are exhibited in table 4 given below:

TABLE NO: 4 PROBLEM FACED BY DURING COVID19

S.NO	Problems	1	2	3	4	5	6	7	8	9	Total
1.	Reduction of family income	52	16	4	6	2	4	8	-	8	100
2.	Unable to purchase provision	6	14	26	4	16	10	12	12	-	100
3.	Problems among parents	8	22	8	20	12	4	12	6	8	100
4.	Problems in family	4	8	8	14	8	22	8	16	12	100
5.	Unable to go to church	2	8	18	14	18	10	10	14	6	100
6.	Youth addicted to cell phone	6	8	10	8	12	14	4	12	26	100
7.	Youth addicted to alchocal	4	8	12	10	10	14	14	12	16	100
8.	Change of life style	-	2	8	8	10	14	26	14	18	100
9.	Unable to pay their loans	18	14	6	16	12	8	6	14	6	100
	Total	100	100	100	100	100	100	100	100	100	100

$$\text{Percentage position} = 100 (R_{ij} - 0.5) / N_j$$

I = factors

J = individual

GARRETT RANK TABLE

Problems	Garrett rank	Rank
Reduction of family income	81	1
Unable to pay their loans	70	2
Problems among parents	61	3
Unable to go to church	56	4
Youth addicted to cell phone	50	5
Change of life style	45	6
Problems in family	39	7
Unable to purchase provision	31	8
Youth addicted to alchocal	20	9

The above table no. 4 show that out of 100 respondent 52 respondents are given 1st rank, 16 respondents are given 2nd rank, 4 respondents are given 3rd rank, 6 respondents are given 4th rank, 2 respondents are given 5th rank, 4 respondents are given 6th rank, 8 respondents are given 7th rank, 0 respondents are given 8th rank, 8 respondents are given 9th rank.

7. FINDINGS:

- It is Found that most of the fisher folk belongs to 20-40 age group. The next important age group is 40-60 and 22 per cent of the respondents come under below 20 age group category, 8 per cent of the respondents come under above 60 category. It implies people of young generation try to change their occupation.
- It is found that 50 per cent of the selected sample respondents are married. The sample respondents have more responsibilities of protecting the families as they are married. Surely they all work hard to earn more.
- It is found that 40 per cent of the sample respondents come under illiterate, 30 per cent of the respondents studied primary, 15 per cent of the respondents studied higher secondary 10 per cent of the respondents studied degree and only 5 respondents have studied master degree. As per the table, the respondents have obtained only the minimum qualification need to read and write. Their standard of living should get improved by getting higher qualification.
- It is found that out of 100 respondent 52 respondents are given 1st rank, 16 respondents are given 2nd rank, 4 respondents are given 3rd rank, 6 respondents are given 4th rank, 2 respondents are given 5th rank, 4 respondents are given 6th rank, 8 respondents are given 7th rank, 0 respondents are given 8th rank, 8 respondents are given 9th rank.

8. SUGGESTION

- Government might have given Rs.3000 instead of Rs.1000 for fisher men during the lock down period.
- Government may relieve from repayment of loans taken by the fishermen.

9. CONCLUSION

The paper looks at the measures taken to inform on the ongoing impact on the fisheries and aquaculture food systems, and responses from aquatic food providers and governments to counteract the negative impacts on aquatic food value chains. In the first half of 2020, there were many adjustments by governments and the private sector to the evolving situation of the coronavirus pandemic. There have been new challenges, as well as innovations by governments and actors along the aquatic food value chain.

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Rural Marketing in India – Challenges and Opportunities

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ABSTRACT: Due to stiff competition in domestic as well as global markets, companies are now moving from urban areas to rural areas. In the recent years rural market have acquired significance and attract the attention of marketers as 68.84% population of India reside in 6, 38,000 villages and overall growth of economy has resulted into substantial increase in the purchasing power of the rural communities. Companies are establishing themselves in rural areas by developing and upgrading the knowledge of their products and creating a segment of necessity for their products among customers. The rural areas had negligibly been tapped, but increasing globalization, has forced marketers to connect with the rural markets. Rural marketing is a compilation of the developed product, reasonable price, appropriate placing and right awareness. Over the last few decades, the Indian rural market has become prominent due to growth in the purchasing power of rural population. The rural areas consume a large quantity of products manufactured in urban areas; therefore, the rural market is getting more importance than urban market. Nowadays, the marketers are looking for opportunities in the untapped rural market. In this research paper an attempt has been made various challenges and opportunities in rural marketers

KEYWORDS: *Rural Market, Marketing, Challenges and opportunities.*

1. INTRODUCTION

Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives. The emergence of rural markets as highly untapped potential emphasizes the need to explore them. Marketers over the past few decades, with innovative approaches, have attempted to understand and tap rural markets. Some of their efforts paid off and many markets still an enigma. Rural marketing is an evolving concept, and as a part of any economy, has untapped potential; marketers have realized the opportunity recently. Improvement in infrastructure and reach, promise a bright future for those intending to go rural. Rural consumers are keen on branded goods nowadays, so the market size for products and services seems to have burgeoned. The rural population has shown a trend of moving to a state of gradual urbanization in terms of exposure, habits, lifestyles, and lastly, consumption patterns of goods and services. So, there are dangers on concentrating more on the rural customers. Reducing the product features in order to lower prices is a dangerous game to play. Rural buyers like to follow the urban pattern of living. Astonishingly, as per the census report 2003-04, there are total 63800 villages in India in which nearly 70% of total population resides; out of them 35 % villages have more than 1000 population. Rural per capita consumption expenditure grew by 11.5 per cent while the urban expenditure grew by 9.6 per cent. There is a tremendous potential for consumer durables like two-wheelers, small cars, television

sets, refrigerators, air-conditioners and household appliances in rural India. Rural Marketing is defined as the activities taken by marketers to encourage people living in rural areas to increase their purchasing power and buy products that are already available in the rural areas. Rural marketing is similar to simply „marketing.“ Rural marketing differs only in terms of buyers. Here, target market consists of customers living in rural areas. In more specific words: Rural marketing is a process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives. Marketing efforts remain same, only important aspect is type of buyers. So, the term can be defined as: When marketing activities are undertaken for rural segments, it is termed as rural marketing and the management is called rural marketing management. Besides this it poses various challenges which will be discussed in the paper.

2. OBJECTIVES:

- To identify the challenges of rural marketing
- To highlight the opportunities of rural marketing

3. METHODOLOGY:

Data has been collected using secondary sources. Various government and nongovernment websites have been cited in order to collect the information.

4. CHALLENGES OF RURAL MARKETING:

Marketers face communication problem due to the lack of literacy rate. Print medium is not much effective and it is irrelevant since its reach is poor. So, low level of literacy becomes a challenge for marketers in rural areas.

The main challenges are discussed below,



1. Seasonal demand:

Seasonal demand is main problem of rural market. Agriculture is the main source of income of villagers and the demands of products depend upon multiple factors like the monsoon, quality of crops and these things are not stable which makes rural markets unpredictable.

2. Language barrier:

India is a country which is very diverse in terms of cultures and languages used by citizens. These languages vary from state to state which makes marketers confused about the advertising campaigns that they need to use for creating an impact on the consumers. India is a country of many languages. Language becomes barrier in effective communication in the market efforts. The number of languages vary from state to state, region to region and district to district, etc.

3. Transportation problems:

Transportation is not that simple in rural areas as compared to the developed cities. A lot of places are not even connected with rail transport which makes the increase in the fund for distributing products to deprived areas. Transportation is essential for movement of products from urban production centers to remote villages. In rural India transportation facilities are quite poor. Nearly 80 percentages of villages in the country are not connected by well constructed roads. Due to poor transportation facilities it is not possible for a marketer to access the rural market.

4. Warehousing problem:

Warehousing facilities such as the availability of go downs are not easy in rural India. The go downs are not well managed and controlled leading to loss as a lot of products are wasted. This will give you a rough idea of the Indian rural market and how it is different from the urban market in the country. If you have any doubts regarding any similar topics related to marketing, you can write about that in the comments section. A storage function is necessary because there is a time gap between production and consumption of commodities. Agricultural commodities are produced seasonally but they are demanded over the year so there is need to store them. But in rural areas, there is lack of public as well as private .

5. Underdeveloped people and underdeveloped markets:

Rural society in India is underdeveloped. Modern technology has tried to develop the people and markets in rural areas. But the technology has made very less impact in rural areas.

6. Inadequate media coverage:

Media have lots of problem in rural areas. Television is a good source to communicate the message to rural people. But due to non availability of power as well as television sets, majority of rural population cannot get the benefits of various media.

7. Low level of literacy:

The literacy rate is low in rural areas as compared to urban areas. Marketers face communication problem due to the lack of literacy rate. Print medium is not much effective and it is irrelevant since its reach is poor. So, low level of literacy becomes challenge for marketers in rural areas.

5. OPPORTUNITIES OF RURAL MARKETING:

The rural market is growing steadily over the years. Demand for traditional products such as bicycles, mopeds and agricultural inputs; branded products such as toothpaste, tea, soaps and other FMCGs; and consumer durables such as refrigerators, TV and washing machines have also grown over the years. Major opportunities available in rural market are as follow:



1. Increase in literacy rate:

Literacy rate is increasing in rural areas. There are more graduates in rural than in urban India. This brings social and cultural changes in buying behavior of the rural customers and more aware about national and international brand. Due to increase in literacy rate they get jobs in nearby towns. They earn urban salaries but continue to live in self owned homes in the villages, they have high purchasing power and prefer to buy branded product.

2. Increasing In Disposable Income and Purchasing Power:

Projects from private companies and the rural employment initiatives by the Government like MNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) schemes have given the rural population an opportunity to meet their daily needs. Government decided to expand the agriculture loan at lower rate of interest and distribute million of Kisan Credit Cards, has given a boost to the income level to the rural sector. Companies have the opportunity to enter in this new market and take the advantage of increased disposable income.

3. Infrastructure Improving Rapidly:

In 50 years only, 40% villages have been connected by roads, in next 10 years another 30% would be connected. Rural telephone density has gone up by 300% in the last 10 years. The government aims to provide LED lights to around 400million homes that do not have an electricity connection by 2017. Rapid development of rural infrastructure is also major attraction for marketers.

4. Increase Population and Hence Increase In Demand:

The rural market in India is vast and scattered and offers a plethora of opportunities in comparison to the urban sector. It covers the maximum population and regions and thereby, the maximum number of consumers. More than eighty percent of rural markets in India still do not have access to any sort of organized marketing and distribution.

5. Reduction of risk during recession:

It has been observed that companies which cater both urban and rural markets tackle the recession in the better way. The demands for goods in the urban market often follow a cyclic whereas in the rural market it is steady. So companies can safeguard themselves from the harmful effects of recession after entering in the rural market.

6. CONCLUSION:

The study looks that the challenges and the opportunities which rural markets offer to the marketers it can be said that the future is very promising for those who can understand the dynamics of rural markets and exploit them to their best advantage. The rural market is very large in compare to the urban market as well as it is more challenging market. The consumer wants those products which are long lasting, good, easy to use and cheaper. The income level of rural consumers is not as high as the income level of urban consumers that's why they want low price goods. It is one of the reasons that the sell of sachet is much larger in the rural area in all segments. It is necessary for all the major companies to provide those products which are easy to available and affordable to the consumers. It is right that the profit margin is very low in the FMCG products, but at the same time the market size is much large in the rural area. The companies can reduce their prices by cutting the costs on the packaging because the rural consumers don't need attractive packaging. Rural market has an untapped potential like rain but it is different from the urban market so it requires the different marketing strategies and marketer has to meet the challenges to be successful in rural market.

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Implications of Financial Literacy in Retirement Planning

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ABSTRACT: Financial Literacy is the key factor deciding financial planning and investment actions of people. Investors fear to make investment in risky assets due to the lack of awareness about basic financial concepts and investment products. This paper focuses on financial literacy of working women, preference of working women regarding various investment products and the implications of financial literacy in retirement planning. Financial Literacy and awareness towards investment avenues was found to be closely associated among working women.

Keywords— Financial Literacy, Retirement Planning, Implications, Working women.

1. INTRODUCTION

Financial Literacy plays a vital role in creation of savings and investment in an economy. Asian countries stand best in terms of financial literacy. In terms of financial literacy Japan occupies first position and second position by India. Out of all Indian states Kerala stands first in terms of Financial Literacy. Even though Kerala stands in first place, literacy gap still exists among Keralites.

Financial decisions making of families are always linked with the financial skills of family members. Literature shows that financial literacy is crucial in saving and investment behaviour of working women. Financial satisfaction and financial freedom is one of the major goals of all individuals. People do work, earn salary and make an effort to save a portion of amount for their old age. Retirement planning is essential for all irrespective of the amount they earn, as everyone reaches retirement at a certain point of time. Providing knowledge about basic financial concepts and innovative investment avenues can make people excellent investors. Financial literates are willing to prefer modern investment avenues involving high risk. Saving and investment is the key factor deciding the capital formation in a country. When it comes to financial planning and investment people face obstacles regarding where to start and how to start the planning actions. Financial planning actions are postponed due to lack of financial skills and financial knowledge. 79% of Indians identified to be retirement planners. But still there exists a gap of 21% of people who are not undertaking any financial activities. Beti Bachao Beti Padhao Yojana, Sukanya Samridhi Yojana, Pradhan Mantri Jhan Dhan Yojana, National Centre for Financial Education are some of the initiatives taken by the government for promoting literacy and financial actions among people.

