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VSRD INTERNATIONAL JOURNAL OF TECHNICAL AND NON-TECHNICAL RESEARCH

E-ISSN: 0976-7967, P-ISSN: 2319-2216
(UGC APPROVED SERIAL NO. 48578)

SPECIAL ISSUE

VOLUME IX MARCH 2018

Editors: Dr. Divya Chowdhry, Dr. Anil Kumar Singh & Dr. Nandita Verma

1st International Conference on "INNOVATION IN MULTI-DISCIPLINES OF MANAGEMENT AND INFORMATION TECHNOLOGY" (IC-IMMIT 2018)

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● Volume IX ● Issue (Special Issue) ● March 2018

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TECHNICAL AND NON-TECHNICAL RESEARCH
e-ISSN: 0976-7967, p-ISSN: 2319-2216

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VSRD International Journals
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Printed & Bound in India

VSRD INTERNATIONAL JOURNALS

A Research Division of Visual Soft (India) Pvt. Ltd.

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E D I T O R I A L

It is a matter of great pride and pleasure for us to host the International Conference on ***Innovation in Multi-Disciplines of Management & Information Technology (IC-IMMIT 2018)*** *organized by Jagran Institute of Management in association with Jagran Prakashan Ltd. and MSME Development Institute, Kanpur from February 26 to 27, 2018 .*

Innovation is of significant importance for any economy irrespective of its stage of development. It is also the foundation stone which stimulates competition in the economy and provides the positive vibes for economic development. However, the question of enhancing Innovation in the new and competitive global era is a concern for the industrialists, academicians, researchers and policy makers. The stress is on how to create sustainable and resilient businesses and develop innovative spirit in growing economies. This motivated us to organize a Conference on the seminal issue.

The objective of the Conference is to take stock of the status of Innovation in technology as well as in growing economies all over the world. So there is need to bring together policy makers, academicians, the business community and researchers to interact and share their expertise, experiences, insights as well as thoughts from research and practice.

The organizers of the Conference and Conveners have tried to give this Conference stature where-in many research papers are received from different parts of the country and world. Submissions in the form of empirical, conceptual, practitioner's papers and case studies are invited, which address various issues related to Innovation. All submissions are subject to a blind review process. We have got one hundred forty five (145) papers and after a critical blind peer review process, sixty (60) verified papers have been published in UGC approved journal and others are invited for presentation. The remaining papers will be published in an ISSN No. Journal or as Conference proceedings.

The Conference has one Keynote Address in the Inaugural Session by International speaker Dr. Madeline Berma, Associate Professor, Faculty of Economics & Management, University Kebangsaan, Malaysia and Chief Guest Speaker Mr.Umang Sivastava, Founder and Joint Managing Director, BONITA, who is the winner of Innovation Award from IHA-USA. Other eminent speakers are from Acadinnet Bangalore, IIT Kanpur, MSME-DI Kanpur, HBTU Kanpur, Banaras Hindu University Varanasi, C.S. Azad University of Agriculture & Technology Kanpur and many more.

We feel privileged in thanking all those who have helped us in making this Conference successful. From every little gesture of help to grand support, each action is acknowledged. Special thanks to respected Chairman, Vice- Chairperson and CEO of Jagran Education Foundation for their enormous support, motivation and guidance.

We wish you all to learn, gather and make memories worth remembering. We wish each one of you a very successful year ahead and look forward to meeting again to make unforgettable moments.

Dr. Divya Chowdhry
(Director-JIM &
Conference Convener)

Dr. Anil Kumar Singh
(Associate Professor &
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Dr. Nandita Verma
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A STUDY OF INTERNET USAGE IN RELATION TO GENERAL AWARENESS, MOTIVATION AND ACADEMIC GROWTH AT SECONDARY LEVEL

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ABSTRACT

Using internet minimizes the time of viewer towards other activities. Small children have been found to be potential users of internet media. Researches have revealed that internet usage influences the children as well as adults. This study includes general viewing habits, social relations and some associated problems like mutual interaction and talks. Ninah (1991) has done a commendable work and the results have revealed that all parents are of the opinion that because of internet there is deterioration in the values among children and they adjust all their activities as per the interne programs. It is very important that internet usage should remain a stimulating activity for the child, at the same time, it should not become detrimental in any way. Internet is a potent non-formal & formal agency of education. Internet can be used as a supplement/reinforce for what has already been learnt-in school by children.Good programs for children should not be merely educational but should also retain their recreationalinterests with special reference to general awareness, motivation and academic growth.

Keywords:, Children, Secondary Education, Internet Usage, Stimulating Activities

1. INTRODUCTION

When a technology goes through a major transformation phase and yields a successful innovation, it becomes a great learning experience, not only for the parent industry but other industries as well. Some reports revealed that using internet minimizes the time of viewer towards other activities. Small children have been found to be potential users of internet media revealed that internet usage influences the children as well as adults. This study includes general viewing habits, social relations and some associated problems like mutual interaction and talks. It is very important that internet usage should remain a stimulating activity for the child, at the same time, it should not become detrimental in any way. Good children's programs are necessary which cater to their needs and interests, and are comprehensible to them. Details like the time of telecast program format should also be taken into consideration. Good programs for children should not be merely educational but should also retain their recreational interests with special reference to general awareness, motivation and academic growth.

2. STATEMENT OF THE PROBLEM

In the context of what is stated above, the investigator has, therefore, formulated a research problem for investigation which reads as:

"A study of internet usage in relation to general awareness, motivation and academic growth at secondary level"

3. OBJECTIVES OF THE STUDY

- To compare the Internet usage pattern and general awareness of secondary school students.
  - To compare the Internet usage pattern and general awareness of secondary school male students.
  - To compare the Internet usage pattern and general awareness of secondary school female students.
- To compare the pattern of Internet usage and motivation among secondary school students.
  - To compare the pattern of Internet usage and motivation among secondary school male students.
  - To compare the pattern of Internet usage and motivation among secondary school female students.
- To compare the pattern of Internet usage and academic growth of secondary school students.
  - To compare the pattern of Internet usage and academic growth of secondary school male students.
  - To compare the pattern of Internet usage and academic growth of secondary school female students.

4. HYPOTHESIS OF THE STUDY

1. Pattern of Internet usage is associated with general awareness of secondary school students. a) Pattern of Internet usage is associated with general awareness of secondary school male students. b) Pattern of Internet usage is associated with general awareness of secondary school female students.
2. Pattern of Internet usage is associated with

motivation among students of secondary schools. a) Pattern of Internet usage is associated with motivation among male students of secondary schools. b) Pattern of Internet usage is associated with motivation among female students of secondary schools.

3. Pattern of Internet usage is associated with academic growth of secondary school students. a) Pattern of. Internet usage is associated with academic growth of secondary school male students b) Pattern of Internet usage is associated with academic growth of secondary school female students.

5. TERMS USED IN THE STUDY

Definitions

A. General awareness

Meaning of General = broad, common, universal

Meaning of Awareness = knowledge about a particular situation or development.

General+ Awareness = broad knowledge about a particular situation or development

General awareness means knowledge about the present happenings.

B. Motivation:

Motivation is a term synonymous to general knowledge. In today's world that child or adult is successful who is specialist of a field and have a wide general knowledge or motivation about other fields. Any agency which increases motivation must be welcomed. motivation comprises of two types of subject matters:

1. Which are constant with reference to time as for example historical event etc.
2. The current affairs.

These two types of matters are spreader over different fields like Science, Art, Culture, History, Geography, Advertising, Political Science, Economics, Sociology, Literature etc.

C. Academic Growth:

Academic growth is the measure of a student's progress between two points in time.

Delimitation of the Study

Keeping in view the resources of the investigator the present study was delimited to:

1. Its method, sampling, tools and technique have limited the study.
2. The study has been confined to the students of XI and XII grade.
3. The study is concerned with public schools.

Need and Importance of the study

The study deals with its immense educational, social and psychological importance. Following views high light on above importance of the study:

Educational Importance:

Education is regarded as a process of development of socially desirable behaviour among students. Learning from Internet usage is not only a matter of duration of usage but also the quality of programs. A good quality program can lead to two consequences. It would lead to increase in linguistic, cognitive skills (depending on the program objectives) and longer duration of viewing and this subsequently may have detrimental effect on children. For adequate learning therefore a right combination of content and duration of usage is necessary. So the investigator feels that INTERNET USAGE opens new dimension of experience before young children. The study in hand will reveal the educational importance of internet usage. The researcher has worked to emphasize on how far the pattern of internet usage and duration will affect the development of personality, motivation and their academic growth.

6. METHOD AND PROCEDURE

All 11th and 12th grader of science and commerce group, belonging to medium SES studying in different Higher Secondary Schools affiliated with CBSE Board of the area of Moradabad Commissionaire are constituted the population of the present study,

7. SAMPLE AND SAMPLING PROCEDURE

569 students of XI and XII grade of Public Schools have been selected for the study. Out of these 330 were the boys and 239 girls.

8. VARIABLES OF THE STUDY

In the present study, the following variables were used under four headings:-

(A) Independent Variable:

INTERNET USAGE PATTERN:

Preference of using internet:

(i) Knowledge (Discovery, News, quiz etc)
(ii) Religious (Religious channel, religious films etc)
(iv) Entertainment (Film, music, family serials etc)
(v) Sports (sports channels, sports related news etc.)

(B) Dependent Variables

(i) Sixteen general awareness
(ii) Motivation
(iii) Academic growth.
(C) Moderator Variable: Sex

(D) Controlled Variables

(i) Level of Study
(ii) Locality
(iii) Family back—ground and SES.

9. RESEARCH TOOLS USED

The tools are the most important constituents of the research design because the sum of and success of the researcher and of the whole study itself fully depends upon

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the relevant as well as appropriate tools. The following tools have been used for the present study:

Variables Tools

1. Internet usage pattern - Self reporting Performa & parents report / Interview technique from students and parents.
2. Sixteen general awareness Cattells sixteen PF Questionnaire
3. Motivation Self prepared Test
4. Academic growth EIR of S.P. Kulshreshta
5. Socio — Economic Status S.D. Kapoor's SES scale Questionnaire Urban (SESSQ — U)

10. STATISTICAL TECHNIQUES USED

In fact Internet usage pattern is independent variable. This variable is discrete in nature and sixteen PF, motivation and academic growth are dependent variables. These variables are both discrete and continuous in nature. Hence Analysis of variance followed by t test is used.

11. CONCLUSION

Conclusions regarding INTERNET USAGE and general awareness of Secondary School MALE Students:

1. Students preferring knowledge & entertainment based programmes do more affectothemic as compared to those prefer religious and sports based programmes. Students preferring sports based programmes are more affectothemic as compared to those preferring religious programmes.

2. Male students preferring religious & sports based programmes have lower scholastic mental capacity as compared to those preferring knowledge and entertainment based programmes. Students preferring sports programmes have more lower scholastic mental capacity rather than those who prefer religious programmes.

3. Male students preferring knowledge & sports based programmes have lower ego strength as compared to those preferring entertainment based programmes.

4. MOBILE programmes preferences have nothing to do with submissiveness and dominance personality trait.

It can be concluded that some (50%) general awareness are associated with male students' programme prefance and some traits are not associated with programme preferences at all.

5. It can be concluded that 60% students have no relation with their personality in reference to above these traits whether they devote much or less time. Only 40% students have relation with time devotion.

Conclusions regarding Internet Usage and general awareness of Secondary School FEMALE Students:

1. Female students preferring religious programmes have more lower scholastic mental capacity than those who prefer knowledge and entertainment programmes.

2. Internet usage programme preferences have no effect at all on Lower-Higher Strength Personality Trait.

3. Internet usage programme preferences have nothing to do with Low & High Ergic Tension Personality Trait. It can be concluded that some (40%) general awareness are associated with students' Programme preferences and some traits are not associated with programme preferences at all. It is against the common belief that majority of students devote too much time in using internet.

4. In short it can be said that the students who devote less time to Internet usage have high scholastic mental capacity and have high self-concept control as compared to those who devote much time to Internet usage. It can be concluded that 80% female students have no effect on their personality whether they devote much or less time.

Conclusions regarding internet usage and motivation Among Secondary School FEMALE Students:

Female Students preferring knowledge based programmes have more motivation as compared to those who prefer religious, entertainment and sports programmes. It can be concluded that female students who prefer to watch discovery channels, different types of quiz, news, current affair programmes increase their knowledge, vocabulary and awareness rather than those who prefer to watch other programmes. The result open other thing that male students prefer both knowledge and sports based programmes and both types of programmes increase motivation of male students but female students prefer more knowledge based programmes rather than other types of programmes and it increase their motivation. **2.**It can be concluded that whether students devote much or less time to Internet usage , it cannot increase their .motivation but T.V. Programme preferences can increase their motivation.

Conclusions regarding Internet usage Pattern and academic growth of Secondary School MALE Students:

Internet usage programmes preferences are associated with academic growth. Techanical students prefer less religious programmes, fine art students prefer less entertainment programmes. Students of agriculture prefer less knowledge programmes. Commerce students prefer entertainment programmes more than expected. Academic growth has nothing to do with time duration.

Conclusions regarding Internet usage Pattern and academic growth of Secondary School FEMALE Students:

Internet usage programmes preferences are associated with academic growth for female students. Science students prefer knowledge based programmes fairly high. Agriculture students prefer more sports programmes. Humanity students prefer religious programme more than expected. Academic growth has nothing to do with time duration.

12. VALIDITY OF THE HYPOTHESIS

Following hypothesis was proposed to be tested:

1. Pattern of Internet usage is associated with general awareness of secondary school students. a) Pattern of Internet usage is associated with general awareness of secondary school male students. b) Pattern of Internet usage is associated with general awareness of secondary school female students.
2. Pattern of Internet usage is associated with motivation among students of secondary schools. a) Pattern of Internet usage is associated with motivation among male students of secondary schools. b) Pattern of Internet usage is associated with motivation among female students of secondary schools.
3. Pattern of Internet usage is associated with academic growth of secondary schools students. a) Pattern of Internet usage is associated with academic growth of secondary school male students. b) Pattern of Internet usage is associated with academic growth of secondary school female students.

The entire above hypothesis have been found partially true.

13. IMPLICATIONS

A. It is recommended that Parents should encourage to watch knowledge based programmes such as discovery channel, education quiz, news, sports news, current affairs. These programmes will help them to increase their motivation and they would be able to face the society of today & tomorrow. B. Internet is a potent non-formal & formal agency of education. Internet can be used as a supplement/reinforce for what has already been learnt-in school by children. **C**. For majority who cannot go to school it can provide literacy programs and stimulate their intellectual development by exposure to different situations and events. **D**. This can be accomplished through good quality. In India we are beginning to use MOBILE to sensitize people on population problems , gender issues and other social issues like evils of dowry**. E.** Good programs for children should not be merely educational but should also retain their recreational value. This can be best achieved through combined effort on the part of policy makers, academicians, producers and parents.

14. SUGGESTIONS FOR FURTHER STUDY

1. A study on the parallel line can be conducted taken other independent variables like attitude and values. It is because the effect of internet on the psyche of students is a matter of debate
2. Other moderator variables like rural urban, intelligence level, different age groups and occupational groups can also be introduced.
3. Same study can be repeated on a larger sample.
4. Analysis of the data may also be carried out with a multi variants analysis of variance.
5. The study can also be repeated targeting specifically rural area and socially economically backward subjects.

15. REFERENCES

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e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

A CASE STUDY ON THE PUBLIC BICYCLE SHARING SYSTEMS AT MYSURU : AN INITIATIVE FOR SUSTAINABLE GROWTH

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ABSTRACT

Public Bicycle Sharing System at Mysuru, Karnataka is gaining momentum and adding new users each passing day. The general public and registered users see the system as a vehicle for sustainable development. The service impacts multiple variable such as environmental protection, reduction in vehicular pollution, reduces traffic congestion, improves convenience and helps in maintaining physical fitness of the users.The research paper focuses on the awareness, participation, feedback of the general public on the said system.

Keywords: Public Bike Share system (PBS), Transportation, Sustainable Development

1. INTRODUCTION

Mysuru, a district in the state of Karnataka, India, has an area of 6,854 sq. kms and a population of about 10 lakhs and 8.15 lakh motor vehicles. The heritage city was adjudged as the cleanest city of the country twice in a row. The city is popular for its cultural, heritage, tradition, tourism and for education. The favorable climatic condition is an add on the city.

The city got its public bicycle sharing system on 4th June 2017 as it has broad roads, steady flow of tourists, cell phone savvy citizens. The city also attracts 20 lakh tourist in a year, in which, 5 lakhs are foreigners. The new Public Bike Share system (PBS) has earned acceptance by the general public and seems to be the next way of transportation in the city.

Transportation and communication are two most important infrastructure factors in the development of any economy. But, it is also evident that these infrastructure factors affect the environmental elements and has a negative influence on theSustainable development ideas. The attempt of bringing back nonpolluting transport vehicles like a bicycle to the roads and encouraging public to use it is a big strayed forward towards sustainable development idea.

Well, Sustainable development is the development which ensures the present generation meets its needs without compromising with the ability of the future generations to meet their own needs.

2. OBJECTIVES

- To understand the working of the PBS
- To know the public awareness and participation in the PBS.
- To collect public feedback on the service of PBS.

3. LITERATURE REVIEW

Sr. Lecturer in Transportation, University of Huddersfield, AlexandrosNikitas (2014) in his article titled the global bike sharing boom – why cities love a cycling scheme opines that the urban roads are facing challenges like pollution, congestion and losing sustainability. He suggests that, in order to bring back the beauty to our cities and make them sustainable, one must address the challenges either by restricting the usage of cars or by coming up with alternatives. In the same article, the author suggests cycle sharing system is the best alternative as it reduces pollution, improvesflexibility, reduces congestion and fuel consumption, and improves the health and financial condition of individuals.

The literature suggests that the idea of public bicycle sharing is not new, it originated in 1960s. Till 2004, it was not a sought after idea as only 11 cities across the world had adopted the idea. With improved technology in terms of sharing, protection against theft today, more than 1000 cities across 5 continents have bicycle sharing systems.

Ministry of Urban Development defines Cycle Sharing as; Cycle sharing is a flexible form of personal public transport. Cycles are stored in a closely spaced network of stations. With a smart card or other form of identification, a user can check out a cycle from a station, use it for a short ride, and return it to any other station.

A report by the Ministry of Urban Development, Government of India, suggests few important features, political will as an important factor to set up a cycle sharing system, common users of shared cycles are students, commuters and tourists. The report also suggests few indictors to evaluate the success of the cycle sharing system in a city includes, Total number of registered users, Trips per day per cycle, fraction of registered users who previously used private transport and fraction of registered users who previously used public transport.

Under the Global Environment Facility grant, Mysuru city, in Karnataka state, India, has received partial funding for setting up the Public Bicycle Sharing system. The system in the city currently houses 52 hubs and 450 bicycles.

Dr Miriam Ricci (2015) says that, there is no evidence that bike sharing significantly reduces traffic congestion, carbon emissions and pollution. The researchers also opine that there is a no system set up to evaluate the success of the bike sharing system against its original objectives.

ChhaviDhingra and SanthoshKodukula list out the benefits of public bicycle sharing system, promotes clean and low carbon transport system, cost effective and flexible, implementation and operation costs are lower when compare to motorized feeder services, improved personal health, reduced traffic congestion, fuel usage, air and noise pollution, and preservation of the city space are of course other benefits.

Ying Zhang , Tom Thomas, M. J. G. Brussel, M. F. A. M. van Maarseveen (2016) The smart card technology implemented in public bicycle system has enabled to get station-based data or trip-level data. The researchers use the statistical and spatial analyses to examine the changes in both users and system usage between before and after the system expansion. In conclusion of the research it is recorded that, expansion will not only addnew users to the system but help out the existing users to reach out to different areas.

Ashish Choudhary Ar. Nitesh Dogne, Ar. Yogesh Bhardwaj (2015). These researchers explore the infrastructural needs in order to set up the Public Bike riding system in India. The research also determines the quality and efficiency of the service to be established.

The research carried out by **TamásMátrai and JánosTóth(2016)**, presents a comparative picture between the 4th generation public ride sharing system and previous ones. It gives a brief about the existing ride sharing system in place and introduces categorization strategy.

Jiawei Zhang, Xiao Pan, Moyin Li and Philip S (2016).examines the positive effects of the bicycle sharing system, it also examines factors such as trip prediction, mobile data mining etc.

The study conducted by Yu states that real time information can be sought and analyzed so that the bike docking stations remain stocked with bicycles all the time.

Monika Rani* and O. P. Vyas (2017) focuses on the sensors at bike stations, which passes wireless communication to stations, provides real time data, all of which helps in reducing the effort and saving the time for the user.

4. RESEARCH METHODOLOGY

Primary data for the research is collected thorough structured questionnaire. 101 respondents are taken as sample size. Respondents fall into the age group of 15+ to 45+. The secondary data is considered to understand the working of PBS in Mysuru and other parts of the world.

Objective 1: The working of the PBS at Mysuru.

The first PBS was introduced in 1965 at Amsterdam, although it failed, as of 2014, the PBS is at 50 countries on five continents, including 712 cities, operating approximately 806,200 bicycles at 37,500 stations.

Karnataka's Directorate of Urban Land Transport (DULT) granted PBS to Mysuru. The PBS is named as TrinTrin. The project is partially funded by World Bank Global Environmental Facility, the next six year's estimated cost, including the setting up of hubs, bicycles and maintenance is 20.5cr rupees. Green Wheel Ride, a Mysuru based enterprise has bagged the outsourced order for the operation of TrinTrin.

The procedure of TrinTrin is based on 4Rs. Register -> Release-> Ride -> Return. Every user has to register herself online or through the TrinTrin App. Aadhar is mandatory for registration. Registered users get a smart card, in the Bicycle hubs, on placing the smart card on the reader next to the desired cycle, the LED lights glow and the cycle is released. The user now can ride the bicycle and return it at the same hub or any hub located across the city.

The registration fee comes up to Rs. 350 which includes security deposit of Rs. 250, processing fee of Rs. 50 and user fee (valid for 1 month) of Rs. 50.

Rental Details

Duration	Member user fees
0-30 minutes	Rs. 0/-
30 minutes to 1 hour	Rs. 5/-
1-2 hours	Rs. 15/-
2 -3 hours	Rs. 35/-
3-4 hours	Rs. 65/-
Up to 6 hours	Rs. 95/-
Up to 8 hours	Rs. 120/-

Table No. 01: Rental Tariff details of TrinTrin bicycles at Mysuru

TrinTrin Registration Centers - KSRTC Bus Stand, City Bus Stand, Mysore Railway Station, RTO, Mysore Zoo, Mysore Palace**. Karnataka One Registration Centers** – Gokulam, New SheshadriIyer road, Ramakrishna nagar, Nazarabad, Krishnamurthy puram, Siddarth layout

5. TECHNOLOGY BEHIND PBS

The world is at the fourth generation of PBS. First generation – Free Bike system.Second generation – Coin deposit system.Third generation – Smart Card system.Third generation+ – Smart card system with real time availability of bicycles and GPS systems included.TrinTrin has adopted the 4th generation of PBS and it has effectively utilized the Information technology.

Objective 2: To know the public awareness and participation in the PBS.

AWARE Public Bicycle Sharing System	FREQ	PER
NO	1	0.01
YES	100	0.99
TOTAL	101	

H_0: Mysore citizen are not aware of Public Bicycle Sharing System
H_a: Mysore citizen are aware of Public Bicycle Sharing System

AWARE			
	Observed N	Expected N	Residual
NO	1	50.5	-49.5
YES	100	50.5	49.5
Total	101		

Test Statistics	
	AWARE
Chi-Square	97.040[a]
df	1
p-value	0.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.5.	

Test is significant and null hypothesis is rejected.

Registered user of TrinTrin	FREQ	PER
No	92	0.91
YES	9	0.09
TOTAL	101	

H_0: Majority of Mysore citizen are registered user of Trin-Trin
H_a: Majority of Mysore citizen are not registered user of Trin-Trin

REGISTERED			
	Observed N	Expected N	Residual
NO	92	50.5	41.5
YES	9	50.5	-41.5
Total	101		

Test Statistics	
	REGISTERED
Chi-Square	68.208[a]
df	1
p-value	0.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.5.	

Test is significant and null hypothesis is rejected.

Objective 3: To collect public feedback on the service of PBS.

Trin-Trin popular in Mysore	FREQ	PER
No	15	0.15
Yes	86	0.85
TOTAL	101	

H_0: Trin-Trin is not popular in Mysore city
H_a: Trin-Trin is popular in Mysore city

POPULAR			
	Observed N	Expected N	Residual
NO	15	50.5	-35.5
YES	86	50.5	35.5
Total	101		

Test Statistics	
	POPULAR
Chi-Square	49.911[a]
df	1
p-value	0.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.5.	

Test is significant and null hypothesis is rejected.

Feedback on TrinTrin	FREQ	PER
Good	52	0.51
Not sure	11	0.11
Very Good	38	0.38
TOTAL	**101**	

H_0: Mysuru citizen did not provide favorable feedback on Trin-Trin
H_a: Mysuru citizen did provide favorable feedback on Trin-Trin

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
FEEDBACK	101	4.27	0.646	0.064

One-Sample Test						
	Test Value = 3					
	t	df	p-value	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
FEEDBACK	19.704	100	0.000	1.267	1.14	1.39

Test is significant and null hypothesis is rejected.

6. FINDINGS AND DISCUSSION

- Citizens of Mysuru are well aware of the Public Bicycle Sharing System.
- Majority of the citizens are yet to register for the service. As per the data avaliable, close to 7,500 people have registered.
- Although the registration is less in comparision to the population, the service is popular amongst the general public.
- The feedback on the entire service is favorable.
- Respondents are of the opinion that the service is environmental friendly, helps in reduction of traffic

congestion and it's a good mode for physical fitness.

7. SUGGESTIONS

- PBS has received good feedback from the general public and its time for the Corporation to aggressively market the service and increase the registrations.
- Safety devices like Helmets to be provided for the users.
- Cycles to have mirrored and locks.
- General public should ensure they protect the public property.

8. CONCLUSION

PBS is a good initiative towards sustainable development. One system, takes care of many variable like traffic, physical fitness, environment, personal finance, convenience, employment etc. Initiatives of this kind should be promoted extensively by the governments.

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IMPORTANCE OF KNOWLEDGE MANAGEMENT IN BUSINESS INTELLIGENCE AND DECISION SUPPORT

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ABSTRACT

'Knowledge is Power' and it recognizes the reality of our everyday working and personal lives. Knowledge has become the key considered quality for the twenty first century and for every organization that values knowledge it must invest in developing the best strategy for identifying, developing and applying the knowledge assets it needs to succeed. Knowledge Management (KM) is a compliance that improves the ability of organizations to solve problems better, adapt, evolve to meet changing business requirements and survive disrupting changes such. The present paper focuses on the importance of Knowledge Management in Business Intelligence and Decision Support System. This paper will also provide an introduction to the increasingly important area of Business Intelligence & data mining and explain how knowledge is benefited for organization and decision support.

Keywords: Knowledge Management, Data Mining, Business Intelligence, Decision Support System.

1. INTRODUCTION

Knowledge is an important asset to any organization and what an organization does with this knowledge can be a critical component in their success. Knowledge alone can give one organization a distinct competitive advantage in the market. Knowledge encompasses far more than intellectual property such as processes and methods that might be unique to an organization.

2. KNOWLEDGE MANAGEMENT

According to Gartner, "Knowledge management is a discipline that promotes an integrated approach to identifying, capturing, evaluating, retrieving, and sharing all of an enterprise's information assets. These advantages may incorporate databases, reports, strategies, systems, and already un-caught skill and involvement in singular specialists.

According to Knowledge Management Tools, knowledge typically falls into one of three categories:

- **Explicit knowledge:** Including document management, intelligence gathering, and data and text mining.
- **Tacit knowledge:** Including surveys and questionnaires, information from individual and group interviews, focus groups, network analysis, and findings from observation.
- **Embedded Knowledge:** Referring to knowledge that's not immediately obvious or available on the surface, including analysis from observations, reverse engineering, modeling tools to identify knowledge that may be stored within procedures and the like.

3. KNOWLEDGE MANAGEMENT ASPECT

Knowledge management is a collection of systematic approaches to help information and knowledge flow to and between the right people at the right time. KM is essentially about getting the right knowledge to the right person at the right time. KM may also include new knowledge creation, or it may solely focus on knowledge sharing, storage, and refinement. Implementing knowledge management thus has several dimensions including:

Figure 1: Dimensions of KM

- **Strategy:** KM strategy must be dependent on corporate strategy. The objective is to manage, share and create relevant knowledge assets that will help meet tactical and strategic requirements.
- **Organizational Culture:** The organizational culture influences the way people interact, the context within which knowledge is created, the resistance they will have towards certain changes, and ultimately the way they share or the way they do not share knowledge.
- **Organizational Processes:** The right processes, environments, and systems that enable KM to be

implemented in the organization.

- **Management & Leadership:** KM requires competent and experienced leadership at all levels. There are a wide variety of KM related roles that an organization may or may not need to implement.
- **Technology:** The systems, tools and technologies that fit the organization's requirements properly designed and implemented.
- **Politics:** The long-term support to implement and sustain initiatives that involve virtually all organizational functions, which may be costly to implement (both from the perspective of time and money).

4. BUSINESS INTELLIGENCE

According to Gartner, Business Intelligence (BI) as a set of all technologies that gather and analyze data to improve decision making. In business intelligence, intelligence is often defined as the discovery and explanation of hidden, inherent, and decision-relevant contexts in large amounts of business and economic data.

5. STRUCTURE OF BI

BI is formed by a set of various software technologies as [Olszak & Batko, 2012]: Data warehouse (DW), data marts, data mining, online analytical processing (OLAP), extraction transform load (ETL) and other reporting applications.