2. REVIEW OF LITERATURE

(Van Rooij et al., 2012)in their study identified a positive association between financial literacy and networth. The major factor which accelerates investments in stock market was identified to be the financial literacy of investors. Retirement planning and savings activities were also identified to be

related with one's own financial literacy.

(**Bucher-Koenen & Lusardi, 2011**) conducted a study in Germany and identified low level of financial literacy among women. In their study they concluded that financial literacy of an individual is positively related with retirement planning.

(**Lusardi & Mitchell, 2007**) in their study concluded that those who planned for retirement reaches retirement age with higher level of wealth than those who are not planned. People who involved in retirement planning actions possessed financial knowledge.

(**Lusardi & Mitchell, 2011**) in their study discussed about the different ways through which retirement plans are prepared. The level of financial literacy old aged American women was identified to be low. Those people who possess knowledge relating to financial concepts were identified to be successful retirement planners.

(**Agarwal et al., 2015**) conducted their study in India and investigated the investment behaviour and risk tolerance level of investors. It was concluded that financial dimensions like risk tolerance level, preferences relating to investment and various investment goals of people were identified to be related with financial literacy.

(**Agarwalla et al., 2015**) in their study stated that the working youth in India possess lower level of financial knowledge. They suggested that providing financial awareness programmes can really improve the financial knowledge of families and thereby improve financial decision making skill in families.

(**Kiliyanni & Sivaraman, 2016**) conducted a study in Kerala which is the highest literacy states among all the Indian states and identified the literacy gap that exists among people. It was concluded that financial literacy among working adults is low.

3. RESEARCH METHODOLOGY

- **Type of Research:** Descriptive & Analytical
- **Type of Sampling:** Convenience Sampling Method
- **Sampling Unit:** Working Women in Organized Private sector
- **Tools Used:** Percentage Analysis, Chi-Square Test for testing of association between Level of Financial Literacy and Awareness Towards Investment Avenues.
- **Sample Size:** 160 Respondents

4. DATA ANALYSIS AND FINDINGS:

Out of the total respondents majority of the respondents (48.8%) were under 37-43 age category, 41 respondents were under 44-50 and 30-36 age category. There were 41 respondents (25.6%) who were Diploma holders and Under Graduates. 78 respondents (48.75%) were Post Graduates. Among the respondents, 79 respondents were under 15000-30000 income category and 81 respondents were under 30000-50000 income category.

5. OBJECTIVES OF THE PAPER

- To study the level of financial literacy of working women.
- To study the implications of financial literacy in retirement planning.

HYPOTHESES

1. **H₁**: Financial literacy level is associated with (a) Age (b) Education and (c) Income.
H₀: Financial literacy level is not associated with (a) Age (b) Education (c) Income.
2. **H₁**: Awareness level with respect to investment avenues is associated with Financial Literacy.
H₀: Awareness level with respect to investment avenues is not associated with Financial Literacy.

DATA ANALYSIS

Table 1: Profile of the Respondents

Variables	Particulars	Respondents	Percentage
Age	30-36 Years	41	25.6
	37-43 Years	78	48.8
	44-50 Years	41	25.6
	Total	160	100
Education	Secondary Education	0	0
	Vocational/Diploma Certificates	41	25.6
	UG	41	25.6
	PG	78	48.75
	Total	160	100
Income	15000-30000	79	49.4
	30000-50000	81	50.6
	Total	160	100

Table 2: Level of Financial Literacy of Working Women

Variables	Respondents	Percentage
High	88	55%
Moderate	42	26.25%
Low	30	18.75%
Total	160	100

It is found from the above table that 88 respondents (55%) were having high level of financial literacy. Out of the total respondents 42 respondents (26.25%) were having moderate level of financial literacy and 30 respondents (18.75%) were having low level of financial literacy.

Table 3: Awareness Towards Investment Avenues

Variables	Respondents	Percentage
Highly Aware	78	48.75%
Moderate	36	22.5%
Low	46	28.75%
Total	160	100

It is found from the above table that 78 respondents (48.75%) are having high level of awareness towards investment avenues, 36 respondents (22.5%) are having moderate level of awareness and 46 respondents (28.75%) are having low level of awareness towards investment avenues.

Table 4: Preference of Investment Avenues

Variables	Respondents	Percentage
Equities	0	0
Mutual Fund	0	0
Gold	94	58.75%
Post Office Saving	20	12.5%

Real Estate	46	28.75%
Gold Bond	0	0
Total	160	100

It is found from the above table that 94 respondents (58.75%) prefers Gold, 20 respondents (12.5%) prefers Post Office Saving, 46 respondents (28.75%) prefers Real Estate . Out of the total respondents none of the respondents preferred Equities, Mutual Fund and Gold Bond.

Table 5: Association between Demographic Variables and Level of Awareness Towards Investment Avenues.

Demographic Factors	Chi Square Value	Df	Sig.
Age	75.544	4	.000
Education	178.328	6	.000
Income	147.479	2	.000

It is understood from the above table that significance value of demographic variables viz. Age, Education and Income is .000. Here the significance value is less than 0.05. Hence we can conclude that there is an association between demographic variables and level of awareness towards investment avenues.

Table 6: Association between Financial Literacy and Level of Awareness towards various Investment Avenues.

Variable	Chi Square Value	Df	Sig.
Financial Literacy	18.096	4	.001

It is found from the above table that the significance value for the variable Financial Literacy is .000. Since the significance value is less than 0.05 the null hypothesis is rejected and it can be concluded that there is an association between Financial Literacy and Retirement planning actions of individuals.

6. CONCLUSION

Financial Literacy plays a vital role in saving and investment of an individual. Literates are successful planners and undertaking investment actions without any fear of losing money. Government takes serious efforts to promote literacy and to accelerate the financial actions of people by introducing schemes like Beti Bachao Beti Padhao Yojana, Sukanya Samridhi Yojana, Pradhan Mantri Jhan Dhan Yojana, and National Centre for Financial Education and so on. The support and efforts taken from the part of government created a huge increase in the literacy level of people especially those living in rural areas. Financial literacy is definitely one of the key factors in deciding saving actions of people.

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Customers Perception on GST

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ABSTRACT: Goods and Services tax is considered to be an important tax reform in the country. Goods and Services tax is based on destination principle which means tax accrues at the place of consumption rather than the place of manufacturing. Goods and Service Tax GST is all set to be a game changer for the Indian economy. The tax is expected to reduce the concept of „tax on tax“, increase the gross domestic product of the economy and reduce prices. The Government to put in more effort to confirm that consumers have a clear understanding and develop a positive perception towards GST. Good understanding among customers is important as it can generate a positive perception towards the taxation policy. Common people are more affected by the goods and services tax and the effects were adverse at the time of introduction of goods and services tax. This study seeks to understand the consumer perceptions towards goods and services tax implementation by taking a microeconomics approach considering disposable income, spending ability rather than a general study of consumer perceptions. The main objectives of the study perception of customers on the different aspects of Goods and Services Tax (GST).

Keywords: Goods and Services Tax (GST), Perception, customers.

1. INTRODUCTION

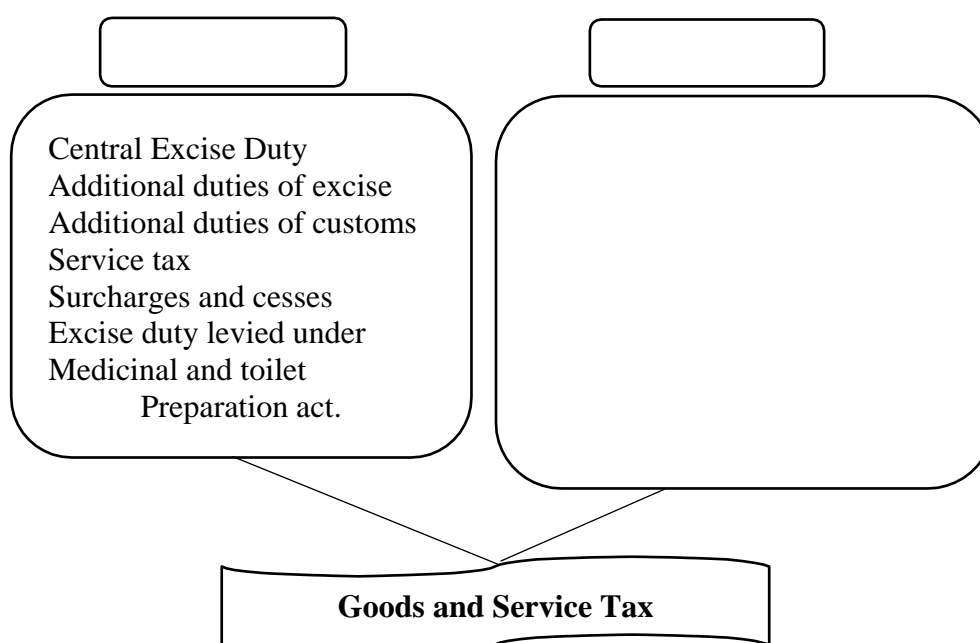
The Goods and Services Tax (GST) is a tax levied on most goods and services sold for domestic consumption. The GST is paid by consumers, but it is remitted to the government by the businesses selling the goods and services. In effect GST provides revenue for the government, and ultimately borne by the customers.

Goods and Service Tax (GST) is a comprehensive tax levy on manufacture, sale and consumption of goods and service at a national level under which no distinction is made between goods and services for levying of tax. It will mostly substitute all indirect taxes levied on goods and services by the Central and State Governments in India. GST is tax on goods and services under which every person is liable to pay tax on output and is entitled to get input tax credit (ITC) on the tax paid on the inputs and ultimately the final consumers shall bear the tax.

GST Launched July 1, 2017 after a long countrywide discussion on Goods and Service Tax (GST), the initiative was launched at midnight on June 30, 2017 in a ceremony held at Central hall of Parliament. Various provisions and benefits of GST were shared in their speeches by the Finance minister of India, Mr. Arun Jaitley; the Prime Minister of India Mr. Narendra Modi and the President of India Shri Pranab Mukherjee.

Current tax rates were replaced by GST rates with effect from July 1. Inflationary impact the GST fueled inflation in the short term. The GST rate started at 0% and went upto 28%. The GST is not including liquor and petroleum under GST's field. These are major revenue sources for the government. After the introduction of the GST, while costs of essential food items didn't increase so much, other consumer goods and services in India including food, hotel charges, insurance and cinema tickets have become costlier.

GST led to a number of protests by the business community, primarily due to an increase in overall taxes and hence the prices of goods. Though, with the launch of GST, the check posts across the country were abolished ensuring free and fast movement of goods. The central government has assured states of compensation for any turnover's loss sustained by them from the date of GST for a period of five years. However, no concrete laws have been framed to support such action. The following taxes have been replaced by the GST:



Under GST, Goods and services are taxed at the following rates: 0%, 5%, 12%, 18%, 28%. There is a special rate of 0.25% on rough precious and semi-precious stones and 3% on gold. In addition, a cess of 15% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products. Exempted goods are Natural gas, Aviation Turbine Fuel (ATF), High speed Diesel (HSD), Crude oil, Petrol products are exempted till the GSTC (Goods and Service Tax Council) disclosed date of their formation. Alcohol, real Estate, customs duty and electricity are exempted from GST. Other taxes which were applicable on inter-state transportation of goods have also been done away with the launch of GST regime.

TYPES OF GST

Government is taking significant initiatives to boost the overall economic growth of the country. Introduction to GST and its 3 types – CGST, SGST, IGST AND UTGST are effectively supporting such major economic development programs. CGST and SGST which are intra-state taxation and IGST which is inter-state taxation. CGST (Central GST): CGST is levied on supply of goods and services within a state and the revenue collected belongs to the central government. The input tax is agreed to the state government which they can utilize only against the payment of CGST.

SGST (State GST): SGST is a very important part of GST. SGST is charged on supply of goods and services within a state and the revenue collected belongs to the state government. Various taxation

and levies under the state authority are subsumed by SGST as one uniform taxation.

IGST(Integrated GST):The inter-state trade and commerce activities that involve the movement of commodities and services will be levied with IGST. The revenue out of IGST is shared by state government and central government as per rates fixed by the authorities.

UTGST (Union Territories GST): The union territories in India are accounted under a specialized taxation called UTGST. It will subsume the various taxation, levies and duties with one uniform taxation in Union Territories as well. Delhi (India's Capital Territory), Chandigarh, Dadra & Nagar Haveli, Andaman & Nicobar Islands, Daman & Diu, Lakshadweep and Pondicherry are the Prominent union territories in India.