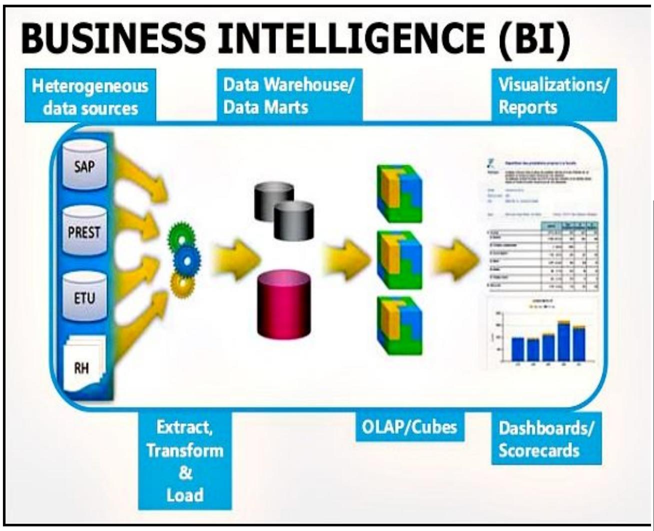

Figure 2: Structure of BI

- **DW:** It is an integrated collection of the summarized and historic data, which is collected from internal and external data sources [Radonic, 2007]. It is the significant component of BI, and subject oriented and integrated. It supports the spread of data by handling the numerous enterprise records for sintegration, cleansing, aggregation and query tasks.
- **Data Marts:** These are small sized DWs, usually created by individual departments [Khan, 2012]. These are a collection of subject areas organized for decision support based on the needs of a given department. These help business experts for the analysis of past trends and experiences [Inmon, 1999].
- **Data Mining:** It is a method of finding patterns, correlation, generalizations, regularities and rules in data resources and trends by modifying through the large amount of data, which is stored in the warehouse. [Muhammad & Ibrahim, 2014].
- **OLAP:** It is the technology that enables the user to interact, analyze, report and present the data in the DW. It represents a form of a multidimensional and summarized business data analysis, and is used for reporting, analysis, modeling and planning for optimizing the business [Panian & Klepac, 2003]. It refers to the way in which business users can slice and dice their way by using complicated tools that allow for the improvement of business [Ranjan, 2009].
- **ETL:** It is a set of actions by which data is extracted from numerous databases, applications and systems, transformed as capture, and is loaded into target database. It is responsible for data transfer from operational or transaction systems to DW [Gadu & El-Khameesy, 2014].

6. RELATIONSHIP BETWEEN BI AND KM

The relationship between BI and KM perform similar activities in collecting data, organizing the data, analyzing data, aggregating data and applying data to generate solutions to help make business decisions. However KM includes two other activities that BI lacks. These activities are the creation of new knowledge and the dispersion of knowledge throughout an organization. This is where knowledge management encompasses the activities of business intelligence. The below table shows the similar and different activities performed by KM and BI.

Table 1: Activities between KM vs BI

Knowledge Management	Business Intelligence
1. Capture data	1. Capture data
2. Organize data	2. Organize data
3. Analyze data	3. Analyze data
4. Aggregate data	4. Aggregate data
5. Apply data	5. Apply data
6. Create new knowledge	6. No equivalent action!
7. Knowledge dispersion	7. No equivalent action!

7. DECISION SUPPORT SYSTEM

A decision support system (DSS) is a computerized information system used to support decision-making in an organization or a business. A DSS lets users sift through and analyze massive reams of data and compile information that can be used to solve problems and make better decisions. The benefits of decision support systems include more informed decision-making, timely problem solving and improved efficiency for dealing with problems with rapidly changing variables.

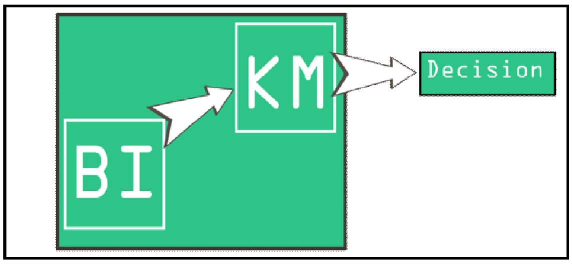

Figure 3: BI and KM for DSS

A properly designed DSS is an interactive software-based system intended to help decision makers compile useful information from a combination of raw data, documents, personal knowledge or business models to identify and solve problems and make decisions. Typical information that a decision support application might gather and present are:

- Inventories of all of your current information assets (including legacy and relational data sources, cubes, data warehouses, and data marts),
- Comparative sales figures between one week and the next,
- Projected revenue figures based on new product sales assumptions.

8. INTEGRATION OF KM AND BI FOR DSS

BI and KM provides real technological support for Strategic Management (Albescu et al., 2008). This integration will not only facilitate the capturing and coding of knowledge but also enhances the retrieval and sharing of knowledge across the organization to gain strategic advantage and also to sustain it in competitive market (Khan and Quadri, 2012).

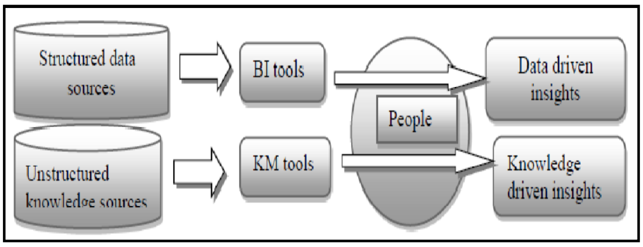

Figure 4: Technological Integration b/w BI and KM

Both BI and KM is the scope of activities involved in each area. Business intelligence focuses solely on capturing data, manipulating the data and analyzing the data. Whereas knowledge management would perform business intelligence activities while also pursuing the creation of new knowledge.

9. IMPORTANCE OF KM IN DECISION SUPPORT

There are some reasons why KM is significant to implement:

- It ensure all pertinent data and resources can be access by employees when they require it
- Important knowledge is kept inside the business even after employees proceed onward from the business.
- It maintains a strategic distance from copied endeavors.
- Take preferred viewpoint of existing capacity.
- Standardized procedures and techniques for knowledge management.

10. CONCLUSION

Each organization needs the appropriate knowledge management strategy for the improvement of the organization. Both KM & BI are profoundly impacted by the culture of the organization, especially leadership, groups and opinion leaders, as well as organizational values. In the most recent decades the business condition has changed and as of late it turns out to be more inimitable and more vibrant. At present KM, BI and DSS are more precious not only for persons and organizations, but also for global humanity.

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PRESENT CONDITION AND GROWTH OF SMALL SCALE IN INDIA

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ABSTRACT

Small scale industry plays a pivotal role to develop a developing economy. During research, I found that small scale industry is facing lot of problem to work process, but mainly financial problem is focused by me in this paper. The scarcity and unavailability as well as unequal distribution of the fund creates a big financial problem at the time of establishment and because of they are working in a developing economy that's why they have not the best credit facility by which they may start the industry.The paper analysis totally depends upon the Indian economy, where I found a lot of opportunities to grow a small scale industry then also the availability of small scale industry (in number) is lower in comparison with available opportunities, and the basic problem behind it the financial support for beginners. The paper analysis is done on the basis of available secondary data on website and during the research small scale industry are defined in three categories at large scale, medium scale and as well as small scale (small scale industry is defined as traditional scale).In this context the scale is defined on the basis of capital invested in the industry as well as on the basis of labour intensive also. I made analysis of ' Annual Report of 2015-16 ministry of micro small & medium enterprises' and found that most of the time small scale industries help increases the GDP as well as employment condition of the economy and that help to maintain the regional imbalance of the economy.

Keywords: Small Scale Industry, GDP, Economy, Regional Imbalance.

1. INTRODUCTION

As we all know that India is a developing economy where 60-70% of the people belong from the rural area and majority of the people depends upon the agriculture for their livelihood but only agriculture business is not sufficient for the economy then government of country search alternative method of earning in the face of small scale industry in place of agriculture and large scale industry.

An entrepreneur may start small scale industry with less capital and lower machinery effect. In such type of business risk level is very low. So it is a very safe area for those people who have not enough capital and they are unable to take high risk.

2. LITERATURE REVIEW

Modi Satish (2014): In the view of author small scale industry exits everywhere especially in the developing country. In India when author consider last five decades SSI's achieve the impressive growth in unit. According to author, it is not satisfactory because small industries condition is very weak in the country, with the help of paper author present the basic problem and mainly give suggestion to improve technology and adequate credit facilities for SSI's.

Yogender, Singh Ranbir (2012): To the view of the author India may get a good position with the growth of small enterprises. But also in India small scale industry suffer the biggest problem to stand, working risk etc. In the paper the researcher mainly consider the type of manufacturing system which help to reduce the risk and increase the investment in the industry also help to decrease the uncertainty.

M. Mohan Susmitha (2014): author reveals in her study that small scale industry plays an important role to develop a developing economy. According to author SSI's contribute 40 percent in production, 35 percent in the export and provide 29.5 million employment. In author view credit facility and the skill is the biggest problems for small scale also give suggestion to make a training programme for the beginners.

Patil G. Sangita, Chaudhari T.P. (2014): In the study the author said that according to population of our country the opportunities of small scale industries is very high. But there is a biggest problem to grow it best manpower and the credit facilities as well as transportation problem. Further author said that "it is necessary to support the MSMEs, educate resources, both human and economic, to achieve success"

Veerappan poovendhiran V.N., Sathishkumar D. (2016): the study mainly surrounded Erode district of Tamilnadu and said that the MSMEs present industrial policy every year with focus of incentives and subsidies for small scale business. Mainly industrial policy have five components infrastructure, Incentive, Technical, Marketing, and Procedural support.

R. Vanipriya, Venkatramaraju D. (2011): In the view of authors small scale industry is very powerful instrument to socioeconomic growth and help to employment generation, SSIs help to achieve national economic and socio-political objective. The small scale industry established their competence to manufacture variety of goods.

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3. AIM OF THE STUDY

- To know the sustainability and opportunities of small scale industry in the economy.
- To make analysis of socio and economic impact of small scale industries in the economy.

4. NEED OF THE STUDY

India is a developing country, and there is a lot of opportunities to develop small scale industry but the growth and condition of the industry is not satisfactory.

5. CONCEPTUAL FRAMEWORK

Small scale industries give a strong support to the country, it help to develop the economy. For India small scale sector is the Indispensable sector. It make a proper growth after independence and make a second position in the country in case of employment generation. Small scale industry helps to make growth equally in all region of the country

Government takes proper step to develop this sector and create ministry of micro small and medium enterprises.

6. RESEARCH METHODOLOGY

Coverage of the study: The study mainly cover the national level with the all available data, we mainly make analysis on the basis of last ten year i.e. 2006-2015. The overall study mainly focuses upon the basis of secondary data.

Data collection (Tools for data collection); during research all the data cover from the secondary sources i.e. MSME report, Magazine, journal etc.

Performance of SSI/MSME, Employment and investment

SI. No.	Year	Total Worker Enterprises (in lakh)	Employment (In lakh)	Market value of Fixed Assets (In corers)
1	2006-07	361.76	805.23	868543.79
2	2007-08	377.36	842	920459.84
3	2008-09	393.7	880.84	977114.72
4	2009-10	410.8	921.79	1038546.08
5	2010-11	428.73	965.15	1105934.09
6	2011-12	447.64	1011.69	1182757.64
7	2012-13	467.54	1061.40	1268763.67
8	2013-14	488.46	1114.29	1363700.54
9	2014-15	510.57	1171.32	1471912.94

Sources: *MSME report 2015-16*

Importance of small scale industry:

- It helps to make economic development of the economy.
- It helps to generate the employment in all the corner of the economy.
- It helps to mobilize the capital into different sector.
- It helps to maintain a good national income of the economy.

Problem of small scale industry: With all the available opportunities in the economy, small scale industry face a lot of problem in the economy. These are as follows:

- **Skilled human resource;** small scale industry totally depends upon the entrepreneur and employee; if they will not be skilled then the industry can't achieve the proper position.
- **Easily financial support; In the economy** there are so many people who want to involve in such type of business, but in the unavailability of proper financial support they felt helpless.
- **Lack of equipment and machinery:** Most of time small scale industries suffer the unavailability of machinery and equipment, which affected the production level.
- **Other problem:** there are lot of other problem to run such type of industry i.e. transportation facility, electricity supply in particular area, lack of communication/information etc.

7. SUGGESTION

In India there are lots of opportunities to grow of the small scale industries, but some steps should be taken to improve the condition of the small scale industry.

- Governments have to plan a proper training programme and implement that.
- A proper credit facility should be available for small scale sector.
- There should be a proper monitoring by the higher authority to achieve targeted goal.
- Proper transportation facility and power availability in the area.

- Government should take proper steps in the case of technology which help to improve the production and status of the economy.
- There should be proper availability of a perfect market.

8. CONCLUSION

Small scale industry is very important sector for our developing economy, also play important role to develop the economy. MSMEs have to take good support to empower the society. MSMEs have to organised education programme also to improve the skill in theentrepreneur, and all these things help to global development of the this sector.

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e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

GREEN FINANCIAL ACCOUNTING

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ABSTRACT

As we know today India is facing sever cause of deaths due to various pollutants prevailing in our environment and these pollutants at major arise from industries, so it's necessary for every corporate entity to account for at least that pollution, which has raised from their own industry, that also not just for sake of licence obtaining to start business or to continue it, but for real safety of our environment. Thus, environmental Accounting is required to measure the environmental impact of economic activities by corporate sector. The experience shows that industries follow just legal minimum and nothing more, where they are prescribed legal minimum though any law. Instead we all know somewhere minimum pollution from lot of industries together is harming our environment. So, industries should come forward from that legal minimum and should account for environment cost by either recognising that amount in their books of account or by including that cost in their cost of production. So, with industries it's our responsibility also to cooperate with them by reading proper guidelines written in product and use that product in proper way as guided in product guidelines.
Keywords: Green Accounting, Environmental Accounting, Pollution, Industries, Accounting, Books of Account.

1. INTRODUCTION

'Green' is not just a colour, green also refers to fresh & healthy environment and it's our responsibility to keep it ecological. Move on to 'financial accounting' it's a field of accounting concerned with summary, analysis and reporting of financial transactions pertaining to a business.

Environmental accounting was 1st adopted by Norway in 1970. There is no exact evidence available when green accounting emerged in India but after 1975 many laws in relation with Environment protection were fabricated with that many rules relating to pollution control were levied on various industries but still there is no mandatory accounting standard or accounting framework by following which all business entity need to account for envirmental loss or damage caused by their operations.

Improving environment for sustainable development is necessary because it is our responsibility to share cost as well as benefit between us and future generation and construct a strict legal framework, which all companies has to follow and abide by those rules.

2. LITERATURE REVIEW

Ramesh L. (2013) : research was based on manufacturing industries (Asian Paints (India) ltd, Good lass Nerolac Paints Limited, Maruti Udyog Limited) and their harm to environment, steps taken by government to reduce pollution, insufficiency of accounting standard and provisions as well comparison of between two country or company is not possible because of different accounting policies.

Dr. Preeti Malik, Dr. Alka Mittal (2015): authors mainly discussed about what are environmental reporting parameters, according to her its responsibility of every company to disclose parameters, legal framework for environmental accounting in India and how green accounting is practised in India.

3. AIM OF STUDY

To study all accounting framework related to environment which compel manufacturing as well as non-manufacturing industries to account for mutilating environment by their operations.

4. CONCEPTUAL FRAMEWORK

Although green accounting has become a norm all around but still it is at its developing stage. There are various Acts and laws that are being made by our government for environment protection but at the same time they are not enough for meeting cost of what we are negatively contributing to environment. Industries, such as cement, oil, petroleum, power& electronics, steel and textiles; play a major role in pollution contribution, few among these industries are taking safety measures just to get licence of work.

Even small amount of pollution by a single entity may be negligible but collectively, the pollution from all business entities are so massive that it may distort the environmental balance, as they don't consider environmental damages by their operation as cost in their books of account, so no business can be held responsible for such environmental disbalance and no one will consider it as their responsibility to preserve and restore the environment balance.

According to annual report1997-98 of ministry:

Industries installed requisite pollution control facilities 1261
No. of industries closed down 125
In process installing the pollution control 165

No. of large industries on highly pollution 1551

The Central Pollution Control Board (CPCB) and State Pollution Control Boards/Pollution Control Committees regularly monitor the status of pollution control in these industries. Legal action has been taken against all the 165 defaulting units

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• Number of units which have complied After issue of directions	106
• Number of industries closed	480
• Number of industries to be closed	1457
• Number of industries for which Extension of time sought/recommended by the committee	94
Total no.of Industries	**2137**

As per the information received so far, there are a total of 2137 such units which do not comply with the environmental norms before discharging their waste into the water bodies. So these units should either be close down or they should given strict notices to install pollution control requisite.

5. SUGGESTIONS

- Ministry of environment as well as various apex bodies of accounting should make necessary rules, so that it becomes necessary for every entity to account for cost of damages through their operations to environment in their books of account.
- Just framing rules are not enough, proper implementation of that rules should also be done, so entities should mandatorily consider environmental cost.
- Industries should also prepare long-term as well as short term environmental budget of both revenue and capital nature.
- As India is the 3rd largest contributor to pollution after China and USA, so it's our industries responsibility to properly account for environment, by following proper rules suggested by various apex bodies.
- Not only industries and government but also consumers should properly follow rules and regulations as guided in product for better living environment.

6. CONCLUSION

In India we are at preliminary sage of environmental accounting ,various countries such as Norway, Philippines , Namibia , USA, Japan etc has already adopted green accounting and follow that efficiently. As we know amount of pollution emitting from industries is increasing day by day, so it's time for India to make necessary steps to account for pollution arising from their operations and just not escape from their responsibility due to insufficiency of laws.

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BRAND NAME DIFFERENTIATE ABOUT PRODUCTS: THE DAIRY INDUSTRY

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ABSTRACT

Consumers are the first choice for every industry in every sector. Marketers use an assortment of strategies to guide how, when and where product information is presented to consumers. Their goal is to convince consumers to buy a particular brand and product. Branding is increasingly being used as strategies for managing market in develop countries while developing countries still lag behind. Dairying is one of the livestock production systems practiced in almost all over the world, involving a vast number of small, medium and large- sized subsistence or market- oriented farms. The main objective of this study is to assess the level of brand awareness and factors underlying dairy preference of different products. Four factors were identified as key determinants of dairy products choice namely promotion price and availability of product, attractive packaging and product quality. The paper focus on consumers who basically like branded dairy products who most popular in the India and not buy loose milk (middle men).
Keywords: Dairy Products, Brand Awareness, Brand Preferences, Challenges, Choice.

1. INTRODUCTION

In the Dairy and Dairy Products is very important part of our daily life, dairy products are used in our life and occasion also. Now the recent time the dairy products are sale on brand. People give preferences to the brand products mostly. People do not want to use our (Mind) power level for choose the product with one is better for health. They prefer only for the name, slogan, logo, popularity etc.

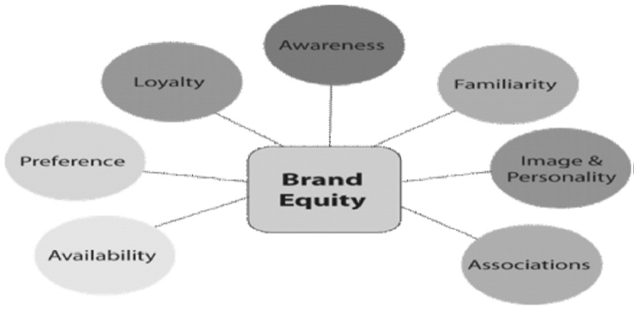
Product branding of food processors (mainly dairies) and outlet-specific pricing strategies – namely HILO (High Low) and EDLP (Every Day Low Price) – may serve as arguments to explain the observed price differentials. Dominant (national) brands and certain retail chains have some potential to divert from the competitive single-market price equilibrium, e.g. due to consumer preferences or costs of store switching. Strong brands can generate loyal consumers who do not react to certain price changes of their preferred brand.

In India, dairying has been practiced as a rural cottage industry since the remote past some commercial dairying started with the establishment of military dairy farms and co-operative milk unions throughout the country towards the end of the nineteenth country. During the earlier years, each household in those countries maintained its family cow or secured milk from its neighbor who supplied those living close by. As the urban population increased fewer household could keep a cow for private use. The high cost of milk production, problems of sanitation etc., restricted the practice and gradually the family cow in the city was eliminated and city cattle were all sent back to the rural areas.

Gradually farmers within easy driving distance began delivering milk over regular routes in the cities. This was the beginning of the fluid milk sheds which surround the large cities of today prior to the 1850s most milk was necessarily produced within a short distance of the place of consumption because of lack of suitable means of transportation and refrigeration. The Indian dairy industry has made rapid progress since independence. A large number of modern milk plants and product factories have since been established. These organized dairies have been successfully engaged in the routine commercial production of pasteurized bottled milk and various western and Indian dairy products with modern knowledge of the protection of milk during transportation, it became possible to locate dairies where land was less expensive and crops could be grown more economically.

On the other hand, the strategies of private brands included launch of full cream milk to cater to high quality-high price market. They also relied heavily on retailer push and trade penetration under which they offered (and still offer) very high margins to retailers. Credit facility to retailers which varies from one day to one week, and an effective replacement policy further consolidated the retailer and consumer base of these private players. They re-emphasized their quality image through word of mouth, pamphlets, and home visits. The variable price policy in terms of lower prices in winter also played a major role in roping in new customers. Advertising and sales promotion through local media, and retailer and consumer schemes also became a hallmark for some of them due to increasing competition Some of them undertook, very innovatively, home delivery of milk. In 1996 itself, it was found that almost 50 per cent of the retailers were undertaking home delivery of milk with a majority of them doing it both for co-operative as well as private brands. In some areas, people were not buying branded milk as it was not home delivered. This issue was being attended to by *Shresht* which maintains a good home delivery facility with an additional charge of only Rs. 0.25 per 500 ml. pouch (Gupta and Kumar, 1996).]

The private brands were very sensitive to competition and took quick and bold decisions. Lower overheads of these private dairies due to their small size, informal operations, own vehicles, etc. helped them give higher margins to retailers or lower prices to the customers. Further, niche markets which were based on old loyalties, special types of milk, e.g., full cream milk, small packs, and DTM for tea shops and institutions also proved very sustainable for these enterprises. They have also targeted institutional marketing wherein they catered to the demands of local institutions and intermediate users of milk like ice cream makers. Some of the leading private dairies supply frequently to these kinds of industries. Thus, they have successfully tried and benefited from intermediate markets. The private dairies looked seriously at brand segmentation. They went in for different brands for different types of milk and could clearly establish brands in the sub-segments of liquid milk catering to special needs. Some of them also resorted to unfair trade practices like luring the retailers of competitors, and cheating the customers with fake packs and designs looking similar to those of brand.



Of course**,** nowadays in the 21th century, consumer has to be assured that the products are manufactured accordingly to modern regulation, is clean and fresh.

The packaging of these products has to show these particular roots, or sources of differentiation. Of course, the visual and verbal language of the packaging can take many forms, from ancient to modernize. It can show illustrations or just use a name or a font that gives the consumer a clear hint of the brand, producing instant associations with the brand concept and personality.

The advantage of this strategy is that encompasses two important messages for the consumer. First of all, tradition, craftsmanship, real roots to some geographic region or recipe which are elements of trust. Second, quality, taste and freshness are implied and not really doubted by the consumers.

The downturn of this traditional approach is that there are a lot of producers – in fact the vast majority - who emphasize on that. Every geographic region has its smaller or bigger pride in dairy manufacturing so there is quite difficult to make strong points, not to mention unique sources of differentiation. But traditional dairy brands are easier to manage because their value proposition is simple and clear.

2. THE MODERN AND HEALTHY LIFESTYLE

Usually this approach maximizes on the healthiness of regular dairy consumption, based on nutritional facts. This strategy implies a verbal and visual language in brand, packaging and communications that has nothing to do with history, tradition or craftsmanship. This strategy addressed to the modern and busy individuals and families which are to be assured that their daily diet is safe and healthy. These types of consumers are more suitable to line extensions such as fruit yoghurts and other "specials". They are ready to try new products and tastes and usually their loyalty is not that high compared to the consumers which respond to the traditional rooted products and messages.

3. LITERATURE REVIEW

Brand names play a fundamental role in the marketing of commodity. A superior brand name creates high levels of brand awareness, stimulate strong consumer preference and contribute to the success of the product (Chan and Huang, 1997). Actually, many note the importance of brand names in consumer evaluations of brands, in that, brand names assist the consumer in recalling brand benefits (Janiszewski and van Osselaer, 2000), in making product inferences and evaluations (Zinkhan and Prenshaw, 1994) and they play an important role in reputation and choice (Holden and Vanhuele, 1999). That's why, the proposition that brand names are a precious source of information to consumers cannot be disputed. In fact, Zinkhan and Martin (1987, p. 170) found that based on product name alone, customers form instant, non-neutral attitudes about the product that may prove difficult to change through the use of subsequent communications. Without this process we do not have a brand but only a name and a sign for a product.

Ambler and Styles (1996) describe two different views of defining a brand. The first is the product plus view, when the brand is seen as an addition to the product, and in this view a brand is also called an identifier. The second is the holistic view that communicates the focus on the brand itself that is considered to be much more than just thee product. The brand is said to be the sum total of all elements of the marketing mix. Brands can also be explained based on their elements-"those trades- mark able device that serve to identify and differentiate the brand (ego, brand names, logos, symbols, characters, slogans, jingles, and packages (Keller, 2002).

4. OBJECTIVES

- To assess the level of brand awareness and factors underlying dairy preference of different products.
- To study about milk brand rating and different dimensions of milk brand.

5. CONCLUSION

There is no clear advantage of this brand strategy except differentiation. The real downturn is the high cost of communications: advertising, promotions, and packaging

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since these are brands are truly dependent on media, fashion. They are basically impulse brands (such as chocolate bars or chewing gum). They have to be new all the time, by means of packaging or advertising. If advertising fails to get the message to the target groups, or the volume of brand communications decreases, the interest for the brand also decreases. As an analogy, the best example is probably the detergents category where a constant flow of advertising is the key of success. In conclusion, this branding approach may have its advantages by differentiation but cost effectiveness is arguable since there is a constant need in sizeable advertising budgets. Also, due to these facts, is no real brand loyalty. These are volatile brands which need constant care.

In terms of priorities, there is need to increase brand visibility through promotion and ensuring that brand are priced competitively. Promotion vehicles that could be used in this respect include radios, TVs, newspapers, road shows, and also e-commerce.

Permanent observation and research of consumer taste and buying behavior is a must. It is the only way a manufacturer can stand in competition, by knowing what the consumers expect in terms of quality, taste, price, fashion, visuals, and messages. Permanent competitive landscape observation and research is also a must. Since dairy business is a volume-based business with not-so-big margins compared to fashion or impulse products, competition is expected to act permanently to increase volumes and profitability.

Ultimately, brand management in this industry has to employ cost-effective yet appealing brand strategies, packaging, seeking differentiation, emphasizing on unique – if possible – attributes and values. A dairy product can be called “a brand” if it has attached at least one unique proposition, value or attribute. Otherwise, we are speaking only about volumes of products.

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A STUDY OF THE IMPACT OF REVERSE INNOVATION IN INDIA

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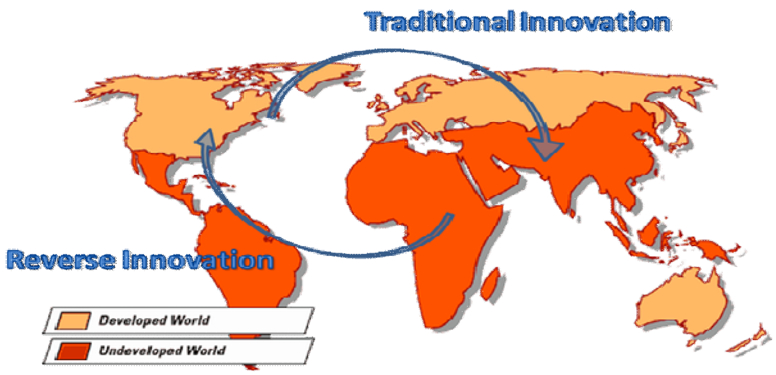
ABSTRACT
The research paper studies the impact of 'reverse innovation' in India. *Reverse innovation which is also known as* **'trickle innovation'** *means introducing innovation* initially in developing nations *and then in rest of the developed countries. The meaning, scope, merits, challenges and cases of the said concept are discussed. The paper is based on secondary data. After thorough study it is found that the above stated concept is* an innovative step in favour of developing nations.
Keywords: Reverse Innovation, India, Developing Nation.

1. INTRODUCTION
The concept of 'Reverse innovation', also called 'trickle-up innovation' was popularised by two professors from Dartmouth - professors Vijay Govindarajan and Chris Trimble . Reverse innovation means developing a product catering initially to the needs of developing and poor nations, with affordable or low cost and decent quality, and then delivering the same product globally. As per the American Multinational approach to Emerging Markets (EM), Reverse innovation tends to be the fourth phase of evolutionary globalisation process. Globalisation, glocalisation and local innovation being the first, second and third phase respectively. The fundamental cause or driver of the said innovation (as per studies) is the INCOME GAP between the Rich/Developed nations and Poor/Developing nations.



This research paper deals with the case of reverse innovation in Indian economy. Designing a product initially for a developing nation like India not only proves to be beneficial for the MNCs but also for the Indian population that comprises mainly of people with low per capita income. Developing a product in the country and for the country is an innovative strategy that has not been researched much. To quote an example, Nestle's Maggi brand – Low-cost, low-fat dried noodles developed for rural India and Pakistan found a market in Australia and New Zealand as a healthy and budget-friendly alternative.

2. LITERATURE REVIEW
Research work done earlier includes study of innovation and its types, reverse innovation as a concept, its drivers and causes, implications and some examples and cases.

*V*ijay Govindarajan and Ravi Ramamurti in book 'Reverse Innovation in Emerging Markets' studied the concept of reverse innovation and explained in detail the drivers and examples of same. Trimble (2012) defines reverse innovation as follows: "a reverse innovation is any innovation that is adopted first in the developing world. To be clear: What makes an innovation a reverse innovation has nothing to do with where the innovators are, and it has nothing to do with where the companies are. It has only to do with where the customers are".

*Z*uzannaOstraszewska in paper 'Research Innovation- how it works', discussed the concept of innovation and emergence of reverse innovation in dynamic globalised business scenario.

A thorough research of reverse innovation's literature review was carried out by M Hadengue in his paper.

3. RESEARCH METHODOLOGY
Research objective:
- To study the concept of reverse innovation in India.
- To study the impact of reverse innovation on India.

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Research Design:
The research design used for the paper is descriptive in nature as it studies reverse innovation in India.

Scope of Study:
The paper has a wide scope, not only at organisational level but also for employees, academicians, scholars, researchers for further analysis and more groups.

Data Collection:
The study is based on secondary data which has been collected through various government reports, government websites, journals, research papers, magazines, newspapers, blogs, videos, other websites and reports.