BENEFITS OF GST

- GST is a transparent tax and also reduce number of indirect taxes. GST is largely technology driven.
- GST aims to make India a common market with common tax rates and procedure and remove the economic barriers, thus paving the way for an integrated economy at the national level. GST is removing the cascading effect of tax on the transactions of goods and services.
- Levying a uniform tax rate on all products and services, Simplified tax policy, Control black money
- Removal of current multiple tax system such as VAT, CST, Service Tax, CAD (Countervailing Duty), SAD (Special Additional Duty) and Excise Duty.
- Boost up the Indian economy in future.Regulating the unorganized sector.Increased efficiency in logistics, Higher threshold for registration, Defined treatment for e-commerce. Composition scheme for small businesses, Lesser compliances, Online simpler procedure under GST. Overall reduction in Prices for Consumers.
- Reduction in Multiplicity of Taxes, Cascading and Double Taxation. Uniform Rate of Tax and Common National Market. Broader Tax Base and decrease in "Black" transactions. Free Flow of Goods and Services – No Checkpoints. Non-Intrusive Electronic Tax Compliance System.
- GST is expected to bring buoyancy to the Government Revenue by widening the tax base and improving the taxpayer compliance. GST is likely improve India's ranking in the Ease of Doing Business Index and is estimated to increase the Gross Domestic Product (GDP) growth by 1.5 to 2%.
- GST is perhaps the biggest tax-related reform in India since Independence bringing uniformity in the taxation structure and eliminating the cascading of taxes that was levied in the past. The GST Council meets from time to time to revise the GST rates for various products.

Finance Minister Arun Jaitley said that the government wanted to keep the GST rates close to the original rates. But there were differences in case of some items because of the changes in the economy as well as customer preferences. Some commodities were kept in the high tax bracket (18-28%) but on scrutinizing the list, they found that these commodities should be considered as necessities and not luxuries. This is why the GST rates were revised for commodities such as notebooks, exercise books. The following tables shows that tax rates for different products.

TABLE : 1.1 TAX RATES FOR DIFFERENT PRODUCTS

Tax Rates	Products
0.25%	Cut and semi-polished stones are included under this tax slab.
5%	Household necessities such as edible oil, sugar, spices, tea, and coffee (except instant) are included. Coal, Mishti/Mithai (Indian Sweets) and Life-saving drugs are also covered under this GST slab.
12%	This includes computers and processed food
18%	Hair oil, toothpaste and soaps, capital goods and industrial intermediaries are covered in this slab.

28%	Luxury items such as small cars, consumer durables like AC and Refrigerators, premium cars, cigarettes and aerated drinks, High-end motorcycles are included here.
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GST also gives a major push to domestic industries as they will be able to procure seamless input credit for capital goods. Make in India campaign is set to flourish after this reform.

2. STATEMENT OF THE PROBLEM

The introduction of goods and services tax as a single taxation system is considered to be a major tax reform in the country. All the central, state and indirect taxes are replaced by GST making it all simpler to manage and pay. Consumers are no way an exception to the outcome of the goods and services tax. There is an amendment in the prices of consumer durables and even products of daily usage. Different tax experts and economists have given their opinion on the long-term benefits of goods and services tax for India. But most of the business man as well as public also feel like GST is difficult. Several people are not aware about GST. So, It is necessary to understand the consumers perception regarding goods and services tax. Thus, there is a need to study the consumer perception regarding the goods and services tax which is active now in India.

3. SCOPE OF THE STUDY

Most of the consumers are unaware of GST applicability on various goods and services and also, they don't know the tax rates before GST and after GST. Hence, there is a need to provide the awareness to the consumers on GST rates and consumer opinion of the GST. This study is unique because it seeks to study the consumer perception towards goods and services tax based on the economic variables, like disposable income and spending ability instead of their satisfaction towards goods and services tax (GST).

4. OBJECTIVES OF THE STUDY

- To know about overview of Goods and Service Tax (GST).
- To study about the awareness of the customers perception on GST.
- To analysis customers perception regarding GST.

5. REVIEW OF LITERATURE

Minu.C.G., Jiji.K (2019) discuss the paper Goods and Service Tax (GST) is considered as an important tax reforms in India after independence. As we are in the initial stage of GST, it will take more time to positively impact in our economy. GST will help to reduce price of products and services in future and will reduce inflation rate of our country. GST will increase GDP growth of our country in future and will increase the revenue of the Govt. The majority of the consumers are agreed that GST is a simple and transparent tax system and it helps to increase the revenue of the Government.

Gowtham Ramkumar (2018) the researcher explains the Common people are more affected by the goods and services tax and the effects were adverse at the time of introduction of goods and services tax. The consumers are satisfied with goods brought under 0% slab and consumers do not experience an increase in personal income after goods and services tax implementation. Goods and services tax are considered as the important tax reform for the nation. The four tier goods and services tax rates are useful in taxing luxury products at higher rates and frequent revisions of items included in various rates seems to have reduced the aftermath of new tax regime. Consumers also have a neutral opinion with regard to the impact of goods and services tax on their disposable income and spending ability.

Rathi K N, and Sreeraj M K (2018) in their article evaluate the study the perception of customers on the different aspects of GST. GST implementation will lead to immense scope for each consumer and to keep pace with the changing global indirect tax scenario. There is a positive attitude towards GST but there is some perception of price hike for certain products due to GST. There is less initiative by the customers and the main sources of information are from friends and relatives and social media. The majority of the customers not think that GST is a political issue and they have faced some fraudulent activities after implementing GST.

6. METHODOLOGY

In this paper, both primary and secondary data has been used. Primary data is collected with the help of well-structured interview schedule from a customer's perception on GST. Secondary data has been collected from books, journals, articles, published data and websites. A sample size of 30 respondents was selected through simple random sampling technique was adopted. The method of data analysis will be based on the statistical table format using frequency distribution and consequently converted into Percentage Analysis, one sample t test and Friedman Test are used in this study.

DATA ANALYSIS AND INTERPRETATION

Demographic Profile

The descriptive analyses for demographics profile of respondents which indicated out of 30 respondents.

Table:1 Demographic Profile

Descriptive	Frequency	Percent
Gender		
Male	23	77
Female	7	23
Age		
Below 30	5	17
31-40	14	46
41-50	9	30
Above 50	2	7
Marital status		
Married	19	63
Unmarried	11	37
Education status		
Upto HSC	7	23
Graduate	10	33
Professional	13	44
Occupation		
Student	5	17
Employed	9	30
Unemployed	4	13
Business	12	40

Source: Primary data

The above table shows that the majority of the 77% of male respondents perception of GST. 46% in the age group of 31-40 years of the respondents perception of GST. 63% of the respondents are married and 37% of unmarried. The highest level of married respondents. The majority of the 44% of respondents education level is professional holder. 40% of the business respondents in the highest level of occupation.

Awareness about GST implementation

The analysis the data of seven variable in awareness about GST implementation. The respondents are frequency converted into score using percentage analysis.

Table:2 Awareness about GST implementation

S. No	Particulars	No of respondent	Percentage	
1	Awareness about GST	Yes	23	76.7
		No	7	23.3
		Total	30	100
2	Current service tax administration	Yes	9	30
		No	21	70
		Total	30	100
3	Knowledge about the Rates of GST	Yes	18	60
		No	12	40
		Total	30	100
4	To know about four GST	Yes	14	46.7
		No	16	53.3
		Total	30	100
5	Dual taxation system	Yes	11	36.7
		No	19	63.3
		Total	30	100
6	Exempted Goods	Yes	16	53.3
		No	14	46.7
		Total	30	100
7	Subsumed Tax	Yes	12	40
		No	18	60
		Total	30	100

Source: Primary data

Majority of the respondents (76.7%) have aware to know about the Awareness about GST; 70% of the respondents have no idea about Current service tax administration; (60%) Knowledge about the Rates of GST; (53.3) the respondents unaware about four GST; (63.3%) of the respondents have no idea about Dual taxation system; the respondents (53.3%) have aware to Exempted Goods; 67.5% of the respondents unaware about the Subsumed Tax.

Perception Regarding GST

The researcher identified 10 variables that help to analyses the customers perception about GST. The respondents are asked to give their opinion on it using one sample t" test and Friedman Test.

Table:3 Perception Regarding GST One sample t test

Sl. No	Statement	Mean	t'	'p' value
1	Total Perception	3.413	7.782	.000

Friedman Test

Sl. No	Statement	Mean Rank	Chi – Square	'p' value
B1	Very good tax return for India	7.12	59.50	.000
B2	GST implementation	5.73		
B3	Interested the tax burden	6.67		
B4	Eradicating the cascading effect	6.20		
B5	Uniform tax rate	5.57		
B6	Control block money	2.68		
B7	Increase revenue	4.53		

Sl. No	Statement	Mean Rank	Chi – Square	‘p’ value
B8	Improved transparency	6.52		
B9	Difficult to understand	5.78		
B10	Banking transaction is costly	4.20		

Source: Primary data

The above table analysis the data of respondents receives above average scores in ten variables viz. The Very good tax return for India, the score is 7.12 opinion about the statement. Interested the tax burden, the score is 6.67. Improved transparency, the score is 6.52. Eradicating the cascading effect, the score is 6.20. Difficult to understand, the score is 5.78. GST implementation the score is 5.73. Uniform tax rate, the score is 5.57. Increase revenue, the score is 4.53. Banking transaction is costly, the score is 4.20 and Control block money, the score is 2.68. The overall perception on GST is above the average level. Due to high tax rate of Goods and Services Tax (GST)

7. SUGGESTIONS

- The customers suggested that there should be a smooth, transparent and simple transition provision which easily understandable.
- Special focus on awareness and training for all officers, professional and measure should be given on GST.
- Since the public are very clear about GST, and arguments on GST introduction should be protectively addressed by way redress.
- The government should give some relaxation to farmers and small-scale business to avoid the adverse impact of goods and services tax on their income level.
- Gradual stages may be employed for the implementation like the agricultural sector, then industrial and the service sector.
- Government should create more awareness among the people about GST and its advantages.
- Processes must be reduced so that business can function efficiently in the best interest of the people and for economic growth.
- To government should take necessary action to reduce the banking transaction cost.

8. CONCLUSION

GST has one of the major ways to increase our nation monetary level and which can be used to improve India across the world. GST expenses may be handled by upper- and middle-class people's but, poor people can't have that much capacity to face this tax in day-to-day life. Everyone struggled more due this GST reforms, so GST as everyone stressed every day to manage their daily expenses.

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Market disruption caused by Digital Marketing

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ABSTRACT: Market disruption is a situation wherein markets cease to function in a regular manner, typically characterized by rapid and large market declines. The disruption creates widespread panic and results in disorderly market conditions. A market disruption is an example of an inefficiency and is also known as a market failure. Disruptive theory provides description about the displacement of industry leaders by small competitors who enter the markets with inferior products or services. The present paper deals with market disruption caused by digital marketing. We can say that digital disruption is an innovation in the new technological era.

Keywords: Market disruption, Digital Marketing, Digital Technologies, Innovation, Products

1. INTRODUCTION

Digital disruption is a transformation that is caused by emerging digital technologies and business models. These innovative new technologies and models can impact the value of existing products and services offered in the industry. But what businesses can do is embrace digital disruption, even plan for it. Keeping an eye on the ball and knowing the signs of digital disruption emerging in your industry means you can get ahead of the game and work with the flow rather than against it. Not only does this prevent the wave of digital disruption from washing away your success, it can also lead to further growth and new opportunities for the business. Digital disruption typically marks changes in consumer needs and therefore working with the tide allows you to fulfil these emerging needs, keeping existing customers happy and opening up opportunities for new customers to find what they need from your brand. Digital disruption also drives innovation in a company, and allows companies to exceed outdated standards and reach new heights in terms of service and product quality, productivity, efficiency, and profitability.

2. REVIEW OF LITERATURE

(Gokce Sargut, 2011) studied the concept of market disruption that occurs in product markets. The study reveals that disruption always creates new ideas. Disruption results from the failure of existing businesses.

(Jason Hwang & Clayton M Christensen, 2008) explained that a disruptive product may be more convenient and simpler & affordable to the consumers who were not satisfied with the existing products.

3. OBJECTIVES OF THE STUDY

- To examine the impact of market disruption caused by digital marketing.
- To understand the types of market disruption.
- To identify the factors to be considered while going on a disruptive marketing strategy.

4. METHODOLOGY OF THE STUDY

The study is descriptive in nature and is based on secondary data. And the data has been collected from various journals, magazines, books etc.

Types of Market Disruption

Market disruption is defined as a case where, through a special or superior business model, a new entrant gains a substantial share in the incumbent product or service markets. There are three kinds of successful disruption of the market: eroding, dominating, and obsolete. In three ways, a market disturbance may occur. The first of these is when a new product in a product market dominates a sub-category and then begins to erode the main category. In turn, there are two distinct ways in which such erosion can occur. Within a given product segment, the product will establish its own category and continue to dominate the category. Alternatively, as a new entrant, they will join and conquer one of the current sub-categories. Market disruption may also occur when a new product reaches the primary product market of the incumbent directly and immediately begins to erode its market share. In certain instances, the new entrant will dominate the category entirely. A clear example of this process is the success and eventual domination of Netflix in the video rental industry. By using a radically different business model which relied on mail delivery and internet technology, Netflix was able to attack and dominate market leader Blockbuster. When incumbents' deals become absolutely redundant, the third manner in which market change will occur. The success of disruptors such as Netflix depends partly on their ability to strike a balance between the benefits of discovery, exploitation, and argument, and remain agile in adjusting and changing their business models. Based on the strength of competition and the threat faced by market incumbents, we have described market disruption as occurring in three different ways. We labelled these in the order of lower to higher severity as eroding, dominating, and obsolete. We also argued that three variables that are important for the development of a business model that can have the potential to be disruptive are attitude, collective resources, and accumulated experience.