Limitation of the Study:
- Based on secondary information.
- Judgemental in nature
- Lack of statistical data

4. DATA FINDINGS AND ANALYSIS

Data collected deals with reverse innovation cases in India. Following are some cases following the strategy of said innovation by designing, developing and delivering (3Ds) goods that are consistent with the needs of developing India , at low cost and with high quality.
- Tata Motors – Tata Nano
- GE – GE MAC 800
- Nestle – Low-cost, low-fat dried noodles
- Hewlett-Packard (HP) – Research Labs in India
- Godrej – Chotukool Refrigerator
- Tata – Swacch – World's cheapest water purifier
- Pepsico – Kurkure and Aliva
- KFC – Taco Bell – Yum! Restaurants
- LG – Low-cost Air Conditioners (AC)
- GE India – Steam Turbines
- Coca-Cola – eKOCool

REVERSE INNOVATION AND DEVELOPING / POOR ECONOMIES
Innovation is said to be a booster in economic growth and development. But in case of developing nations or poor countries, coming up with an innovative idea and executing it in order to contribute to GDP is no so easy. Reverse innovation tackles this problem of contribution and acts as a booster for growth and development. In long term, the growth and development as achieved by reversed innovation, will enable and facilitate the developing nations to prosper on their own.

REVERSE INNOVATION AND UNEMPLOYMENT
The fact that multinational corporations are trading globally and setting up their business units worldwide not only depicts the emerging and evolving trends of globalisation of goods and services but also proper mobilisation and channelization of human resource is seen. When developing nation fails to provide work opportunity, reverse innovation opens up ways, benefitting both the employer nation and the nation whose people are employed.

REVERSE INNOVATION AND TECHNOLOGICAL ADVANCEMENTS
Multinational corporations, while designing, developing and delivering products in developing and poor countries focus on low cost and high quality. To achieve this the most efficient and effective technologies need to be used. Brining in such technologies to developing nations not only facilitates the MNCs in production but also helps developing nation to evolve as advanced emerging market.

REVERSE INNOVATION - *Challenging the Businesses*
The said strategy has proved to be positive competitive challenge for the businesses and corporations that strive hard to sustain in the market. For sustainability, they need have some USP, for which proper research and development is required. By channelizing the resources into R&D, wastage is reduced and cost is minimised leading to higher productivity.

REVERSE INNOVATION AND R&D
To trace the exact market that needs to be catered and to know their requirement, proper research is required. This research is further used by the nation in other activities, predictions and analysis.

A NEW FOCUS - *Lower Segment of Nation*
As per the reverse innovation, the segment focused for business is the one that is still developing . This facilitates growth and healthy competition.

REVERSE INNOVATION AND RENEWABLE ENERGY
As per the studies, the cases of reverse innovation so far comprises of reusing and renewing resources. This implies a positive effect on Indian economy. Not only the strategy is said to be of good quality at low price but also leading to sustainable development.

REVERSE INNOVATION – *Equity and equality*
The said innovation has led to a situation which is able to provide equity and equality to people. By uplifting the lower segment of nation, proper distribution of resources is ensured.

5. IMPACT OF REVERSE INNOVATION IN INDIA (POSITIVE)

- Better allocation and utilisation of resources
- Increased focus on lower, developing and poor segments
- Technological advancements
- Emergence of innovative Marketing strategies
- Increase in production, leading to work opportunities.
- Fulfilling demand with low cost product and of high quality
- Offering more for less concept.
- Strengthening international relations
- Promoting equity and equality.

- Integrating the root level of Indian population with global economy.

6. CHALLENGES IN REVERSE INNOVATION

- Acquiring technology
- Fund allocation
- Research and development
- Government support
- High quality production
- Sustainable development

7. LONG TERM IMPACT OF REVERSE INNOVATION ON INDIA

In long term, if the practice of said concept is followed, the businesses will evolve in a sustainable manner. India being a developing nation still lacks in term of income parity, technology, innovation, research etc. By allowing and supporting the strategy of reverse innovation, nation at large will be developed and enhanced. Having said that, India should embrace reverse innovation and conduct thorough and proper research over it in order to utilise the results in a beneficial manner.

8. CONCLUSION

Reverse innovation or trickle up innovation in case of a country like India has brought several benefits. If researched properly, the said innovation practice can be a boosting factor for nation – whether it be by facilitating Prime Minister's Make in India project or simply MNC's profit earning objective. This will also strengthen the international relations and India will rise as a developed, advanced and an innovative nation.

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DYNAMICS OF INDIAN CONSUMER BUYING BEHAVIOR : A STUDY OF ORGANIZED RETAIL

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ABSTRACT

Consumer shopping behavior is affected by motivational forces. In retailing research, shopping motives are a field of research that has received considerable attention, often in combination with motivation-based shopper taxonomies.
This study aims to determine the motives behind why customers prefer to shop in a retail store to know the hidden motives, the research carried out by using qualitative approach. The paper analyses the shopping motives of customers in the different age group of with reference to organized retailing in cities of Uttar Pradesh. The paper is based on conceptual study to identify the real motives behind visiting retail outlet. The study attempts to explain the motivation factors to visit in retail on Indian consumers shopping to motivations.
The rationale of the study is two-fold: First, to study the nature of changes due to organized forms of retailing in the retail sector and implications of shift to this new form of retailing. Secondly, this area has remained largely an unexplored part of research till date especially in the Indian context. The broad objective of the study is to understand consumer behavior towards organized retail stores and to identify various buying motives to visit organized retail stores.
Keywords: Consumers, Motives and Organised Retail.

1. INTRODUCTION

Organized retail is chosen for this paper because the retail sector in India is emerging as one of the largest sectors in the economy. The total market size was estimated to be around USD600 billion in 2015, thereby registering a CAGR of 7.45 per cent since 2000.Retail industry is expected to grow to USD1.3 trillion by2020, registering growth at a CAGR of 7.46 per cent between 2000-2015. Organized Retail Penetration (ORP) in India is low (8 per cent) in 2015 compared with that in other countries, such as the US (85 per cent). This indicates strong growth potential for organized retail in India. In 2019, it is estimated that organized retail penetration share would reach 13 percent and unorganized retail penetration would hold a major share of 87 percent. Buying motive is an important aspect of buyer's psychology like those of knowledge, attitude, intention or the image. It is a feeling; emotion or an instinct which creates a strong desire to purchase an article. It is an influence or a consideration that provides impulse to buy or induce an action.

2. CONCEPTUAL FRAMEWORK

Consumer Behaviour : The Generic decision making model is a well known model in consumer behaviour (Mowen & Minor ,2000).Figure 1 shows the stages of the generic decision model.

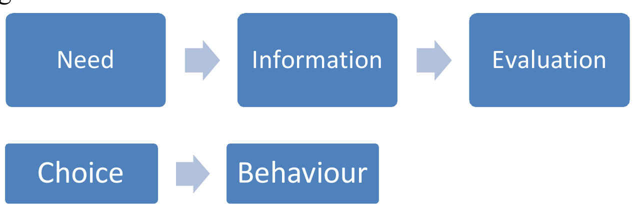

Figure 1: The Generic decision making model Consumer first experience a need or desire .After that they seek information for alternatives to fullfill this need.These alternatives are evaluated and a choice is made. This choices result in behaviour.Human behaviour can be regarded as the product of both internal need states and external stimuli apperceived by the individuals.

3. CONSUMER MOTIVES

Every buying decision starts with a motive. The consumer may have become aware of this motive at any time before actual purchase. Motives are "all those inner striving conditions variously described as wishes, desires, needs, drives and the like. Formally, then, a motive is an inner state that energizes, activates or moves, and that directs or channels behavior toward goals" **(Berelson and Steiner, 1964).**

The following are the basic features of consumer motives:

- Buying motives are un calculative-like human want and need Some of the motives are identifiable while others are hidden.
- Buying motives differ in significance-Each and every motive had different significance. It depends on human evolvement toward the goal.

All buying motives are not equally important. They are capable of being ranked on scale of preferences. According to A.H. Maslow (Maslow's hierarchy of needs), the motives can be attributed to Physiological, Safety, Social, Esteem, Self actualization

Physiological needs are the basic need human want that is food, hunger, thirst. These are essential for a human being to survive.

Safety needs refer to the need of protection, safety etc.

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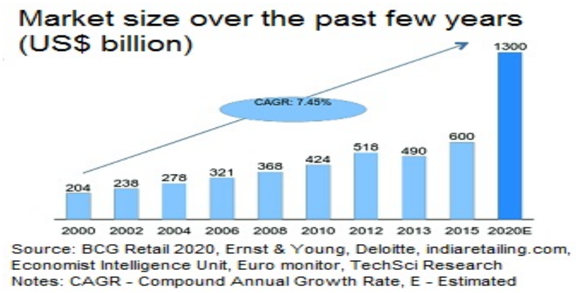
4. INDIAN RETAIL INDUSTRY

The retail sector in India is emerging as one of the largest sectors in the economy by 2015, the total market size is estimated to be around US$ 600 billion, thereby registering a CAGR of 7.45 per cent since 2000. Retail industry is expected to grow to US$ 1.3 trillion by 2020, registering a CAGR of 9.7 per cent between 2000-2020



5. SIGNIFICANCE OF THE STUDY

Impact on the Industry: The present research work would be beneficial for retailers and government and would be useful on different aspects as discussed below:

The outcome of this research would help the retailers to make a conscious effort to know the motives of the consumers and accordingly change their strategies.

It would help the organised retailers to identify their strength and accordingly frame their marketing strategies.

They should also go for collaborations within the regional level so that they can survive in this globally competitive world.

It will help The Government to initiate some proactive program for assisting small retailers to upgrade themselves.

The study will help the Government to introduce legal and regulatory system so that large retailers do not exploit unorganised retailers and their survival looked after.

Impact on Academics: The study would provide an insight on the subject. It is an attempt to enrich Management education by providing the more practical aspect of this field by adding cases and industries examples. The study will open new frontiers in the area of consumer behaviour.

The proposed study is descriptive by nature so it will give a light to various young researchers in the areas like consumer behaviour, marketing management and retail management.

6. LITERATURE REVIEW

NaganathanVenkatesh (2013) said that the retail in India would grow 15 to 20 % by 2018.His facts and figure are given by a research work done on the young generation of 25 years of age who are the major drivers of the rise of retail industry in India. His research was done on mobile phones about the consumers using it around 121 millions of young Indian are using internet on mobile phones.

Gupta et al. (2012) highlighted the preference of consumer towards unorganized and organized retailing. In his research work he has said that all the age group consumers prefers to choose unorganized retail (kirana stores) on weekly or monthly basis but the young generation of consumers chooses to visit organized retail outlets.

Venkatachalam Rama et.al (2012) he has research or identified the study on various factors which motivates the consumers to visit a retail outlet some of the identified attributes are prices, quality of groceries & availability of exotic species of fruits and vegetables, display of items, hygiene, home delivery & credit facility offered by both the organized and unorganized retailer.

Change in customer preference has been discovered while shopping fresh grocery from unorganized or organized retailers. The organized retailing is striving to attain everything, which is indispensable for best survival and evolution.

According to **Duncan, 2005**, consumer motive is defines as "internal push or force which initiates behavoiur among individual" Consumers keep trying always to fit in the external and internal forces.

Kim and Jin (2001) explains the consumer motives as drives which holds the behavior of individual to take action in a retail store. Based on the passed research, consumer motives can be categorized from four perspectives. Firstly, the consumers motives get influenced by the social factorssuch as culture, subculture, social class, reference groups and families (**Peter & Donnell, 2007**).

Secondly, the situational factors also play role in influences on consumer motives such as physical features, social features, time, task features and current conditions (**Belk,1975**).

Thirdly, psychological influences on consumer motives include product knowledge and product involvement (**Peter &Olson, 2005**).

There are various consumer motives two important are utilitarian motivation and hedonic or experiential motivation. (**Dawson et al., 1990**).

Motive of utilitarian shoppers involves satisfying functional or economic needs and often been characterized as task related and rational (**Batra & Ahtola, 1991**).

Researchers (**Berne, et, al, 2001**) said in his study that consumers use product variety as a shopping motive.

Researchers (**Lingenfelder and Loevenich, 2001**) have said that the motives of shopping include convenience, price consciousness, offer of personal service, brand orientation. These are also called as product oriented shopping motives **(Westbrook and Black 1985**).

On the other hand, hedonic motivation may relate to hedonic goods which are defined as those whose consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy, and fun (Hirschman and Holbrook 1982). Researchers (**Loudon and Bitta, 1993**) have classified motives as physiological and psychogenic motives, conscious and unconscious motives and positive and negative motives. Customers also seek entertainment while shopping (**Sit and Merrilees, 2002**). Researchers (**Dawson, et al**, 2001) have explained the relationship between shopping motives, emotional state and retail outcomes. Their research findings show that shopping motives affect retail outcomes with emotions acting as mediators. Researchers (Westbrook and Black, 1985) have shown that motive strength has a positive relation with customer satisfaction.

Customers link motives to various product attributes. A combination of various motives called "motive bundling" enables customers to take decisions (Loudon and Bitta, 1993). Customers also shop to improve moods and relieve stress (Paden, Stell, 2010). A person may go shopping when wants to be with peers, desires to meet people with similar interests, feels a need to exercise, or has leisure time **(Azizi Shahriar, Shariffar Amir, 2011**).

Researchers (**Thomson et al, 1990**) have studies that the utilitarian and hedonic motives co-exist with each other amongst the shopping community. A study by **Tauber (1972),** has shown that the motives could be unrelated to the actual need of shopping. They could be related to the personal and social factors. The personal factors include learning about new trends, to feel better, to gain acceptance amongst peers or a diversion from routine activities. The personal factors include communicating with others having similar interests and reference group affiliation.

G. Somasekhar et al. (2014) studies majorly shopper preferences and issues towards organized and unorganized marketing in Chittoor district of the province. The work conducted by considering 342 shoppers who shop from both organized as well as unorganized retail formats. The survey reveals that Quality, one purpose buying all customers' desires and value (value for money) as a reason to go to in organized retail format. Shoppers are moon-faced inconvenient location because the major drawback of organized and improper parking facilities because the major drawback from unorganized in Chittoor district.

Kaltcheva Velitchka (2006) atmospherics plays an important role in framing or changing the motivational orientation of the consumer in the store. When consumers experience a recreational motivational orientation, high degree arousal has a golden effect on pleasantness, on the contrary, when consumers accept a labor-oriented motivational orientation, high degree arousal decreases pleasantness. Moreover, high degree arousal increase consumer desire to visit and make purchases in the store for recreationally oriented consumers, but it has a negative impact on shopping behaviour for task-oriented consumers. Pleasantness changes the impact of arousal on shopping behaviour.

Loudon et al. (1993) found that there are several factors responsible why consumer visits to retail outlet. These variables include factors like store design, facilities like waiting lobby, store personnel, advertising and sale promotion, merchandise assortment, car parking, customer services and membership options which directs the decision making of retail store choice.

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Researchers **(Farrag, Sayed & Belk, 2010**) have identified two different set of consumers based on shopping motives. The one who prime focus is on convenience are basically focus on utilitarian motive while the one who spend time to shopping for leisure time and gain knowledge are included in hedonic motives.

Shopping motives play a very important role in retail store patronage **(Roy, 1994)** had studied the role of motive in patronize behavior toward retail shop.

Shopping centers which match the predominant motives of customers have higher patronage (**Wakefield and Baker, 1998**). Researchers (**Bellenger, et al, 2001**) observed that that retail store patronage depended on association between shopping motives and the demographic profile of customers. Hence the shopping motives of youth differ from other age groups. The patronage also depends on the product categories. Different product categories have different shopping motives. While some product categories may have strong motives to visit a shopping center, others may be less important for the customers (**Yavas, 2001**). The shopping motives of online shoppers differ from those of brick and mortar shoppers. However, some of the motives may be common to both the shoppers depending on the product category (**Parsons, 2002**). The same has been verified by other researchers **(Schramm, et al, 2007)**.

According to Morschett et al . **(2005)**, shopping motives influence the perception of retail store attributes as well as the attitude towards retail stores. An empirical study was carried out in Germany with 560 grocery shoppers using quota sampling method. The study highlights that on the basis of four central dimensions of shopping motives (scope orientation, quality orientation, price orientation and time orientation), a taxonomic analysis has been done which identified the four segments of shoppers differing significantly in the configuration of motives expecting to be satisfied by the shopping activity:

- one-stop shoppers
- time-pressed price shoppers
- dedicated quality shoppers, and
- demanding shoppers.

Finally the results support the proposition that consumers differ in their attitude towards a grocery store according to their shopping motives.

7. CONCLUSION

The study found that consumer motive plays an important role in framing the image of the retail store interesting phenomenon regarding the role of buying motive is that not only needs or want responsible for the visit to specific retail store but motives do this work.

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EMOTIONAL INTELLIGENCE & ORGANIZATIONAL ROLE STRESS ARE SIAMESE TWINS IN MODERN WORLD

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ABSTRACT

In simple words emotion is defined as instructive or intuitive feelings different from reasoning or knowledge that arise from one's circumstances, mood or relationship with others. In today's modern life emotions are decreasing and stress is increasing. Thus call of the hour is Emotional Intelligence

Emotional Intelligence also known as the Emotional Quotient is the capability of an individual to understand or manage one's own and others emotions. This study was designed to understand the relationship between Emotional Intelligence and organizational role stress with special reference to Faculty of Government & Private institutions. This paper will focus on their relationship with the help of ORS i.e. Organizational Role Stress, scale which is developed to measure 10 types of role stress that are experienced by faculty of both Government & Private institutions and EIS i.e. Emotional Intelligence scale.

Keywords: Emotional Intelligence, stress, ORS, Government &Private Institution.

1. INTRODUCTION

Emotional Intelligence is a behavioral science that shows an individual capability to manage oneself and others emotions, their feelings so that it can be expressed effectively and efficiently. Stress is an inherent characteristic of human life. It indicates the pressures people feel in life. As a result of which pressures increase, people develop various symptoms of stress that can harm their personal as well as professional life. People who are stressed may become anxious, easily provoked to anger etc. Stress may affect any employees, whether the employee is a manager, worker or a teacher as discussed in this paper.

As we know that the workforce is the most important asset of any organization. A healthy & committed workforce ensures greater efficiency & effectiveness that help an organization to grow and achieve its productivity. In this context, the teaching profession is increasingly characterized by occupational stress. This study is based to understand the relationship between one's emotional quotient and stress, which effect their lifes.

ORS have been conducted by various people time to time in educational settings. (Conley&woosley, 2000; Pestonjee and Azeem, 2001; and Antoniou et al., 2006) etc. A study was done in this manner on some 200 managers of public sectors& private sector; found that the managers of public sector experienced maximum self-Role conflict and role conflict, followed by govt. and private sector. As in educational institutions female faculty experienced higher level of occupational stress, regard to colleagues and students that creates other problem like disengagement from the work or profession, easily burnout etc.

As organization become more complex day to day or we can say that as there is ambiguity or conflict of role it automatically increases the stress and decreases the emotion.

2. OBJECTIVE OF THE STUDY

To know or gain knowledge about Emotional Intelligence or Emotional Quotient and analyze the fundamental concept of Role stress in an organization. And also to find out the relationship between various variables such as age, experience, work experience etc with Organizational Role Stress.

3. HYPOTHESIS

In relation to the available literature, concerned with the relationship between Organizational Role Stress and Emotional Intelligence following hypothesis is made or formulated:

H1 : The relationship between individual or personal background variables (age, experience, work experience) & organizational role stress is negative.

H2 : The relationship between Organizational Role Stress & Emotional Intelligence is negative.

4. SAMPLE

The sample size of the study is 200, faculties selected from private and government institution from Varanasi and Kanpur district. Age group of the faculties were taken less than and more than 30 i.e. > 30,< 30 under each category, of Private and Government institution. Their tenure in current job ranged from 1 to 15 years.

5. MEASURES

ORGANIZATIONAL ROLE STRESS SCALE

In this study we have used Organizational Role Stress scale that has been propounded by Udai Pareek. It is based on likert scale or five point rating scale that purports to measure the self-perceived stress that an individual experiencing in his/her job. In this the faculties were asked to assign 0 to 4 as a rate according to his/her feeling to different statement that has been asked to them based on 10 dimensions of ORS scale. In this '0' to a statement means if he or she scarcely or never feel that way. '1' to a statement if he/she occasionally feel this way, and so on. Hence each role stress score range between 0 to 200. Rating of respondent was given in an answer sheet on specified five items that is given row-wise , are added to obtain score for the 10 role Dimensions of ORS has been explain under this and it can be described under two category as:

ROLE SPACE CONFLICT
Has three main variables i.e. self, other role one occupies and the role under question. If there is any conflict arises among these three variables it is known as Role Space Conflict and it can be take any following forms mention below.

INTER-ROLE DISTANCE
Conflict that arises between organizational & non-organizational, known as IRD. For example role of chief executive vs. role of wife/husband.

ROLE STAGNATION
Role stagnation results in as there is no scope for further or future progress i.e. the feeling of being stuck in same role or position, don't have further growing opportunity.

SELF-ROLE DISTANCE
Self Role Distance arises when a person's role goes against his/herself that he/she has been conceptualizing or perceiving. This can be arises because of mismatch between the person and his/her job.

ROLE SET CONFLICTS
Any conflict that arises among different roles in the role set is referred to Role Set Conflict. A role set comprise of different roles in an organization. It may take following forms:

ROLE AMBIGUITY
When there is not much or lack of clarity about expectations from the focal role it is known as Role Ambiguity. This can arise due to lack of knowledge or information in relation to activities, personal style and rules and norms etc.

ROLE EXPECTATION CONFLICT
Stress that has been emerged or arise by conflicting expectations from focal role by various important persons such as superiors, peers etc.

ROLE OVERLOAD
When occupant feels that there are too many expectations from his/her role or he/she experienced role overload or burden. It has mainly two aspects one is quantitative while other is qualitative. Former means having too much to do or work, while later means things being too difficult or complex.

ROLE EROSION
Role erosion occurs when occupant feels that there are some functions that are to be performed by himself/herself are transferred or performed to some other role. This feeling is like occupant performs the function but the credit goes to other.

RESOURCE INADEQUACY
Resource Inadequacy occurs when occupant feels that there is not enough or proper resources available for performing the functions that are expected from his/her role.

PERSONAL INADEQUACY
This type of stress arises when the occupant feels that he/she doesn't having proper skill or training for performing the function expected from his her role. This can be also arises when organization doesn't provide or arrange proper facilities or training to them.

ROLE ISOLATION
It can be systematic or geographic when the feelings that other can't reach out easily having absence of linkages of one's with other roles, known as RI.

6. EMOTIONAL INTELLIGENCE SCALE
E.I.S is a scale which is developed to measure the emotions of an individual , it is generally grouped under five categories i.e. Self Awareness, Self Regulation, Motivation, Social Awareness, Social skills, propounded by various Psychologist such as HYDE, PETHE and DHAR (2002)

7. ANALYSIS & INTERPRETATION

Table 1

The statistical technique which is used in this study is the Pearson's Correlation. The following above given table 1 shows,the ORS (Dimensions and Overall), inter-correlation of individual or personal background variables, and the EI (Dimensions and Overall) has been calculated and recorded in this table.

		Personal Variables			Emotional Intelligence (EQ)=X						Organizational Role Stress (ORS)= Y1										
		D1	D2	D3	X1	X2	X3	X4	X5	X6	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
Person	D1	1	0.94	0.08	0.62	0.63	0.58	0.6	0.63	0.65	-0.65	-0.6	-0.68	-0.67	-0.7	-0.66	-0.65	-0.66	-0.67	-0.68	-0.7
	D2		1	0.04	0.63	0.65	0.61	0.7	0.67	0.69	-0.7	-0.7	-0.72	-0.73	-0.7	-0.71	-0.72	-0.7	-0.71	-0.71	-0.7
	D3			1	0.11	0.18	0.17	0.2	0.18	0.18	-0.09	-0.1	-0.07	-0.15	-0.1	-0.03	-0.08	-0.09	-0.08	-0.08	-0.1
Emotional	X1				1	0.88	0.08	0.8	0.77	0.9	-0.89	-0.9	-0.87	-0.88	-0.9	-0.88	-0.89	-0.87	-0.88	-0.89	-0.9
	X2					1	0.89	0.9	0.85	0.96	-0.92	-0.9	-0.9	-0.9	-0.9	-0.92	-0.88	-0.91	-0.92	-0.92	-0.9
	X3						1	0.9	0.88	0.95	-0.93	-0.9	-0.9	-0.89	-0.9	-0.91	-0.89	-0.9	-0.9	-0.92	-0.9
	X4							1	0.93	0.95	-0.92	-0.9	-0.91	-0.9	-0.9	-0.94	-0.91	-0.91	-0.92	-0.91	-0.9
	X5								1	0.94	-0.9	-0.9	-0.91	-0.89	-0.9	-0.91	-0.88	-0.89	-0.93	-0.9	-0.9
	X6									1	-0.97	-1	-0.96	-0.95	-1	-0.96	-0.97	-0.96	-0.96	-0.97	-1
Organizational Role Stress	Y1										1	0.98	0.95	0.91	0.95	0.95	0.95	0.95	0.95	0.96	0.98
	Y2											1	0.96	0.95	0.95	0.95	0.95	0.94	0.95	0.95	0.98
	Y3												1	0.96	0.94	0.95	0.95	0.95	0.94	0.95	0.98
	Y4													1	0.95	0.96	0.95	0.95	0.95	0.95	0.97
	Y5														1	0.96	0.93	0.95	0.95	0.96	0.97
	Y6															1	0.95	0.95	0.95	0.95	0.98
	Y7																1	0.95	0.94	0.95	0.97
	Y8																	1	0.97	0.96	0.98
	Y9																		1	0.96	0.97
	Y10																			1	0.98
	Y11																				1

Value: 0.5<0.10,0.1<0.12, .001 < 0.17

D1=Age, D2= Experience, D3= Organizational Experience

X1=self awareness, X2= self regulation, X3=motivation, X4= social awareness, X5=social skills, X6= overall emotional intellengence

distance, Y2= role stagnation, Y3=role expectation conflict, Y4= role erosion, Y5= role overload, Y6= role isolation, Y7= personal inadequacy, Y8=sel

Y9= Role ambiguity, Y10= resource inadequacy

8. FINDINGS

- There has been a negative and significant relationship between ORS and Age(Overall & Area wise i.e Inter Role Distance, Role stagnation, Role expectation Conflict, Role erosion, Role overload, Role Isolation, personal inadequacy, self role distance, role ambiguity, Resource inadequacy).
- It was also found that there is no significant relationship exist between work experience & ORS,(Overall & Dimensions) except for role overload.
- Another finding that there is a relationship between ORS & Experience and it was negatively significant.
- In this study all the dimensions of Organizational Role Stress i.e the 10 dimensions and also the overall ORS, were found negatively correlated with Emotional Quotient or Intelligence at .01 level of significance.

9. CONCLUSION

- In this study it was found that age is negatively correlated with all ORS dimensions & also with overall ORS , it means that the age was increasing, ORS decreases.
- The coefficient of correlation that exist between Experience and ORS was also negative at significant level ($p<0.01$).which means that some people that are having more experience learnt some stress releaser techniques, which enable them to deal with the stress that occurs due to personal and professional life.
- The correlation coefficient between overall ORS and Work experience was also found negative but not as significant at any level of significance i.e ($p=0.05$) except only for role overload. This means that as the work experience increases in the organization it will decrease the Role overload of an individual. For example those who are at top level of organization or hierarchy are more experienced and they can deal with the stress efficiently. In this context the teachers that serving from no. of years are more efficient or effective in dealing with the stress.
- With this result we can accept the Hypothesis 1 i.e.H1.
- Relationship between ORS and EI
- In this study the coefficient of correlation that exist between overall ORS and EI was negative and highly significant at significance level ($p<0.01$).This explains that whenever there is increase in EI this will decrease the Overall ORS. This findings were also found in the studies of Matthews et al.,(2006) Naidoo et al.,(2008), etc., With this we can accept the Hypothesis2 i.e. H2 and it can be rightly said that EI is the ability to control or restrain the feelings that are having negative impact such as stress, doubt, anxiety, etc. Hence one should develop EI to overcome organizational stress at workplace in order to become successful.

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e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

STARTUP FUNDING PATTERN: OPPORTUNITIES & CHALLENGES IN INDIA

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ABSTRACT

New venture creation is vital to a healthy economy. Start ups are the vigor for driving job creation, innovation, economic growth, and fueling healthy and sustainable society. Finance is the life blood of an organization. For young people, starting a new venture can be very difficult. The financial, social, and knowledge capital stocks of young entrepreneurs are often deficient, and the founders often lack the creditability necessary to obtain these resources externally.

Recognizing the necessity to develop and grow rapidly, and the resulting need to raise large amounts of external capital, start up entrepreneurs are faced with a range of options, each appropriate to a different stage of growth. In this paper an effort has been made to identify the funding avenues available for Indian startup and its impact on modeling the financial risk in the company. This article investigates the types of financing used around business start-ups employing a survey.

This paper also attempts to highlight the difference in funding pattern in an American start up & in an Indian startup and the respective effect thereon.

Keywords: Financing Pattern, Funding Options, Start Up, Alternate Financing Sources.

1. INTRODUCTION

India is one among the first five largest start-up communities in the world with the number of startups crossing 4,200. There is a gamut of papers across countries studying the financing pattern and highlighting the factors affecting capital structure in a new start up enterprise. Raising funds from various available sources is one of the central strategy in planning a new business venture. There are again different rounds of financing required at different stages in the company in pursuit of growth. Startup ecosystem is a pyramid that should be very wide at the bottom and narrow at the top. Wider portion at the bottom refers to early stage & seed financing need.

Access to early stage external capital is a major issue. The challenge is not to merely generate enough seed capital but also to support in expansion, sustenance and maintenance. Coming across at different financing sources is informative since countries with similar overall external financing possibility can have very different financing patterns. A related literature has also shown that access to external financing is shaped by the country's legal and financial environment (La Porta, Lopez-de-Silanes, Shleifer, and Vishny (LLSV), 1997). A direct implication of these studies is that in countries with weak legal systems, and consequently, weak financial systems, will have a sluggish start up external financing ecosystem and this results in lower growth.

As access to finance is of critical importance for the development of the startup firms, analyzing how economy level factors affect the composition of funding sources of startup would be a useful contribution to the literature.

Investors and startups go hand in hand. Better understanding the financing patterns of startup firms and how they change with institutional development has important plan and resource implications. At an early stage, every investor has their own way of performing due diligence, depending on what matters most to them. Sometimes the investor's response to a startups ecosystem can be lethargic. Scaling/exponential growth is prudent in case of a start-up and this comes from availability of external funding avenue. Unless budding startup has immediate potential, there are few equity participants willing to partake in the venture.