Features of market disruption

Market Disruption is characterised by unique features such as:

Novelty - fulfils customer's needs in a new way offering a completely new product or service.

Adoption - improves the current product or service and makes it faster, better or cheaper.

Approachability - innovative marketing tells a tale that can be readily interpreted by clients. And when 92 percent of customers admit that they want to see commercials that sound like a novel, powerful brand storytelling is invaluable. Messages delivered as stories have actually proved to be up to 22 times more memorable.

Affordability: to be effective, disruptive marketing does not have to be costly. Instead, the way things are done needs to shift and question how people think about your product.

Curiosity - it's special, so it draws and intrigues individuals, making them look for more details. 57 percent of customers say that being creative is very important for the business they purchase from. Therefore, because they make them think in entirely different ways, consumers enjoy innovative marketing strategies.

Trustworthiness, innovation, intellect, honesty, and trust are the top five brand qualities that matter most to millennials. Many of these characteristics are integrated through disruptive marketing, and

cannot be easily duplicated. It would most likely be overlooked if another organization attempts the same tactics or positioning, as clients would favour those who did it first.

How to create a marketing strategy that is disruptive?

Knowledge of the industry

We must understand what we want to disrupt before we create a disruptive marketing strategy. Tools such as Think with Google, Survey Monkey, BizStats, and others are helpful in gaining in-depth industry, product, or service knowledge. Think of the industry's weaknesses or potential clients whose needs are not addressed. Then, find where an unmet need can be filled by your brand and create something new or make significant improvements.

Understanding the customer

We need to step into the shoes of the customer to develop a successful disruptive campaign. Customers want businesses to consider their particular needs and desires. Therefore, exploring the audience that is important to our brand is crucial. Explore what you need and want, how you spend your time, what you expect from your company, and what will surprise you. To get more in-depth insights into your audience and its behaviour, use audience analytics tools like Google Analytics, Followerwonk, Capsulink, and others.

Doing the unexpected

Promote it in an unconventional way because we have to realize our competitive advantage. Build a sensation of something extraordinary and unseen. For instance, by selling its Versa Note via Amazon's website and shipping them packed in the well-known Amazon boxes, Nissan disturbed the way new cars were sold. The online retailer sold 100 cars in total, and their advertisement was certainly appreciated by their target audience.

Be pertinent

"The best brands are the ones that are relentlessly important and make a difference in the lives of customers, according to the Brand Relevance Index™." Thus, developing interactions that are important to your consumers is one of the most critical aspects of disruption.

Be funny

May it be as easy to create chaos as being able to laugh at yourself or your product? Take an example of the disruptive approach of Toyota in their 'Fueled by Bulls' video, which illustrates how a Mirai hydrogen-powered car can run on manure.

5. CONCLUSION

The definition of digital disruption is often framed as a form of digital innovation-induced environmental turbulence that leads to the degradation of boundaries and approaches that have previously served as the basis for organizing output and value capture. Clayton Christensen's theory of disruptive disruption provides an explanation for the replacement of business leaders by smaller rivals initially entering the markets of incumbents with seemingly inferior goods or services.

We live in a diverse world today. Technology, goods and services are rapidly changing and evolving. As a consequence, clients have been not only spoiled for options, but also drained from the abundance of details they face every day. One of the biggest obstacles for marketers is to stand out from the crowd and this is where disruptive marketing will help to perform more successfully in the global market and get noticed by your clients.

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Innovative Advertisement Practices in Rural Marketing

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ABSTRACT: In urban markets are crowded and saturated and the share of agriculture in GDP (Gross Domestic Product) is going down but India still lives in her villages. Over 70% of India's population resides in rural areas. About one-third of the national income is derived from agriculture and allied activities that employ about two-third of the population. In sheer numbers, the volume of purchase is phenomenal. A considerable proportion of the global population resides in the rural pockets of the world. Though this segment constitutes a significant part of the population, it took longer for corporates to make inroads to create market. Hence it is proposed to study the potentiality and early innovations made in Indian Rural Market. As the primitive urban market required some breakthrough innovation to accelerate the process of evolution, this market also calls for relevant and path breaking innovations in different sectors. This paper critically reviews the pragmatic pre-emptive innovations made in rural markets for better penetration using secondary data and case studies collected from various sources.

Keywords : Rural marketing, innovation, e-rural marketing, e-governance, organised retailing.

1. INTRODUCTION

Rural market has been developing steadily over the last few years and is now even bigger than the urban market. As per census report, 70 percent of the people live in villages. More than 800 million people stay in villages of India. „Go rural“ is the marketer’s new slogan. Indian marketers, as well as multinational companies such as Colgate-Palmolive, Godrej, and Hindustan Lever have centered on rural markets. Thus, searching for the opportunities, which rural markets offer to the marketers, it can be stated that the destiny could be very promising for folks that can understand the dynamics of rural markets and take advantage of them to their fine benefit. Rural advertising isn’t pretty like advertising in urban areas. Not simply due to the dimensions of the population, and also the lack of standardized opportunities – not to say the sensation of community, the experience of team spirit and the complexity of rural communities. Creating an advertising marketing campaign for a rural place is frequently difficult.

Moreover, most rural marketing campaigns aren’t destined for a single community; instead, they purpose to create a nearby presence in multiple locales. An experienced and verified aggregator will streamline the procedure, enhance standardization, and foresee capability challenges earlier than they emerge as instant barriers, assisting to make the most of rural marketing opportunities. Marketing in rural India poses several challenges, apart from the geographical distance and remoteness of numerous villages. However, the proliferation of the media, especially the growing attain of the electronic media in rural India, has supplied publicity to numerous merchandise and services, which have been hitherto taken into consideration the area of urban users. Advertising performs a notably greater role in bringing modifications in society and supplying new product facts to the customers. It additionally

enhances productivity because of mass consumption. Good advertising should generate attention, boom inside the trustworthiness of entitlement, be smooth to be understood and remembered.

2. MEANING

The use of the Internet and other digital media and technology to support “modern marketing” has given rise to a bewildering range of labels and jargon created by both academics and professionals. It has been called digital marketing, Internet marketing, e-marketing and web marketing and these alternative terms have varied through time.

Digital Marketing is the term most frequently used today, so that is the term we focus on. In simple words we define digital marketing is “Achieving marketing objectives through applying digital technologies and media”. So, digital marketing is about utilising digital technology to achieve marketing objectives. There is no essential need for digital marketing to always be separate from the marketing department as a whole, as the objectives of both are the same. However for now it remains a useful term because digital marketing requires a certain skill set to utilise the digital technology effectively. As the recent Developing Digital Skills 2015 report showed, many marketers are now spending >50% of their time on digital marketing activities and two of the three top job roles in marketing are digital, so clearly digital skills are needed for the marketers & managers.

3. RURAL RETAIL MARKETING

Rural retail marketing means management of all activities of assessing, stimulating and converting the buying power of the village consumers into real demand for particular goods and services and making them to available to the rural people to increase the satisfaction levels and for a better standard of living to achieve organizational goals.

Effective Ways of Digital Marketing

In order to achieve success one suppose to move in the following manner

- *Plan* - Create a structured plan and roadmap by reviewing your current weaknesses and the opportunities to boost online leads and sales.
- *Manage* - Review your marketing activities, so that you know where to focus to get the Quick Wins which will make the biggest difference
- *Optimise* - Learn the best practices and success factors to help you compete to get better results

It is no exaggeration that you live in a digital world and from that perspective it is imperative that your business has an impressive presence in the digital space. In essence, digital marketing is the future of marketing in the world with the added advantages that it is cheaper than traditional marketing and is measurable. Let's list the different ways you can use the digital medium to popularize and drive conversions for any startup or business

SEARCH ENGINE OPTIMIZATION (SEO)

In layman's terms, Search Engine Optimization or SEO is essentially tweaking your website so that it comes up naturally or organically for search results in Google, Yahoo Bing or any other search engine. Google updates its algorithms regularly so that only the relevant results come up. From that perspective, many experts say that SEO is dead and the effort is futile. However, the truth is that Google tries to prevent algorithm manipulation and filters sites that don't deserve to be on the top of SERPs (Search Engine Result Pages). So there is no doubt you should invest in SEO work. Your website should address the technicalities related to content and query matching, spidering, indexing, and interpreting non-text content. Remember, it is the most cost-effective marketing strategy that will bring organic traffic to your business.

SEARCH ENGINE MARKETING (SEM)

Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (Paper-Click) or CPC (Cost Per Click) model, or CPM (Cost-Per-Thousand impressions) model. There are different platforms for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM also includes Display Advertising, Search Retargeting and Site Remarketing, Mobile Marketing and Paid Social Advertising. You may choose a single-point strategy like PPC, or go for a complete SEM strategy, including Display and Retargeting. But whatever you do, make sure your work is managed by experts as wrong planning may make your costs go haywire.

CONTENT CREATION

Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, infographics, podcasts, webinars, videos, or content for microblogging and social media sites. All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to the fact that content is the most important metric while filtering search results. You can be creative and create content on any topic and then skillfully link it indirectly to your business. You may like to read our article on how to include content and market your startup or business free of cost. Also, you need to customise your content for different platforms. For example, the content for mobile phones should be crisp and short. Remember, an effective strategy will engage your readers and leave them interested in more information from you. Good content is shared and is the best way for branding your business.

SOCIAL MEDIA MARKETING (SMM)

Social Media Marketing or SMM is an offshoot of your SEM efforts. It involves driving traffic to your sites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc. As we mentioned above, good content is shared and liked. So create and customize content for different social media platforms. Remember to be prolific and original; you need to engage with users on a daily basis, at least four to five times a day. Your SMM efforts can be especially helpful for branding and driving sales.

DIGITAL DISPLAY ADVERTISING

This again is a subset of your SEM efforts. You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads. You can customise your message based on interests, content topics, or the position of the customer in the buying cycle. However, note that Digital Display Advertising is relatively costly. You need experts to drive good ROI for your business.

Retargeting and Remarketing Essentially, Retargeting or Remarketing is a strategy to target customers who have already visited your website. It is based on cookie technology. Retargeting has emerged as a preferred strategy as you target customers who have already shown interest in your business; and hence the conversion rate is high. You may engage in Retargeting on your site, or on social network or on the mobile. Visualise your strategies based on the customers' buying cycle.

MOBILE MARKETING

The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing.

BUZZ MARKETING

Marketing buzz or simply buzz a term used in viral marketing – is the interaction of consumers and users of product or service which amplifiers or alters the original marketing message. This emotion, energy, excitement, or anticipation about a product or service can be positive or negative. Buzz can be generated by intentional marketing activities by the brand owner or it can be the result of an

independent event that enters public awareness through social or traditional media such as newspapers. Marketing buzz originally referred to oral communication but in the age of Web 2.0, social media

such as Facebook, Twitter, Instagram and YouTube are now the dominant communication channels for marketing buzz. It is the practice of creating a talk around a product, service, company or band. For example: You might recruit volunteers preferably proactive consumers who are center of influence among their peer to try products and then send them out of talk about their experience. It reaches more people, faster than advertising, direct mail or even the internet. The best buzz-generating products and services, of course, are those, consumers feel good talking about.

INTERACTIVE MARKETING

Make sure your advertising strategy engages the potential customer in a conversation. According to a survey by ExpoTV.com, 55 percent respondents preferred to have ongoing communications with the companies they buy from; and 89 percent felt more loyal to the companies if they were invited to provide feedback. Use tools like widgets and opt-in features to make your website interactive, solicit feedback and track user behaviour. Engage with the customers actively and customize offers based on their preferences and browsing activities.

VIRAL MARKETING

Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website. The content can take any format; all you need is to be creative.

EMAIL MARKETING

When you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With effective email marketing software, you can maintain email lists that are segregated based on several factors, including customers likes and dislikes, and spending habits. Remember to send personalized emails; this helps to develop trust. However, note that Email Marketing may also be considered as spamming and there are laws against it in some countries.

AFFILIATE MARKETING AFFILIATE

Marketing is a performance-based marketing program, where you pay publishers who bring you customers. The performance may be based on conversions - promotions, leads or simply sales. You may like to be part of the affiliate programs of different publishers. Essentially, the publishers will give you space in their pages to advertise your business and help you drive conversions; and you will pay them based on the compensation model. You may avail the help from an Affiliate Network, which will give you a large base of publishers, and other benefits like tracking and reporting technology. Affiliate Marketing is especially useful for startups, as it will bring in more traffic to their business through high-traffic sites. In essence, Affiliate Marketing is a win-win situation for both the merchants and publishers. Sites like Amazon, eBay, LinkShare and Flipkart run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.

DIGITAL MEDIA PLANNING AND BUYING

When a media agency researches and makes a comprehensive strategy framework, we call it Digital Media Planning. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behaviour, the media agency plans different platforms and formats to reach the desired audience. It studies reach and frequency of different web-based and mobile applications. The agency works with different partners and buys relevant space and ideas. This is called Media Buying. In essence, Media Buying and Planning entails all the strategies that we have discussed above.

WEB ANALYTICS

Perhaps, the most important aspect of your Digital Marketing is Web Analytics. Essentially, Web Analytics helps you to collect, measure, understand, analyze, plan, report and predict the web activities for your business. Web Analytics should not be confused with Web Statistics. As opposed to simple reporting, Web Analytics gives you analyses and different angles to ponder vis-à-vis your business. Some of the important Web Analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chartbeat. It goes without saying that every advertiser should use Web Analytics to understand his business and improve the ROI and conversions.

CHALLENGES IN INDIAN RURAL MARKETING

Today practically all of corporate India is falling head over heels to contact provincial India, as it can help in adding considerably to their main concerns. Anyway the in general fruitful rate in country markets isn't so engaging. The issue in contacting the rustic masses rises to the possibilities in the provincial land. Not very many corporate like Hindustan Unilever is on top rundown victorious through their rustic promoting projects like 'Shakti' 'Activity Bharat', Amul with their forceful advertising system and ITC with their e-choupal. Numerous others like Coca-Cola, Colgate, Britannia, BSNL, LIC, Hero Honda, LG Electronics etc are endeavoring effectively to ascend the country stepping stool.

The major challenges they face includes:

- Resistance to Change exhibited by rural community
- Seasonal Demand
- Lack of adequate infrastructure facilities including warehousing facility
- Lack of Effective Communication System
- Comparatively Low Literacy Rates even though it is improving with constant
- Intervention by government Improper Distribution Channel Management

In-depth study of consumer buying pattern of the rural market is the most important prerequisite for marketers to succeed in Rural India. However, the success depends on how effectively they are able to overcome the above mentioned challenges.

FUTURE OF DIGITAL MARKETING IN INDIA

Day by day growing Digital Market in India is an evident that the Digitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today. The increasing number of ecommerce websites. WARC Survey shows that 35% of advertisers would increase their mobile advertising spend by 50% or more by 2020 in India.

According to the group report, consumer product makers will remain the most dominant sector in terms of ad spending with a 28% share of the total expenditure. Many advertisers will increase their ad spending to spur demand, helped by the buffer provided by low commodity prices, which have reduced their input costs. Thus, all reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. Youth of India is very much technology friendly. By 2017, mobile devices are expected to reach around 3 billion units worldwide. So as more people use smartphones, tablets and other mobile devices, the potential of mobile market continues to grow.

4. CONCLUSION

As we all are experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India. Digital marketing such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, are becoming more and more common in our advancing

technology. Today we all are connected through whatsapp and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business.

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Role of MSME's in Indian Economy growth

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ABSTRACT: The micro small and medium enterprises (MSMEs) have been accepted as the engine of economic growth and for promoting equitable development. The labour intensity of the MSME sector is much higher than that of the large enterprises. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. The MSMEs play a vital role in the overall growth of industrial economy of the country. With its agility and dynamism, the sector has shown admirable innovativeness and adaptability to survive the recent economic downturn and recession and have lots of opportunities to grow in the future. This paper enlightens the growth of MSMEs and outlining the opportunities available for the MSMEs in the Indian economy.

Keywords: MSMEs, Innovativeness, Opportunities.

1. INTRODUCTION

The sector of micro, small and medium-sized enterprises has a large proportion of industrial units, producing manufacturing products and state exports and is a major provider of employment, as well as agriculture. The government of Tamil Nadu, taking the aforementioned factor into consideration and giving special impetus to micro, small and medium-sized enterprises set up in the State, extends the incentives.

The micro, small and medium-sized business sector is a major supplier of jobs and of agricultural production, with a large proportion of industrial units producing production products as well as state exports. In light of the above-mentioned factors, the Tamil Nadu Government is providing special incentives for state-owned micro, small and medium enterprises.

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country.

Ministry of Micro, Small & Medium Enterprises (MSME) envision a vibrant MSME sector by promoting growth and development of the MSME 2 Sector, including Khadi, Village and Coir Industries, in cooperation with concerned Ministries/Departments, State Governments and other Stakeholders, through providing support to existing enterprises and encouraging creation of new enterprises.

In India, the enterprises have been classified broadly into two categories:

- (i) Manufacturing; and
- (ii) Those engaged in providing/rendering of services.

Both categories of enterprises have been further classified into micro, small and medium enterprises based on their investment in plant and machinery (for manufacturing enterprises) or on equipments (in case of enterprises providing or rendering services). The present ceiling on investment to be classified as micro, small or medium enterprises is as under:

In October 1999, the Ministry of Small-Scale Industries and Agro and Rural Industries was established. The Ministry was divided into the Ministry of Small-Scale Industries and the Ministry of Agro and Rural Industries in September 2001. Under a notification dated 9 May 2007, the President of India amended the Government of India (Allocation of Business) Rules of 1961. They have been merged into a single ministry under this amendment.

The ministry has been tasked with promoting small and micro businesses. The ministry was under the control of the Small Industries Development Organisation, as was the public sector enterprise of the National Small Industries Corporation Limited).

The Organization for the Development of Small Industries was established in 1954 on the recommendation of the Ford Foundation. Under its management, it has over 60 offices and 21 autonomous bodies. These autonomous bodies are the Tool Rooms, the Training Institutions and the Project-Cum-Process Development Centres.

Services provided include:

- Facilities for testing, toolmenting, training for entrepreneurship development
- Preparation of project and product profiles
- Technical and managerial consultancy
- Assistance for exports
- Pollution and energy audits

It also provides economic information services and advises Government in policy formulation for the promotion and development of SSIs. The field offices also work as effective links between the Central and State Governments

The Ministry of Micro, Small and Medium Enterprises, a branch of the Government of India, is the executive body responsible for formulating and administering the rules, regulations and laws on micro, small and medium-sized enterprises in India. Nitin Gadkari is the Minister of Micro, Small and Medium Enterprises and Pratap Chandra Sarangi is the Minister of State since 31 May 2019. The statistics provided by the annual reports of the Ministry of Small and Medium Enterprises (MSME) show an increase in the amount of the plan spent on the Khadi sector from approximately 1942.7 million to approximately 14540 million and non-plan amounts from approximately 437 million to approximately 2291 million in the period from 1994-95 and 2014-15.

2. OBJECTIVE

The primary objective of this paper is to study the MSMEs" Growth: Opportunities and Challenges and the Role of MSMEs in the Growth of Indian Economy

3. METHODOLOGY

This paper made in descriptive in nature. Hence it is a secondary type of data source. The data were collected from existing e-journals, newspaper etc.

MSMES' GROWTH: OPPORTUNITIES AND CHALLENGES

The world has seen increased growth in MSMEs following the 2008 financial crisis. While not yet having returned to pre-crisis levels, recent data from an OECD and World Bank survey suggests growth in MSMEs in countries such as the UK, France and Sweden, which reflects positively on job creation. For instance, about half of MSMEs surveyed expect to increase employment in the short-term, especially for those created in less than three years.

Comparatively, there is, however, less empirical evidence on MSMEs growth in developing and emerging economies countries. Nonetheless a joint study of the OECD and the World Bank on inclusive global value chains indicates that growth of MSMEs in developing and Least Developed Countries (LDC) dominate in sectors which are laborintensive and possess low barriers to entry, including agriculture and agribusiness, manufacturing and service sector. In addition, many MSMEs in developing countries are still informally organized enterprises. It is also worth noting that the increased harnessing of knowledge-based capital, which is seen in MSMEs among middle-income and emerging economies countries. Combined with the fragmentation of global value chains, knowledge-based capital could allow MSMEs from emerging economy countries to build their niche in international markets, which would lead to generation of additional added value.

Nonetheless, MSMEs, especially those in developing countries and LDCs, face substantive challenges, which limit their longevity and wider contributions they make toward the SDGs. Such challenges are relevant in the case of MSMEs in middle-income and emerging economies as well. Specifically, these challenges could include:

COHERENT POLICY AND REGULATORY FRAMEWORKS

Coherent regulatory frameworks can provide an enabling environment to foster MSME development. Barriers to entry, including technical regulations, compliance with Environment, Health and Safety (EHS) standards, labor laws and regulations, and likewise taxation and financial reporting need to be addressed. Coherent regulatory frameworks can substantially reduce transaction costs for MSMEs. Lack of transparency and overly burdensome regulatory requirements can hinder the growth of informal MSMEs into formal business entities, further impacting on the potentials of MSMEs to positively contribute to local economic development.

ACCESS TO FINANCE

Short term cash flow constraints and limited access to finance is almost a universal challenge for MSMEs. In the short term, the lack of liquidity can leave enterprises unable to pay workers and suppliers or cover overheads and to forward plan and achieve scale in the medium to long run. The current credit gap is estimated at US\$ 1.2 trillion for formal MSMEs, and US\$ 6 trillion for informal MSMEs around the world. About 70% of MSMEs in emerging economies countries lack access to credit. With limited assets to use as collateral, formal and informal MSMEs are often perceived by commercial financing institutions as high-risk borrowers, which means higher costs in terms of fees and interest rates incurred. In recent years, many national governments and international organizations have tried to promote grant facilities, preferential rates and loan guarantee programmes to bridge the gap. Wellmanaged schemes need to provide support and capacity building to ensure small business owners only take onboard acceptable amounts of risk and avoid bad debts. There continues to be great interest and new developments in venture capital, and other innovative and alternative financing for MSMEs.

IMPERFECT INFORMATION AND CAPACITY GAPS

Entrepreneurs and MSMEs suffer disproportionately from asymmetric information, including lack of market information. Many entrepreneurs and MSMEs also struggle to find the support needed to strengthen their business management, marketing, record and bookkeeping, strategic and financial planning, to be able to grow, formalize their business operations, capture market share and also cope with shocks. Lack of professional business management skills may further limit appreciation of MSME entrepreneurs on the value of research and development (R&D) and innovation in promoting productivity. This would eventually affect growth of MSMEs to a higher value knit along the global value chain.

ACCESS TO BASIC INFRASTRUCTURE

With their limited financial means, good basic infrastructure is important to MSME business operations. Access to a stable electricity supply, road networks, ports and airports, water supply, as well as ICT, and in particular, broadband internet, is important to fostering private sector development and reducing the challenges that MSMEs already face in growing their businesses. Access to ICT and digitalization can be very important to allow MSMEs to close and even “leapfrog” informational, capacity and finance gaps.

ENTREPRENEURSHIP AND INVESTING IN WOMEN ENTREPRENEURS

Fostering the capacity of women entrepreneurs and business owners has a significant potential to reduce poverty and inequality globally. According to UN Women, the global economy could see as much as US\$ 28 trillion growth by 2025, if women participate equally as men in entrepreneurship. 3 Unfortunately, women MSME entrepreneurs, particularly those from rural poor communities, are often further disadvantaged in growing their business, lacking land deeds and/or collateral needed to access formal sources of credit. Despite this, a 99.6% repayment rate was found in the Women’s Entrepreneur Development Project (WEDP) funded by the World Bank in Ethiopia in 2014. An International Financing Cooperation (IFC) study also indicated that women entrepreneurs demonstrated higher credit repayment than their men counterpart in South Africa. 4 A similarly high repayment rate was found by other international organizations among women entrepreneurs around the world. There have been many initiatives by international organizations around the world targeting women entrepreneurs and women managed/owned MSMEs, with heightened attention provided to women entrepreneurs who could leverage development impacts stemmed from MSME growth.

4. ROLE OF MSMES IN THE GROWTH OF INDIAN ECONOMY

Growth and Performance

In recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector in India. During the first 4 years of XI Plan, MSME Sector exhibited a growth rate of 13% on an average, an impressive performance compared to most of the other sectors. As per the 4th Censuses of MSME Sector, this sector employs an estimated 59.7 million persons spread over 26.1 million enterprises. It is estimated that in terms of value, MSME sector accounts for about 45% of the manufacturing output and around 40% of the total export of the country. The major advantage of the sector is its employment potential at low capital cost.

Establishment of specific Funds for the promotion, development and enhancing competitiveness of these enterprises, notification of schemes for this purpose, progressive credit policies and practices, preference in Government procurement to products and services of the micro and small enterprises, more effective mechanisms for mitigating the problems of delayed payments to micro and small enterprises and assurance of a scheme for easing the closure of business by these enterprises are some of the other features of the Act.

Employment Opportunities

SSI Sector in India creates largest employment opportunities for the Indian populace, next only to Agriculture. It has been estimated that a lakh rupees of investment in fixed assets in the small scale sector generates employment for four persons. MSMEs not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the country. The sector contributes significantly to manufacturing output, employment and exports of the country. In terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 per cent of total exports of the country. It is estimated to employ about 60 million persons in over 26 million units throughout the country. There are over 6000 products ranging from traditional to high-tech items, which are being manufactured by 35 the MSMEs in India. It is well known that the MSME sector provides maximum opportunities for both self-employment and wage-employment, outside agriculture sector. MSME sector contributes not only to higher rate of economic growth but also in building an inclusive and sustainable society in innumerable ways through creation of non-farm livelihood at low cost, balanced regional development, gender & social balance, environmentally sustainable development and to top it all, recession proofing of economic growth, which the sector has proven time and again.

Foreign Direct Investment (FDI)

Policy with the promulgation of the MSMED Act, 2006, the restrictive 24% ceiling prescribed for equity holding by industrial undertakings, whether domestic or foreign, in the MSEs has been done away with and MSEs are defined solely on the basis of investment in plant and machinery (manufacturing enterprises) and equipment (service enterprises). Thus, the present policy on FDI in MSE permit FDI subject only to the sectoral equity caps, entry routes and other relevant sectoral regulations.