The pyramid is not wide enough (not enough early stage startups that has access to capital) to create a powerful ecosystem yet. Apart from the unorganized route of angel funding or some seed funding, there aren't enough channels which open up capital to new, young startups. Banks, for example, have not participated in this segment at all. There aren't enough incubation cells and on the top of that the trial followed by them are not accommodating young entrepreneurs.

We categorize the different sources of *external financing* into three major groups. Bank Finance includes financing from local and foreign banks. Equity Finance is financing through issue of stock to angle investors & venture capitalist. Leasing Finance and Supplier Finance are funding through leasing arrangements and trade credits.

Internal financing, we have use in our empirical survey means the own fund by the entrepreneur in the initial stages and internal accruals in later stages. Finally, finance from moneylenders and other traditional sources are classified as informal Finance.

The paper is structured as follows- The next section presents the literature on funding options available for Indian startups. Third section highlights the alternative sources external funding used in the startups of western countries (USA) and following that is the fourth section where the financing pattern adopted by Indian startup is discussed. Lastly, section fifth presents the literature on why startup fails.

2. FUNDING OPTIONS AVAILABLE IN INDIA

(1) Bootstrapping startup business: Self-funding, also known as bootstrapping, is an effective way of startup financing. First-time entrepreneurs often have trouble getting funding without first showing some traction and a plan for potential success. Investing from your own savings or can getting family and friends to contribute will be easy to raise due to less formalities/compliances, plus less costs of raising. In most situations, family and friends are flexible with the interest rate. This source is suitable only if the initial requirement is small.

(2) Crowd funding as A Funding Option: Crowd funding is one of the newer ways of funding a startup that has been gaining lot of popularity lately. It's like taking a loan, pre-order, contribution or investments from more than one person at the same time. Crowd funding as a funding option for business can cut out professional investors and brokers by putting funding in the hands of common people.

(3) Angel Investment In Startup: Angel investors are individuals with surplus cash and a keen interest to invest in upcoming startups. They also work in groups of networks to collectively screen the proposals before investing. They can also offer mentoring or advice alongside capital.

(4) Get Venture Capital For Business: This option is the big bets for startups. Venture capitals are professionally managed funds who invest in companies that have huge potential. They usually invest in a business against equity and exit when there is an IPO or an acquisition. VCs provide expertise, mentorship and acts as a litmus test of where the organization is going, evaluating the business from the sustainability and scalability point of view.

(5) Funding From Business Incubators & Accelerators: Early stage businesses can consider Incubator and Accelerator programs as a funding option. Found in almost every major city, these programs assist hundreds of startup businesses every year. Though used interchangeably, there are few fundamental differences between the two terms. Incubators are like a parent to a child, who nurture the business providing shelter tools and training and network to a business. Accelerators so more or less the same thing, but an incubator helps/assists/nurtures a business to walk, while accelerator helps to run/take a giant leap.

(6) Funds by Winning Contests: An increase in the number of contests has tremendously helped to maximize the opportunities for fund raising. It encourages entrepreneurs with business ideas to set up their own businesses.

(7) Money Through Bank Loans: Normally, banks is the first place that entrepreneurs go when thinking about funding. The bank provides two kinds of financing for businesses. One is working capital loan, and other is funding.

(8) Government Programs That Offer Startup Capital: The Government of India has launched 10,000 Crore Startup Fund in Union budget 2014-15 to improve startup ecosystem in India.

3. EMPIRICAL FINDINGS

The survey was conducted on the startup firms of various cities of India majorly from Bengaluru, Chennai, Hyderabad, Noida, Vadodara. Year of incorporation of the firms under study was in the range of 2010-2016. Average number of employees engaged in the firms was seven with a range of 16 employees to 1 employee. Out of the total firms studied 53% have less than 20% and 30% were the firms who have invested capital of Rs.20-50 lakh. Remaining were the firms with total capitalization of one crore and more.

Almost 60% of the firms financed 60-80% of their total capital with internal source of financing and only 12% of the firms under study have explored angle funds as source of financing. The total contribution of bank loan in capital structure is almost negligible. Only around 10% firms have used any sort of long term borrowings. Supplier credits to the extent of 40-60% of the total capital were found to be used by 15% of the firms.

4. REASONS FOR LOW SUCCESS RATE

Life as an entrepreneur is authentically tough in India. The apprehension of immediate future eradicates the entrepreneurial spirit of most. According to a recent study, over 94% of new businesses fail during first year of operation. Lack of funding turns to be one of the common reasons. Other reasons contributing to the failure of the startups is-

(1) Market Problems: A major reason why companies fail, is that they run into the problem of their being little or no market for the product that they have built.

(2) Business Model Failure: One of the most common causes of failure in the startup world is that entrepreneurs are too optimistic about how easy it will be to acquire customers. They assume that because they will build an interesting web site, product, or service, that customers will beat a path to their door.

(3) Poor Management Team: An incredibly common problem that causes startups to fail is a weak management team. Weak management teams make mistakes in multiple areas: They are often weak on strategy, building a product that no-one wants to buy as they failed to do enough work to validate the ideas before

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and during development.

(4) Running out of Cash: A fourth major reason that startups fail is because they ran out of cash.

(5) Product Problems: Another reason that companies fail is because they fail to develop a product that meets the market need.

5. CONCLUSION

The NASSCOM report has stated that with 100% growth in number of private equity, venture capitalists, angel investors along with a 125% growth in funding over last year, Indian start-up ecosystem has risen to the next level. The total funding in the India based startups is estimated to be nearly $5 billion by 2015. India is the world's youngest start-up nation with 72% founders less than 35 years. Nasscom has recommended ease in rules and regulations for registration of a business in India, funding, and simplifying compliance procedures by minimizing licenses/permits/approvals/tax for startups. Removal of angel tax, simplifying norms for capital raising, enabling easier exit for entrepreneurs and requisite changes in the credit guarantee for loans to start-ups are a few recommendations that will further enhance a smoother functioning of the startups in India. Creation of Ministry of Micro, Small and Medium Enterprises is good step in right direction. Regulation of crowd-funding by SEBI is additionally good decision taken. There have been many fellowship programs for start-ups and entrepreneurs recently. The rise of venture capital firms and growing angel networks in India are good sign for better future.

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A STUDY ON HOW ONLINE TRENDS AND SOCIAL MEDIA ARE ENHANCING THE PROCESS OF TALENT ACQUISITION

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ABSTRACT

The practice of hiring new employees into organizations has changed dramatically since the mid-1990s. Talent acquisition is the practice of finding and acquiring skilled human labor to meet organizational objectives. Since mid-1990s, a boom in the usage of social media and the online tools had made recruiters to go the online way for finding the right candidate for the right job. Since the process of online recruitment is a low cost affair, many organizations prefer to use this method for better reach and quality results. Online tools and Social media help to get connected to an extensive variety of people (candidates) beyond the local and national boundaries. This leads to attain a chain of different people which can be useful for the present as well as for the future situations. Even the candidates throughout the world can make their professional visibility to the organizations by showcasing their skills and interests online. There is no doubt that online tools and social media has improvised the recruitment process intensely by making it more open and autonomous; increasing the potential of visible talent pool for the organizations to recruit.

Keywords: Talent Acquisition, Social Media, Online Recruitment.

1. INTRODUCTION

Human resource is a term used to refer to how people are managed by organizations. The field has progressed from a traditional way to a strategic one that identifies the connection between talented and engaged people and organizational needs and success. This verticalrefersto the concepts established in Industrial/Organizational Psychology and System Theory; whereas the original practice derives from the area of political economy and economics, where it was traditionally called labor, one of the four factors of production; this outlook is changing as a function of more strategic approaches. The understanding of the value addition by the human resources has been identified over the period of time and with that, now, the organizations believe in hiring the talent and creating a talent pool rather than just hiring a person can perform any given task.

2. TALENT ACQUISITION

In recent years, the recruitment process has experienced a transformation of sorts. Fresh terms, like "talent acquisition" and "human capital management" have emerged as a different and innovative way of how it used be the recruiting process.

The practice of talent acquisition involves the process of attracting, sourcing, and employing personnel that have the relevant skills and talent required for a particular job profile. It is a continuous cycle or process that targets to attract, find, and select highly-talented individuals, based on their potential contribution to the business. Or in other words, we can say that: *Talent acquisition is the ongoing cycle of processes related to attracting, sourcing, recruiting, and hiring (or placing) employees within an organization. This includes elements of employment branding, outreach, networking, and relationship building with potential candidate communities to continually build and enhance the talent pool for an organization.* By defining it like this, it can be taken into consideration all of the things that must be done to contribute to finding talent, either through direct efforts such as recruiting, or indirect efforts such as employment branding and networking.

Therefore, this means that those involved in talent acquisition and management should take a holistic look at how candidates find and interact with your company, how your company engages them, and what makes your company a desirable employer. This includes leveraging relatively new tools, such as social networking and mobile recruiting, to increase the reach of your recruiting messages. It also gives a nod to efforts to make your company an employer of choice. Today's recruiting challenges mean that having a solid talent acquisition strategy, no matter what you call it, is critical to getting the right talent into your organization.

Talent Acquisition in 21stcentury:

In the past five years, we have gotten a taste of what is going to feel like in a market where there are simply not enough qualified people to fill jobs needed to be filled. The recent downturn has caused organizations to stop many of the programs that were starting to show promise in the field of Human Capital Management, particularly on the recruitment side of the house.

In these testing times, one needs to have proper strategy in place to be successful in any venture. In business you cannot do everything by yourself. You need capable and highly accomplished people to assist you in achieving the goals that you have set for your organization. Today, we are in the era of 'War of Talent'. Wherein it is becoming more and harder to get right kind of talent and keep hold of them. Many organizations are trailing to competitors because they are not able to hire "right type of people" and retain them. And now, in the 21st century which is the age of Technology and Globalization, Organizations need to understand why people spend so much of their time on various forms of social media. They need to understand the joy people get from uploading pictures, tagging their friends and providing status updates. As social beings, we love to keep in touch with friends and family and with the aid of new technologies and applications; this world is getting smaller and far more connected than ever before. Today's talent acquisition practices will soon be outdated and ineffective. Those companies that change their practices first, and quickly, will be the leaders when it comes to finding and hiring the right talent.

3. SOCIAL MEDIA

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forum, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. Social media is becoming an integral part of life online as social websites and applications flourish. Most traditional online media include social components, such as comment fields for users. Social media consists of online tools, portals and websites that encourage people to interact with companies, brands, and people (including celebrities and journalists) and form communities by creating, publishing, and sharing content. Social media is a two-way communication stream, whereas with traditional media, messaging is published through a one-way communication stream to the masses, e.g. radio, television and newspaper. Social media is fast changing and take on many different forms, including social networking sites (e.g. Facebook, LinkedIn), blogs and micro blogs (e.g. Twitter), content communities (e.g. YouTube, Flickr), virtual worlds (e.g. Second Life), social gaming, podcasts, and wikis, to name a few.

4. TALENT ACQUISITION AND SOCIAL MEDIA

A big part of the whole recruitment process has already moved online: sourcing potential candidates benefits a great deal from the existence of LinkedIn (if we only look at the top-of-mind network for jobs). And even if this method is still complementary to traditional recruiting software tools or applicant tracking systems (like Monster or Career Builder), we shouldn't overlook social networks' power of providing access to complex sets of data that can get you **the right candidates, not just the ones that apply to your job. People are not passive in their job seeking routine anymore, so why should your company be?** Your potential future employees keep up with available jobs through social channels, and that's exactly where a recruiter should look for talent. The first contact point between a good candidate and your organization should not be left at the odds of formal job postings.

Considering this:

- According to one of the posts of Rowena Morais, Communication & Content Specialist | Editor &Writer on Linkedin, The LinkedIn homepage reports that more than 85 million people use their service worldwide.
- According to Facebook, they have more than 500 million active users with people spending more than 700 billion minutes per month on Facebook. Even "The HR Roundtable" that was presented in December 2010 generated a number of useful insights including the following:
  - The game has changed. The way we look for jobs, network, recruit talent, engage with people and source good leads now is not the way we did it in the past. If we want to be successful, we have got to play the game and keep up.
  - Things happen at a terrifying pace. Get used to it. Realize what this means for you and for your organization.
  - Trust and reliability are key concerns. The technology or platforms may change but these concerns always need to be kept front and center.

The 'one rule for me, one rule for you' will be seen right through. We simply cannot appear modern and adaptable to our clients while we embrace authoritarian attitudes with our talent. One of the ways in which the group saw this in action was organizations who had all manner of social media being used to connect with customers yet banned Facebook access in the workplace.

- Culture. You simply cannot create culture in a vacuum and hand it down organization-wide.
- Getting the job done. Gen Y is all about getting the job done. They do it in their own way and time, but with finesse. They balk at the rules and the norm. We might not always like their approach but are we arguing form or content?
- Transparency cuts both ways. One aspect of social media that scares people is the transparency involved. It can work both for and against you.
- A useful recruiting tool. Social media may not be involved in the every aspect of the recruiting process but it could serve as a first level scanning instrument or a form of pre-sourcing.

The conversations at the Roundtable and the Stepstone Solutions 2010 Social Media research study confirms that social media in recruitment is on the rise and appears to be more than just another channel. Social media is here to stay and organizations are using it within the recruitment process to great advantage.

"How social media trends are enhancing the process of talent acquisition."

Today a number of employers/organizations are already successfully using social media for talent acquisition. It's no surprise that social media has become an essential tool for employers and employees alike. For organizations it's one of the most effective mediums for promoting their employer brand to potential recruits. It's even how many build internal communities for their people to spread news, share expertise and celebrate success. For candidates, social media provides a unique opportunity to gather information and intelligence about employers through interaction with potential peers. People they might otherwise never meet until after an exhaustive interview process are instantly available online. So why does the rich potential of social media for recruitment remain inaccessible and untapped for so many others as I am trying to discover how social media can benefit HR departments.

5. CURRENT CHALLENGES IN TALENT ACQUISITION

- **Attracting Passive Job Seekers**: Companies have realized that they need to promote their jobs the same way as they market their services and products, if they want to keep their competitive edge. There are different strategies that a company can apply in order to attract passive candidates, those employees who are working but don't necessarily plan to change their jobs. Because those employees are the ones that can be an asset for the company in the long run as they have the practical exposure to the industry in the first hand which can help them to understand and perform a particular job profile in a far better way.
- **Converting Prospects**: Qualifying a prospect means to determine whether or not someone who is interested in your organization is a good fit as an potential candidate. If yes, they are worthy of your time and effort to turn them into an employee. Qualified prospects have a higher return on investment and higher efficiency at work rate. The first step is to determine what types of candidates are required to be searched for a particular profile.
- **Efficient Processing of Candidates:** By adding all candidates concentrated into one database, you can quickly find candidates suitable with the right qualification and skills. Technology will make processing of the candidates a more restructured and simplified process, which will track all of the actions taken, identify blockages and ensure consistency.
- **Creating experiences well-received by the Web generation:** The digital revolution is enabling new models that lead to better innovation and higher performance. A new generation of young workers (**The Millennials or The Web Generation**) is entering the workforce and bringing a new culture. And the new business environment demands something better. The current model of talent management is recruiting, train, manage, retain and evaluate the performance of employees. In the future, smart companies won't do any of this. Work will look more like a jazz ensemble where hierarchy will be replaced by creativity, sense-and-respond, peer-to-peer, collaboration, empowerment and improvisation.