De-reservation

The issue of de-reservation has been a subject of animated debate within government for the last twenty years. The Approach to the Eleventh Five Year Plan notes the adverse implications of reservation of products for exclusive manufacture by the MSEs and recommends the policy of progressive de-reservation. To facilitate further investments for technological upgradation and higher productivity in the micro and small enterprises, 654 items have been taken off the list of items reserved for exclusive manufacture by the manufacturing micro and small enterprises in the last few years – reducing it to 21 at present. This has helped the sector in enlarging the scale of operations and also paved the way for entry of larger enterprises in the manufacture of these products in keeping with the global standards.

Testing Laboratories

Presently, there are many testing laboratories in the country which are providing testing facilities to the industrial sector including micro units. Specialized testing facilities for certain high end products especially leather items are not available in the country. The exporting MSME units are availing these facilities from the overseas testing labs. As such, there is need for creation of additional testing facilities in the country. It was recommended that setting up of at least 100 nos. quality testing laboratories for MSMEs in cluster/industry concentration, district/major industrial area. This activity can be undertaken under Public Private Partnership mode. There is also need for upgradation of existing Test Laboratories under the Ministry.

Competitive Technology

In today's fast paced global business scenario, technology has become more vital than ever before. With a view to foster the growth of MSME sector in the country, Government has set up ten state-of-the-art Tool Rooms and Training Centres. These Tool Rooms provide invaluable service to the Indian

industry by way of precision tooling and providing well trained craftsmen in the area of tool and die making. These Tool Room are highly proficient in mould and die making technology and promote precision and quality in the development and manufacture of sophisticated moulds, dies and tools. The Tool Rooms are not only equipped with the best technology but are also abreast with the latest advancements like CAD/CAM, CNC machining for tooling, Vacuum Heat Treatment, Rapid Prototyping, etc. The Tool Room & Training Centres also offer various training programmes to meet the wide spectrum of technical manpower required in the manufacturing sector. The training programmes are designed with optimum blend of theory and practice giving the trainees exposure on actual jobs and hands on working experience. The Tool Rooms have also developed special training programmes to meet the requirements at international level, which are attended by participants from all over the globe.

Export Promotion

Export promotion from the MSE sector has been accorded a high priority. To help MSEs in exporting their products, the following facilities/incentives are provided: (i) Products of MSE exporters are displayed in international exhibitions and the expenditure incurred is reimbursed by the Government; (ii) To acquaint MSE exporters with latest packaging standards, techniques, etc., training programme on packaging for exporters are organised in various parts of the country in association with the Indian Institute of Packaging; (iii) Under the MSE Marketing Development Assistance (MDA) Scheme, assistance is provided to individuals for participation in overseas fairs/ exhibitions, overseas study tours, or tours of individuals as member of a trade delegation going abroad. The Scheme also offers assistance for (a) sector specific market study by MSE Associations/Export Promotion Councils/Federation of Indian Export Organisation; (b) Initiating/contesting anti-dumping cases by MSE Associations; and (c) reimbursement of 75 per cent of the onetime registration fee and annual fee (recurring for first three years) charged by GSI India (formerly EAN India) for adoption of Bar Coding.

Infrastructure Development

For setting up of industrial estates and to develop infrastructure facilities like power distribution network, water, telecommunication, drainage and pollution control facilities, roads, banks, raw materials, storage and marketing outlets, common service facilities and technological back up services, etc., for MSMEs, the Integrated Infrastructural Development (IID) Scheme was launched in 1994. The scheme covers rural as well as urban areas with a provision of 50 percent reservation for rural areas and 50 per cent industrial plots are to be reserved for the micro enterprises. The Scheme also provides for upgradation/strengthening of the infrastructural facilities in the existing industrial estates. The estimated cost (excluding cost of land) to set up an IID Centre is Rs.5 crores (\$1.25 million). Central Government provides 40 per cent in case of general States and upto 80% for North East Region (including Sikkim), J&K, H.P. and Uttarakhand, as grant and remaining amount could be loan from SIDBI/Banks/Financial Institutions or the State Funds. The IID Scheme has been subsumed under the Micro and Small Enterprise Cluster Development Programme (MSECDP). All the features of the IID Scheme have been retained and will be covered as "New Clusters" under MSECDP.

OPPORTUNITIES

The opportunities in the MSMES are enormous due to the following factors:

- Less Capital Intensive
- Extensive Promotion & Support by Government
- Reservation for Exclusive Manufacture by small scale sector
- Project Profiles
- Funding - Finance & Subsidies
- Machinery Procurement
- Raw Material Procurement
- Manpower Training

- Technical & Managerial skills
- Tooling & Testing support
- Reservation for Exclusive Purchase by Government
- Export Promotion
- Growth in demand in the domestic market size due to overall economic growth
- Increasing Export Potential for Indian products

Growth in Requirements for ancillary units due to the increase in number of green field units coming up in the large scale sector. Small industry sector has performed exceedingly well and enabled our country to achieve a wide measure of industrial growth and diversification.

By its less capital intensive and high labour absorption nature, this sector has made significant contributions to employment generation and also to rural industrialization. This sector is ideally suited to build on the strengths of our traditional skills and knowledge, by infusion of technologies, capital and innovative marketing practices. This is the opportune time to set up projects in the small-scale sector. It may be said that the outlook is positive, indeed promising, given some safeguards. This expectation is based on an essential feature of the Indian industry and the demand structures. The diversity in production systems and demand structures will ensure long term co-existence of many layers of demand for consumer products / technologies / processes. There will be flourishing and well-grounded markets for the same product/process, differentiated by quality, value added and sophistication. This characteristic of the Indian economy will allow complementary existence for various diverse types of units. The promotional and protective policies of the Govt. have ensured the presence of this sector in an astonishing range of products, particularly in consumer goods. However, the bugbear of the sector has been the inadequacies in capital, technology and marketing. The process of liberalization coupled with Government support will therefore, attract the infusion of just these things in the sector. Small industry sector has performed exceedingly well and enabled our country to achieve a wide measure of industrial growth and diversification. By its less capital intensive and high labour absorption nature, SSI sector has made significant contributions to employment generation and also to rural industrialization. This sector is ideally suited to build on the strengths of our traditional skills and knowledge, by infusion of technologies, capital and innovative marketing practices.

So this is the opportune time to set up projects in the small scale sector. It may be said that the outlook is positive, indeed promising, given some safeguards. This expectation is based on an essential feature of the Indian industry and the demand structures. The diversity in production systems and demand structures will ensure long term co-existence of many layers of demand for consumer products / technologies / processes. There will be flourishing and well-grounded markets for the same product/process, differentiated by quality, value added and sophistication. This characteristic of the Indian economy will allow complementary existence for various diverse types of units. The promotional and protective policies of the Govt. have ensured the presence of this sector in an astonishing range of products, particularly in consumer goods. However, the bug bear of the sector has been the inadequacies in capital, technology and marketing. The process of liberalization will therefore, attract the infusion of just these things in the sector.

Focus of the 12th five-year plan regarding growth of the MSMES The core area of focus will be finance, technology, infrastructure, marketing. Finance: Operationalization of SME exchanges for enabling access to Equity Finance Technology: Scheme for acquisition and up-gradation of technology

- Infrastructure: Developing clusters of excellence & Setting up of 100 Tool Rooms and PDCs \
- Marketing: Procurement policy for Goods/services from MSEs by the Government - Departments and Central PSUs. - B2B International portal. - Enabling global footprints of MSMEs - Leveraging Defence Offset Policies in favour of MSMEs

- Skill Development: Revamped Skill Development & Capacity Building Programme. - Encouraging young/ first generation entrepreneurs by up scaling - PMEGP and other programmes
- Institutional Structure - Strengthening of Institutions – MSME-DIs, EDIs and KVI Institutions - Application of E-tools in promotional and regulatory matters for facilitating

4. CONCLUSION

To conclude, the MSME sector of India is today at the gateway of global growth on the strength of competitive and quality product range. However, facilitation from the Government is required to minimize the transaction costs of technology upgradation, market penetration, modernisation of infrastructure etc. In this paper we have looked at growth of Indian Micro Small and Medium Enterprise Sector over the last ten years. The MSME sector has often been termed the „engine of growth“ for developing economies..We begin with an overview of this sector in India and look at some recent trends which highlight the development and significance of this sector vis-à-vis the Indian economy. We have analyzed the growth of MSMEs in fixed investment, production performance, employment generation and export contribution. The MSME Development Act of 2006 is perhaps the most crucial of these recent policy changes. The policies of interest are state outlays and subsidies targeted towards this sector. More specifically, we have discussed about Employment opportunities, Infrastructure Development, Testing laboratories, Foreign direct investment policy, Dereservation, Competitive technology, Export promotion within the MSME sector. We have also analyzed the opportunities given in the Indian economy for betterment of MSMEs. The factors like export promotion, reservation policy, tooling& technology, manpower training, technology and managerial skills gave enormous opportunities for growth and better performance in the economy. The core working area of the 12th five-year plan also discussed in the paper. It is concluded that MSMEs in the Indian Economy have shown tremendous growth and excellent performance with the contribution of policy framework and

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Schemes for MSME in Tamilnadu- A Study

***ANCHU SN**

Guest Lecture, UIT College, Vellarada

ABSTRACT: In generating huge jobs at a comparably lower cost of capital than large industries, MSMEs have played an important role. They helped to develop rural and backward areas so that regional imbalances could be reduced and national income and wealth divided more equally. In various parts of the country, under the leadership of Honorable Prime Minister Shri Narendra Modi, the Ministry of Micro, Small and Medium Enterprises, different MSME programs/SME schemes are being introduced (MMSME). Furthermore, the Indian Government has been diligent to ensure that MSMEs benefit as much as possible. This paper indicates about the role of MSME in India.

Keywords: MSME schemes, Enterprises, Micro enterprises, Macro Enterprises, Medium Enterprises.

1. INTRODUCTION

The sector of micro, small and medium-sized enterprises has a large proportion of industrial units, producing manufacturing products and state exports and is a major provider of employment, as well as agriculture. The government of Tamil Nadu, taking the aforementioned factor into consideration and giving special impetus to micro, small and medium-sized enterprises set up in the State, extends the incentives.

The micro, small and medium-sized business sector is a major supplier of jobs and of agricultural production, with a large proportion of industrial units producing production products as well as state exports. In light of the above-mentioned factors, the Tamil Nadu Government is providing special incentives for state-owned micro, small and medium enterprises.

In October 1999, the Ministry of Small-Scale Industries and Agro and Rural Industries was established. The Ministry was divided into the Ministry of Small-Scale Industries and the Ministry of Agro and Rural Industries in September 2001. Under a notification dated 9 May 2007, the President of India amended the Government of India (Allocation of Business) Rules of 1961. They have been merged into a single ministry under this amendment.

The ministry has been tasked with promoting small and micro businesses. The ministry was under the control of the Small Industries Development Organisation, as was the public sector enterprise of the National Small Industries Corporation Limited).

The Organization for the Development of Small Industries was established in 1954 on the recommendation of the Ford Foundation. Under its management, it has over 60 offices and 21 autonomous bodies. These autonomous bodies are the Tool Rooms, the Training Institutions and the Project-Cum-Process Development Centres.

Services provided include:

- Facilities for testing, toolmenting, training for entrepreneurship development
- Preparation of project and product profiles
- Technical and managerial consultancy
- Assistance for exports
- Pollution and energy audits

It also provides economic information services and advises Government in policy formulation for the promotion and development of SSIs. The field offices also work as effective links between the Central and State Governments

The Ministry of Micro, Small and Medium Enterprises, a branch of the Government of India, is the executive body responsible for formulating and administering the rules, regulations and laws on micro, small and medium-sized enterprises in India. Nitin Gadkari is the Minister of Micro, Small and Medium Enterprises and Pratap Chandra Sarangi is the Minister of State since 31 May 2019. The statistics provided by the annual reports of the Ministry of Small and Medium Enterprises (MSME) show an increase in the amount of the plan spent on the Khadi sector from approximately 1942.7 million to approximately 14540 million and non-plan amounts from approximately 437 million to approximately 2291 million in the period from 1994-95 and 2014-15.

2. OBJECTIVE OF THE STUDY

- To study the role of MSME on Tamilnadu
- To know the Schemes for MSME in Tamilnadu

3. METHODOLOGY

This paper made in descriptive in nature. Hence it is a secondary type of data source. The data were collected from existing e-journals, newspaper etc.

TAMIL NADU - THE MANUFACTURING & ECONOMIC POWERHOUSE OF INDIA

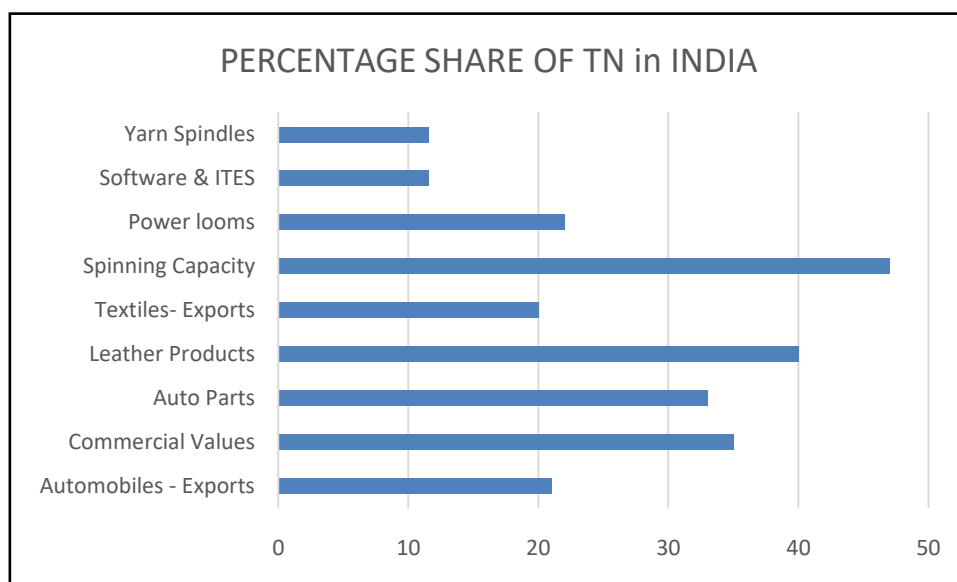
Tamil Nadu state is the second-largest contributor to the Indian Gross Domestic Product (GDP). It ranks the second most industrialized state in India. A Good infrastructure backed by the easy availability of skilled or unskilled manpower. This makes Tamil Nadu an ideal State for setting up manufacturing units or service units. In order to attract Foreign Direct Investment (FDI) and boost domestic investment in businesses, the Tamil Nadu Government has announced various subsidies and schemes. In this article, we cover a list of business subsidies and schemes popular in Tamil Nadu.

Table 1: Represent the MSME CONTRIBUTION IN INDIA

PRODUCTS	PERCENTAGE SHARE OF TN in INDIA
Automobiles - Exports	21
Commercial Values	35
Auto Parts	33
Leather Products	40
Textiles- Exports	20
Spinning Capacity	47
Power looms	22.02
Software & ITES	11.6
Yarn Spindles	11.6

Data were obtained from secondary source in website.

All Micro Manufacturing units or Micro SSI units that are set up anywhere in the state of Tamil Nadu and investing in capital assets (plant and machinery) are eligible to receive a capital subsidy of 15percent on eligible plant and machinery, subject to a maximum of Rs.30 lakhs. Micromanufacturing units are those manufacturing units having less than Rs.25 lakhs of investment in plant and machinery.



In 251 blocks notified as backward areas and industrial estates promoted by the Government and Government Agencies like SIPCOT, SIDCO, etc., (excluding industrial estates located within the radius of 50 Kms from Chennai city centre) the capital subsidy will be available for all SSI Units, Micro, Small and Medium. Further, an additional capital subsidy of 5percent, subject to a maximum of Rs.2 lakhs will be given to enterprises set up by Women, SC or ST, Physically disabled and Transgender entrepreneurs.

An additional capital subsidy of 25percent is also available on the value of plant and machinery installed to promote cleaner and environment-friendly technologies, subject to a maximum of Rs.3 lakhs and certification by Tamil Nadu Pollution Control Board that the equipment installed serve such a purpose.

4. MSME IN TAMILNADU

Tamilnadu state government is giving an entrepreneurial developing activities to each individuals but some people only utilising this scheme in this nation. Some of the schemes are noted below:

SUBSIDY SCHEMES FOR MICRO MANUFACTURING ENTERPRISES

1. 25percentCapital Subsidy on the value of eligible plant and machinery.
2. 20 percent low tension power tariff subsidy for the first 36 months from the date of commencement of commercial production or from the date of power connection, whichever is later.
3. Stamp duty exemption on mortgaged and pledged documents.

SUBSIDY SCHEMES FOR INDUSTRIALLY BACKWARD BLOCKS AND AGRO BASED ENTERPRISES

Micro, Small and Medium Manufacturing Enterprises established in 251 industrially backward blocks, all industrial estates promoted by the Government and Government Agencies like SIPCOT,

SIDCO, etc., (excluding Industrial Estates located within a radius of 50 Kms from Chennai city centre) and agro based enterprises set up in all the 385 Blocks in the State are eligible for the following package of incentives:

1. 25percent capital subsidy on the value of eligible plant and machinery subject to a maximum of Rs.50 lakhs.
2. 5Percent additional employment intensive subsidy on the value of eligible plant and machinery for providing employment to 25 workers for 3 years within the first 5 years from the date of commencement of commercial production, subject to a maximum of Rs.5 lakh.
3. 5Percent additional capital subsidy on the value of eligible plant and Machinery for enterprises set up by women, SC/ST, differently abled and transgender entrepreneurs subject to a maximum of Rs.2 lakh.
4. 25Percent additional capital subsidy on the value of eligible plant and machinery installed to promote cleaner and environment friendly technologies subject to a maximum of Rs.3 lakh, if certified by the Tamil Nadu Pollution Control Board.
5. 20Percent low tension power tariff subsidy for the first 36 months from the date of commencement of commercial production or from the date of power connection whichever is later.

SPECIAL CAPITAL SUBSIDY FOR THRUST SECTOR ENTERPRISES

A Special Capital Subsidy of 25Percent on the eligible plant and machinery subject to a maximum of Rs.50 lakhs is extended to 13 thrust sector enterprises setup anywhere in the State viz., Electrical and Electronic Industry, Leather and Leather goods, Auto parts and components, Drugs and Pharmaceuticals, Solar Energy Equipment, Gold and Diamond Jewellery for exports, Pollution Control equipments, Sports Goods and Accessories, Cost effective building materials, Readymade Garments, Food Processing, Plastic and Rubber Industries.

GENERATOR SUBSIDY

The Micro, Small and Medium manufacturing enterprises anywhere in the State, which purchase Generator sets up to 320 KVA capacity are eligible for a Generator Subsidy at 25Percent of the cost of the generator set, subject to a maximum of Rs.5 lakh.

BACK-ENDED INTEREST SUBSIDY

Back-ended interest subsidy at the rate of 5Percent, subject to a maximum of Rs.10.00 lakh for a period of 5 years is being provided to Micro, Small and Medium Manufacturing Enterprises for term loans up to Rs.1 crore obtained for Technology up-gradation / modernization and Credit Guarantee Fund Trust Scheme (CGFTS).

Since Tamil Nadu is emerging as one of the key hubs for MSMEs and thereby for employment, there are a few benefits of taking **Business Loans in Tamil Nadu**.

- **Limited unemployment** – Though the literacy rate of Tamil Nadu is 80%, not all of the educated people get good jobs. Instead, it would be good to invest a small amount and start a business than waiting for a job or migrating elsewhere for work.
- **Business environment** – Tamil Nadu is a vast state with many cities offering extensive business opportunities. Thus, it would be highly beneficial to get **Business Loans in Tamil Nadu** as it has an encouraging business climate and is friendly to entrepreneurs.
- **Numerous Schemes** – Tamil Nadu government has announced multiple loan schemes and thus created a platform for healthy competition among banks and private loan providers. Therefore, an individual gets a lot of choice between interest rates and various banks who offer them for availing a loan and expanding the business.
- **Ample opportunities** – Tamil Nadu is known for several businesses. From agriculture, electronics, automobile, textile, transport, food processing, education, paper, and leather, name any industry, you'll find it in Tamil Nadu. It allows a lot of choices for an individual to

pick any industry and start a business with minimum investment with a small scale business loan in Tamil Nadu. Moreover, one can grow in a particular business and then go for diversification.

Any educated individual who dreams of becoming an entrepreneur can apply for a loan. Every business enterprise right from a proprietary firm to a limited company or a partnership firm and even a self-employed person can apply for **small scale business loan from the Tamil Nadu government**. SME scheme is an amalgamation of different MSME schemes implemented by the Khadi sector including publicity, marketing, market promotion and marketing development assistance.

REVAMPED SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI)

The main objectives of the SFURTI scheme is to organise traditional industries, provide sustained employment, enhance marketability, equip traditional artisans and further boost the governance cluster systems.

Coir VikasYojana (CVY)

- Coir Industry Technology Upgradation Scheme (CITUS)
- Science and Technology (S&T) for Coir
- Skill Upgradation & Mahila Coir Yojana (MCY)
- Export Market Promotion (EMP)
- Domestic Market Promotion Scheme (DMP)
- Trade and Industry Related Functional Support Services (TIRFSS)
- Welfare Measures (Pradhan Mantri Suraksha Bima Yojana (PMSBY))

CVY aims to promote skill development of artisans for modernization, upgradation and establishment of new units under Coir Industry Technology Upgradation Scheme (CITUS) and further promotion of the domestic as well as export market.

SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI)

- The major objectives of the SFURTI scheme are to organize the traditional industries and artisans into clusters, provide sustained employment, enhance marketability of products, strengthen the cluster governance system, make a paradigm shift from a supply driven selling model to a market driven model and make substantial investment in the area of product design and quality improvement. Access the revised guidelines for SFURTI

A SCHEME FOR PROMOTION OF INNOVATION, RURAL INDUSTRIES AND ENTREPRENEURSHIP (ASPIRE)

The major objectives of the ASPIRE scheme are to set up business incubation centres to set up business and innovation incubators, promote entrepreneurship and generate employment. A fund of funds has been setup for investing in startups and early stage enterprises to promote innovation.

COMMISSIONERATE OF INDUSTRIES AND COMMERCE

Filing of UAM (Udyog Aadhaar Memorandum)

- MSME subsidy schemes - rollout and implementation
- Capital Subsidy – 25% on P&M (max. ₹30 lakhs) for all 13 thrust sectors identified
- Low Tension Power Tariff Subsidy – 20% subsidy for 36 months
- Generator Subsidy – 25% on the value of generator (Max. ₹5 lakhs)
- Back-ended Interest Subsidy – 3% subvention for 5 years
- PEACE (Promotion of Energy Audit & Conservation of Energy)
- UYEGP, PMEGP, SFURTI & Technology Development
- New Entrepreneur Cum Enterprise Development Scheme (NEEDS)

- Technical institutes, testing services
- Marketing assistance for Indcoserve, Teaserve, Sagoserve

OTHER INSTITUTION

Entrepreneurship Development Program or Institution

- Entrepreneurship awareness
- Business facilitation service program
- Schemes – UYEGP, PMEGP, NEEDS, TAHDCO Cluster Development Programs
- Lean Manufacturing Competitiveness scheme
- Design Clinic scheme & Zero Effect, Zero Defect Innovation Facilitation
- TN Manufacturing Business Incubators program
- Bio-Entrepreneurship, Women technopreneurship
- IPR filing support & other research studies
- Startup mission
- Innovation Voucher Programme Communications & ICT
- International & interstate team visits
- Mass outreach program (ThozhilumVaazhvum, NimirndhuNill)

5. CONCLUSION

By holding five first positions in different industries, Tamil Nadu is bringing India into the business hierarchy around the world. In Tamil Nadu there are many business opportunities, particularly in the micro, small and medium-sized enterprises segment (MSME). Indeed, the MSME is the main source of work in India's rural areas. Its contribution to GDP is more than 40%, and many young businessmen are attracted to start new businesses for themselves. Really the Indian state government is doing a great thing and making the people as entrepreneurs as well as self-employed opportunities even though they should give more advertisement in top most channel.

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Women Empowerment through Kudumbashree units in Kerala

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ABSTRACT: Women empowerment is a core phenomenon in gender literature. In a general sense, it refers to empowering women to be self-dependent by providing them equal access to all the freedoms and opportunities as that of men. In a specific sense, women empowerment refers to enhancing their Economic and financial position in the society. Women entrepreneurs are considered to be most important economic agents for economic expansion of the country. Empowerment cannot occur as a revolution but only as evolution. It is endeavor of Kudumbashree to bring the discussion on women's rights and issues into the heart of development debate. The organisation structure and capacity building programmes of Kudumbashree attempt to develop the leadership capabilities and opportunities for intervention of development activities.

Keywords: Women Empowerment, Kudumbashree, Area Development Society, Community Development Society, Poverty alleviation,

1. INTRODUCTION

Empowerment implies the creation of an enabling environment where individual can fully use their capabilities to take charge of their lives. 'Empowerment' is giving power. Woman's empowerment has become a significant topic of discussion in development and economics. Women's economic empowerment refers to the ability for women to enjoy their right to control and benefit from resources, assets, income and their own time, as well as the ability to manage risk and improve their economic status and well-being. It is a process through which people increase their control of their own lives and decision that affect their day to day life.

The Topic on 'Women Empowerment' is burning issue all over the world. 'Women Empowerment' "and" 'Women Equality' with men is a universal issue. Women Empowerment refers to the creation of an environment for women where they can make decision of their personal benefits as well as to the society.

The main advantages of women empowerment are that, there will be an overall development of the society. The money that women earns does not only help them and or their family. But it also helps to developour society. Women are as talented as men. Previously women were not allowed higher education like men and hence their talents were wasted. But now a days, they are also allowed to go for higher studies and it encourages women to show their talents which will not only benefits her individually but to the whole world at large.

Over the years, the govt. has been emphasizing Women Empowerment is true spirit. Women have to educated and aware of their Rights and Privileges in the modern society. It would be worthy to

conclude with the famous speech of Swami Vivekananda, “There is no chance of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing”.

Government Schemes for Women Empowerment

The government programme for Women Development began as early as 1954 in India but the actual participation began only in 1974. At present, the Government of Indian has over 27 schemes for women operated by different departments and ministries. Some of these are as follows: -

- a) Integrated Rural Development Programme (IRDP)
- b) Training of Rural Youth for Self-Employment (TRYSEM)
- c) Prime Minister’s Rojgar Yojana (PMRY)
- d) Women’s Development Corporation Scheme (WDCS)
- e) Working Women’s Forum
- f) Indira Mahila Yojana
- g) Indira Mahila Kendra
- h) Mahila Samiti Yojana
- i) Rashtriya Mahila Kosh
- j) Khadi and Village Industries Commission
- k) Indira Priyadarshini Yojana
- l) SIDBI’s Mahila Udayam Nidhi Mahila Vikas Nidhi
- m) SBI’s Sree Shakti Scheme
- n) NGO’s Credit Schemes
- o) National Bank for Agriculture and Rural Development Schemes

The efforts of government and its different agencies are ably supplemented by non-government organisation that are playing an equally important role in facilitating Women Empowerment.

Women Empowerment through Kudumbashree

Kudumbashree is fundamentally a women’s organization. Its activities are focused on poverty eradication, which was considered the basic requirement. For advancement of women Kudumbashree is the self-help group movement. Kudumbashree was launched as a poverty eradication programme with a help to empower women members of Kudumbashree.

Kudumbashree the poverty eradication and women empowerment mission of state Kerala is a community-based Self-Help initiative involving per women to contribute her true knowledge, skill and abilities. Kudumbashree project was started in Kerala in 1998. Women Empowerment is one of the main important objectives of Kudumbashree schemes is to improve the standard of living of poor women in rural area. Kudumbashree was conceived as joint programme of the Govt of Kerala and NABARD.

Under Kudumbashree, women have organized themselves under a three-community based organisation they are,

1. NeighborhoodGroups (NHGS)
2. Area Development Society
3. Community Development Society

Neighborhood groups comprising of 20-30 women members selected from poor families. Area Development Society is formed at the ward level by federating 8-10 labour hood groups. The Community Development Society formed at village panchayath level or at municipality or corporation is a federation of all the ADS in the respective panchayath or municipality or corporation.

2. OBJECTIVE OF THE STUDY

This paper is prepared with the objective of the study on Women Empowerment through Kudumbashree units in Kerala and to provide some suggestions for promoting women empowerment through Kudumbashree.

3. METHODOLOGY OF THE STUDY

The paper is basically descriptive one. This paper tries to review Women Empowerment through Kudumbashree units in Kerala. While preparing the paper relies exclusively on secondary data. The Secondary data was collected from various sources like journals, internet, annual reports of Kudumbashree members, Kudumbashree by-laws, magazines and websites.

An overview of Kudumbashree units in Kerala

Kudumbashree, the Kerala State Poverty Eradication Mission was launched on 17th May 1998 inaugurated by the Prime Minister, Shri Atal Bihari Vajpayee. The Mission aims to eradicate absolute poverty within a definite time frame of 10 years under the leadership of Local Self Governments formed and empowered by the 73rd and 74th Amendments of the Constitution of India. The Mission launched by the State Government with the active support of Government of India and NABARD has adopted a different methodology in addressing poverty by organizing the poor in to community-based organizations. The Mission follows a process approach rather than a project approach.

Kudumbashree, a community organization of Neighborhood Groups (NHGs) of women in Kerala, has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas: bringing women together from all spheres of life to fight for their rights or for empowerment. The overall empowerment of women is closely linked to economic empowerment. Women through these NHGs work on a range of issues such as health, nutrition, agriculture, etc. besides income generation activities and seeking micro credit.

Kudumbashree differs from conventional programmes in that it perceives poverty not just as the deprivation of money, but also as the deprivation of basic rights. The poor need to find a collective voice to help claim these rights.

Kudumbashree was conceived as a joint programme of the Government of Kerala and Nabard implemented through Community Development Societies (CDSs) of Poor Women, serving as the community wing of Local Governments. Kudumbashree is formally registered as the "State Poverty Eradication Mission" (SPEM), a society registered under the Travancore Kochi Literary, Scientific and Charitable Societies Act 1955. It has a governing body chaired by the State Minister of LSG. There is a state mission with a field officer in each district. This official structure supports and facilitates the activities of the community network across the state. Kudumbashree differs from conventional programmes in that it perceives poverty not just as the deprivation of money, but also as the deprivation of basic rights. The poor need to find a collective voice to help claim these rights.

The grassroots of Kudumbashree are Neighbourhood Groups (NHG in short) that send representatives to the ward level Area Development Societies (ADS). The ADS sends its representatives to the Community Development Society (CDS), which completes the unique three-tier structure of Kudumbashree. Today, there are 2.77 lakhs NHGs, over 19,854 ADSs and 1073 CDSs in Kudumbashree.

It is this network that brings women to the Grama Sabhas and helps them bring the needs of the poor to the attention of the local governments. The Community Development Societies are also very active in Government programmes and play significant roles in development activities ranging from socio-economic surveys and enterprise development to community management and social audit.

Though its efforts to engage women in civil society in development issues and opportunities, Kudumbashree in association with the local self government of Kerala is charting out new meaning and possibilities for local economic development and citizen centric governance.

4. MISSION

There are two distinguishing characteristics to Kudumbashree which set it apart from the usual SHG model of empowerment. These are,

1. The universality of reach – from its very inception Kudumbashree has attempted to bring every poor woman in the state within its fold, as a consequence of which today Kudumbashree is present in every village panchayat and municipality, and in nearly every ward, colony and hamlet. The sheer spread is mind boggling, and it is only because the local community of women drive the system that it has managed to persevere.
2. The scope of community interface in local governance – the functioning of Kudumbashree is tied up to the development initiatives of the local government be it for social infrastructure, welfare or right based interventions or for employment generation. From food security to health insurance, from housing to enterprise development, from the national wage employment programme to the jagratha samiti, every development experience depends on Kudumbashree to provide the community interface.

It is using these opportunities that Kudumbashree strives to convert a microfinance led financial security model into a more comprehensive model of local economic development.

THE MISSION STATEMENT

To eradicate absolute poverty in ten years through concerted community action under the leadership of local governments, by facilitating organization of the poor for combining self-help with demand-led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty, holistically.

5. VISION

Kudumbashree strives to develop the model of a micro finance led financial security process into a more comprehensive model of local economic development under the aegis of local governments. This would hopefully sustain the transformation of the local governance agenda from welfare to entitlement. Such a transformation does not come about easily and requires rewriting established administrative and development practices

It requires the community acquiring voice and being heard. It requires institutionalizing processes that allow for participation and meaningful contribution. And when we speak of community we speak of the people for whom government is a palpable entity influencing the quality of their lives, as well as of the people on the periphery, both social and physical, for whom manifold deprivations have snuffed out hope of change.

We speak of the women who are finding, through collective endeavours, the stepping stones leading from participation to citizenship in its truest sense. It is through the realization of citizenship that Kudumbashree would be able to significantly address issues of equity and justice.

VARIOUS FACTORS OF KUDUMABASREE.

Kudumbashree is envisaged as a mission, a process, a project and a delivery mechanism for the poor. The following factors are visualized in the Kudumbashree programme.

- Empowerment of women through community-based organization.
- Formation of informal bank for poor women operating round the clock throughout of the year.
- Formation of micro enterprises.

- Convergent community action.
- A further step to decentralization process.
- Establishment of rural marketing networking the state.

SPECIFIC OBJECTIVES OF KUDUMBASHREE.

The specific objectives of Kudumbashree are:

- Identification of the process families through risk indices-based surveys, with the active participation of the poor and the communities to which they belong.
- Empowerment the poor women to improve the productivity and managerial capabilities of the community by organizing them into CBOs (Community Based Organization).
- Encouraging thrift and investment through credit by developing CDS (Community Development Society) to work as informal bank for the poor.
- Improving incomes of the poor through improved skill and investment for self-employment.
- Ensuring better health and nutrition for all.
- Ensuing basic amenities like safe drinking water, sanitary latrines, improved shelter and healthy environment.
- Ensuring a minimum of 5year of primary education for all children, belonging to risk families.
- Enabling the poor to participate in the decentralization process through the CDS as it is a sub system of the local government under it works.

To achieve the specific objectives of the mission, several auxiliary objectives are pursued methodologically.

STRATEGIES OF KUDUMBASHREE

The action plan charted out for Kudumbashree is:

Formation of Women Collectives

The identified poor women from families will be organized into Neighborhood Groups (NHG) representing 15 to 40 families. A five-member team elected from the NHGs will be the cutting edge of the programme, NHGs will be federated democratically into Area Development Societies (ADS) at the Panchayath Municipality Ward Level and then into Community Development Society (CDS) at the Panchayath/Municipal level. Their organizational structures will provide opportunities for collective public action.

More Information/training

Weekly meetings of NHGs, sharing of experiences, discussions, organized/unorganized training etc. will broaden their outlook on better health, better education, better social and economic status.

Skill up gradation training

To facilitate economic development, suitable skill up gradation training will be given to women.

Thrift-credit operations and 24hrs banking system

Enabling women to realize their latent potential, strengthening them through self-help is the main objective of Kudumbashree. Small savings generated at the families are pooled at various level as thrift and used to attract as sub-system of the formal banks.

Better living conditions and infrastructural facilities

The needs identified at NHG level are shaped as micro plans which are integrated into mini plans at ADS level action plan at CDS level. This will be the antipoverty sub plan of the local body and this will facilitate convergent delivery of government programmes meant for poor. Rather than the traditional system of heavily subsidized approach, Kudumbashree promotes self-help approach for building houses, latrines, access to drinking water, sanitary facilities etc., availing the minimum

support from government. Common infrastructural facilities in the community strengthen them further.

Micro enterprises for sustainable economic development

Providing skill upgradation trainings, self-employment opportunities and infrastructural development through wage employment schemes are preparing grounds for further development of successful micro enterprise. Kudumbashree is bent on giving necessary resource support and facilitate forward/backward linkages etc., to promote micro-entrepreneurship among poor women.

Power to the people especially the poor women

The skill for identification of needs, fixing priorities, vailing resources, bridging between needs and resources in a cost-effective manner etc. are thought to the poor women group in various phases. In the decentralization of power to the local bodies and common man, Kudumbashree acts as a healthy sub-system facilitating participation of poor women in the planning, implementation and monitoring the programme.

Leadership decision making power

Interaction in women collectively will help them to have a better understanding which will lead to emergency of leadership. This will help to ensure efficient women leadership to elected governments in future.

The ultimate goal

Reaching out family through women and community through family is the ultimate target of Kudumbashree.

6. FINDINGS, SUGGESTIONS AND CONCLUSION

The study on “Women Empowerment through Kudumbasree Unit in Kerala” reveals that the Kudumbasree units place an important role in women empowerment. Even then, the members face certain problems especially lack of funds, lack of family support, and cooperation from fellow members, authorities, etc. To eliminate this problems, necessary steps should be taken by the concerned authorities.

Continuous leadership training required for individual and group members, Women empowerment and awareness program should be conducted at regular intervals. Regular participation in neighborhood groups, involvement in the social activities conducted by Kudumbasree and the knowledge acquired through different types of training and awareness programmes enable women to make positive changes in their attitudes and behavior in their real lives. These changes in the attitude and behavior help them to work more efficiently and honestly to earn more income and to enhance and empower.

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About the Institution

St. John's College of Arts and Science is a dream come true for the disadvantaged people along the coastline of Kanyakumari District. Rev. Frs. V. John Bosco and Albin Roby, the founders of this college, have been the trustees of the JVDC Trust (Jan Vriend Development Centre Trust) for the past 12 years to promote higher education among the less fortunate young students of the coastal belt sponsored by Rev. Fr. Jan Vriend from the Netherlands. Fr. Vriend has an ecclesiastical and ecumenical philanthropy to help the poor and downtrodden. The need of this College was very much felt way back in 2002. The discussions on how to realize this dream grappled these priests for a couple of years and in February 2005 Fr. Jan Vriend and his pastoral team successfully finalized the 'modus operandi' of this project. The former Bishop Late Rt. Rev. Dr Leon Dharmaraj D. D. had been a source of great moral support since its inception.

The Patron of this College Rev. Fr. John Vriend and the Founders Rev. Frs. V. John Bosco and Rev. Fr. Albin Roby believe that education alone can unlock the golden gates of freedom and development. So with a missionary zeal they are fully committed to provide the best education founded on Christian values of faith, hope and love. The Most Rev. Dr. Peter Remigius, the Bishop of Kottar gave his blessings by laying the corner stone of this St. John's College of Arts and Science. The Government of Tamil Nadu crowned the efforts of the patron and the founders by granting its permission through the G.O M.S. No.54 dated 04.02.2009. The Manonmaniam Sundaranar University, Tirunelveli, has given its affiliation to the College to function from the Academic year of 2009–2010.

About the Department

The Department of Commerce, St. John's College of Arts and Science started its journey from the Academic year 2009-2010. In the Academic year 2012-2013 as a glorious mark of the development of the Department, the College was given permission to begin Post Graduation of Commerce. The Department has been producing university rank holders both UG and PG level. Adding yet another feather to our cap many students are teaching and working in Corporate sectors abroad. We try to provide a value based education with all the possible opportunities to transform all the students into potential citizens and to build the nation to enviable heights. Once again the Department has achieved a remarkable mile stone in its path by forming its own Research Centre in December 2019.

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