6. OBJECTIVE OF THE RESEARCH

The objective of the survey is to determine how the traditional systems and processes of acquiring talents and job search have changed over the period of time due to the involvement and development of people with technology, online trends and especially with Social Media.

TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research is also called Statistical Research. The main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Descriptive research is mainly done when a researcher wants to gain a better understanding of a topic. Descriptive research is the exploration of the existing certain phenomena. The details of the facts won't be known. The existing phenomena's facts are not known to the persons.

SAMPLE TECHNIQUE AND DESIGN:

A complete interaction and enumeration of a large population was not possible so a sample was chosen that consisted of 100 individuals. The research was taken with necessary steps to avoid any biasness while collecting the data. And the sampling technique used for this research is Convenience Sampling.

DATA ANALYSIS AND INTERPRETATION:

The data collected is analyzed and interpreted in the systematic manner with the help of statistical tool like percentages.

Table 1: Showing Preference of searching for jobs via Internet

S. No.	Preference of searching for jobs via internet	No. of Respondents	No. of Respondents (%)
1.	Yes	90	90
2.	Maybe	4	4
3.	Can't Say	6	6
4.	No	0	0
Total		100	100

According to the table, each and every respondent was registered on social media sites and majority of the respondents (90%) were agreed that they prefer searching jobs online. Whereas the rest says they prefer searching jobs online but they use other mediums also.

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Table 2: Showing Prime Reason for the Preference for using Social Media or Online Tools for searching jobs

S. No.	Prime Reason for the Preference for using Social Media or Online Tools for searching jobs	No. of Respondents	No. of Respondents (%)
1.	Easy to access	12	12
2.	Wider range of information	70	70
3.	Cost effective	18	18
4.	Other	0	0
Total		100	100

Table 2 shows that majority of the respondents i.e. 70% believe that getting wider range of information is the prime reason why they prefer using social media for job search. The respondents chose web media as their first choice for hunting jobs and have agreed that being online is the easiest and the best way to notice and to get noticed.

Table 3: Showing Preference of Social Networking sites for searching jobs

S. No.	Preference of Social Networking sites for searching jobs	No. of Respondents	No. of Respondents (%)
1.	Facebook	36	36
2.	Linkedin	52	52
3.	Twitter	12	12
4.	Other	0	0
Total		100	100

Table 3 shows that, among the respondents, more than 50% chose LinkedIn as their first choice for professional networking, and job hunt followed by Facebook. The respondents believe that social networking and online presence is beneficial for professional networking and building contacts with industry.

Table 4: Showing the advantages of searching jobs via Internet

S. No.	The advantages of searching jobs via Internet	No. of Respondents	No. of Respondents (%)
1.	Increased candidate visibility to the recruiters	29	29
2.	Global reach to different kind of companies and job vacancies	60	60
3.	Interest / Criteria / Key Area / Skills / Preference etc. Filter	11	11
4.	Other	0	0
Total		100	100

Table 4 shows that more than 60% of the respondents agreed that online visibility has benefitted them to reach to more employers and more appropriate jobs. Respondents agreed about the professional help that they have got from social media and online portals in regard with jobs.

Table 5: Showing the most important feature of social networking sites

S. No.	The most important feature of social networking sites	No. of Respondents	No. of Respondents (%)
1.	Regular updates about new openings	53	53
2.	Professional profile visibility / Resume uploading	19	19
3.	Recommendations according to your preferences	28	28
4.	Other	0	0
Total		100	100

Table 5 shows that the respondents prefer social media for job hunt most because it helps them to be notified about the latest updates and vacancies, followed by the facility of recommendations that the candidates can make according to their preferences. Respondents have agreed that social media give them the benefit of getting professionally visible to the employers worldwide which help them to get noticed.

7. CONCLUSION

According to my survey, most of the youth preferred Social media and Online tools for searching jobs; which shows that how drastically the way of interaction between with candidates and employers have changed over the period of time.

According to survey it is observed that the organizations are utilizing the Social Media in order to make screening process more efficient.

Respondents who use social media overwhelmingly favour LinkedIn, naming the site as their first choice. Facebook comes in a distant second, while people also consider Twitter for jobs.

An appropriate choice of network is also dependent on how employers plan to build social media into their talent acquisition strategy. Some may have highly specific recruitment needs; others are more concerned about creating a uniform.

Social media is currently part of the talent acquisition armoury for three in five (60%) of the employed world. And two-thirds (66%) of those who have yet to explore social media plan to do so in the near future. Therefore, social media may be considered a standard tool of talent acquisition for many organisations.

The social media platform meets a number of employer needs, beyond HR. Three-quarters of social media users regard branding as a key purpose, with talent acquisition a beneficiary of general marketing messages. However, more than three in five use social media to directly search for new hires. According to the Lumesse's survey,over half use social media to stay in touch with people not actively looking but who might apply at a later date. More than four in ten companies promote specific vacancies using social media.

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VSRD International Journal of Technical & Non-Technical Research, Vol. IX Special Issue March 2018 / 39
e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

SENSORY MARKETING : A NEW WAY TO APPROACH CUSTOMERS

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ABSTRACT

In the epoch of ground-breaking strategies, every company is trying to get maximum market share through different stratagem and techniques to clutch the product's picture in the mind of the customer. In last few decades, there has been a visible formation of transformation. These phenomenal transformations have revolutionized the concept of marketing, from product centric to relationship centric and now bombarded with the level to experience centric. Marketers are trying to render different experience to their customer through working on senses, affection, cognition, action and behavior. In simple words marketers are working to render both utilitarian and hedonic values to their profit yielders for escalating their market value. So one of the most prominent strategies are in trend, these days to escalate the market share is sensory marketing. This study is answering the question arrived in research paper, "sensorial Brand strategies for value co-creation" by Rodrigues et al. (2011). That how companies are working and delivering the sensory marketing. This research paper has exclusively covered the area senses, its meaning and their role as marketing. For elaborating its role as marketing, researcher has taken so many contemporary examples of sensory marketing applied by different companies to engage the consumer emotionally, physically rationally. For carrying out these points, descriptive research would be conducted. It is secondary data based study so we can say its limitation and strength both. There is lack of research has been done in this area in India specifically, so it is necessary to keep our eye on this side too to explore more market influentially.

Keywords: Senses, Sensory Marketing, Olfactory Marketing, Tactile Marketing, Visual Marketing, Audio Marketing.

1. INTRODUCTION

7 star feeling, comfortable reclining chairs, live food counters, butler service, yes it's luxurious experience which render larger than life experience at INOX Insignia,(Misbaah, 2017) Atria Mall Warli, Mumbai, India, is the best example to connote the new level of marketing. The era of 3D to 7D is explicitly designed to deliver a full fledge sensory experience to their customers. The concept of virtualization has moved from 'reel' to 'real'. A sense of presence is created and it successfully holds the emotions. Likewise you can feel the drops of water, if there are drops of water is sprinkling in the show or can completely feel the bullets or arrow directly hitting you, if fighting sequence is exhibited and shaking chairs to give you real atmosphere. Senses perceive a real atmosphere. It's part of experiential marketing (Schmitt 2009) where they are not only giving you product but also you can engage yourself totally in the communication's three stages from Cognitive (learning, thinking), affective (Feeling cultural), action (rationale, Behavior). I can connote this with example, Experience prison life without doing any crime, yes this is the new scope of tourism industry, in Telangana, Telangana Prison Department is operating "Feel the Jail" project at Sangarreddy prison and getting pretty good response from tourist.(2016)

Another persuasive branding campaign by Coca-cola is first ever in history is "Drinkable Advertising Campaign", where they are not only focusing on visual and audio but the taste which is promoted, by creating drinkable billboards by 'Shazaming the Ad ' with the help of Shazam application.(Litsa, 2015)

Therefore marketing is becoming precisely experience centric, where companies are invigorating senses of customer for long term reminiscence and create peerless image of the product in the mind of customer to give them memorable experience .(Hetzler et al. 2008) and gaining maximum profit. And experiential marketing came into picture. It is not more about selling the product but about selling the experiences to let people dream special, feel special, and live special. In 90's customers were looking standardized product now they are looking for special unique experience.(Moure and Minor, 1992). Now marketers are keen on seducing the consumer behavior by using sparkling stimulus which straightaway's hit the senses of the customer. Through keeping eye on atmospheric dimensions (Philip Kotler, 1973) elements visual, aural, olfactory, and tactile and taste.

The aim of this research paper is to study the conceptual perspective of sensory marketing (five senses) adopted by different companies. Researcher had covered different aspects touched by multiple brands related to sensory marketing to answer the question generated by Rodrigues et al.(2011). This paper applies descriptive research method to know the brands that are using different senses to allure the customers within the context of discovery. The qualitative study is built on the basis of secondary data base.

2. SENSORY MARKETING

As a human being, we use are all senses consciously or unconsciously to know about the any situation, product or service. So, now companies have 360 outlook, while targeting the consumer as, in 2014, Johnson & Johnson had given the print advertisement in Times of India The Hindu etc newspaper, in the form scented newspaper , they had infused the smell of Johnson &Johnson baby powder in their Wednesday baby smell campaign, According Lowe Lintas, media agency, there is a strong attachment between the Johnson's baby powder and the billion of tender memories that parents have for their kiddies, and with the combination of sensorial marketing by engaging the smell and visual senses (Krishna , 2010. As Russo and Chaxel (2010) had affirmed the importance of transformational message over informational message, and notify that sensorial clues can play the imperative role in amending the feelings of the consumer.

Sensory marketing is branch of experiential marketing Bernald Scmitt (2011) had enlightened the basic of marketing, "Benefits are not in the products. Benefits are in the consumer experience." Schmitt explicated that marketing is all about stimulating, consumer's perception, and feelings, thought in the procedure of buying decision. Companies are providing them rational and sensorial (Gentile et al. 2007) experience. According to Schmitt (1999), "experiences are sensory, emotional, cognitive, behavioral, and relational values that replace functional values, in order to create a holistic sensory marketing." Customers are becoming brand specific, and "the experience is the brand" (Pralaahad and Ramaswamy, 2004). With the grand access to physical and virtual market, consumer is knowledgeable, intelligent, accurate with availability and numbers of option available in market. Now they are rational and sensorial buyer. (Gentile et al. 2007). Sensory marketing stand out as a uniquely interactive way to be in the mind of consumer, because it endows absolute experience. Martin Lindstorm (2008) explains in his book Buyology about the selling to our senses, more senses engagement revert better brand image in the consumer's mind. Companies which are associating with the emotional and rational experiences with the products are receiving faster response. (Pham et al, 2001). According to Hotch (2002) experiences are deep in nature and extremely impressive which is unforgettable Hotch (2002), put in plain words "Personal experience is overrated. People find it more compelling than they should. In many consumption situations, people are too trusting of what they have learned through experience, seduced by the very real nature of an ongoing stream of activity." So here start the role of sensory marketing, well defined by Krishna (2010), marketing techniques which employ the consumers' senses (sound, sight, touch, smell, taste) and affects their behavior is sensory marketing; it has full potential to create the most requisite form of engagement between brand and consumer (Lindstrom. 2006).

3. AUDIO MARKETING

Marketing through audio is not new concept but using the sound uniquely and effectively is imperative to chase the target prospects these days According Bruner (1990), apposite music or sound can act on the nervous system and impact emotionally on listener behavior. Volkswagen automobile company India (2010), had given audio advertisement in newspaper, when readers turned the page, there was audio which talking about the company's car. Mac Donald had used the unique technique to elevate the consumer's hunger. They had used the clinking voice of their fries at time of frying to evoke the consumer about the taste through sound of the fries in their radio ads especially at lunch and snack time. Companies are hoisting other senses through audio to sway the purchase decision. In San Francisco, there is restaurants who had made playlist according to their menu to give them same feel. (2015), cause music plays the role of great mood changer, (Alpert et al. 1990). It is scientifically proven that human being can recognize 16 to 28000 cycles per second

There is so many researchers which says there is relationship between taste and music, music changes the taste of beer "Music influences Hedonic and Taste Ratings in Beer," study conducted by Felipe Reinoso Cavalho (2016) and music can increase the dinning time which indirectly increase the more consumption of food. (Baker et al. 2002)

Automobile and sound, only we can relate engine sound or audio system sound, but with the influence of experiential marketing, magnitude of senses are also augmented in this sector. Porsche is the best example of giving interactive brand experience created in the form of a multi-sensory pop-up store with the "Sound lab": in this sound studio visitors can experience the sound of the famous Porsche 911 on a virtual drive in various conditions .Another auditory marketing example from the industry is Daimler Chrysler, who had created exclusive department of experts and engineer to design a specific sound while opening or closing the door. Britannia, inside tone 'Ting Ting Tiding' jingles that is played in their advertisements makes us remember the name Good Day Biscuits even though we cannot physically see the biscuits that time.

4. VISUAL MARKETING

The oldest way of marketing and promoting product in the market is visual marketing. Companies are working on visual marketing, intensely, because viewer can get the sense of a visual scene in less than 1/10 of a second–that's even faster than you read this sentence! 70% of all our sensory receptors are lies in our eyes. (NeoMam Studios) Companies must be keenly aware of how our brains have automatically and effortlessly committed their graphic image to memory. Shapes and colors grab the attention of 92.6% of population while purchasing. Color visuals increase the willingness to read by 80% (Farias et al. 2014). This is the era of innovation in visual marketing through technological advancement, Pizza Hut has come with interactive table concept where customer can design their pizza by drag and drop selection of base, toping veggies through sensory table, meanwhile customers can play game on their tables where application are installed. (Ellie Zolfagharifard, 2014). Technology is becoming more touchy-feely and more sensory. *"What you're trying to do is buy time in people's brains. The more time you have to spend in someone's brain in a positive way, the more likely they are to buy your product" (* Sam Bompas, co founder of Bompas &Parr).

Marriott Hotels, Haagen – Dazs and Pizza hut is the some of the examples who used this technology to give sensory experience to their customer. Marriott Hotels has used the 4D technology to allow guests to explore holiday destination virtually with physically feel aspects of the destination. They are using Oculus Rift technology, where water sprayer, heaters are available to give them factual experience. Haagen- Dazs, Ice Cream Company is using Concerto Timer I phone app to project a virtual violin concerto on top of a tub when customer is waiting for their ice cream to become soft enough to be scooped. According to adobe digital Index (2013), Facebook posts that included images generate 650% higher engagement than simple text posts. Visual ads increase the chance of purchasing by 80% in comparison to audio ads, Kahn and Deng 2010 well said that pictorial message has more positive influential power to make distinct position.

5. OLFACTORY MARKETING

Martin Lindstorm (2006) has included in his book 'Brand sense' smell can change the perception and influence consumer buying decision. When we talk about marketing, we always give preference to visual and audio primarily then touch and taste. In recent researches it is found that smell is the most important sense cause you can't stop breathing so the same with olfactory sense. Smell is allied to our emotions Heathrow Airport; England has used this sense of marketing to allure more tourists. They are offering travelers the chance to experience the smells of the countries. The interactive Scent Globe is at London Heathrow's departure lounge and emanates the essence of different countries smells like; Brazil for examples has been renowned for coffee, rainforests and jasmine, while South Africa is more about tribal incense, musky scents and the wild. They are stimulating the tourist through connecting the unique fragrance to each country in the globe(Bhansali, 2014). Smell is directly performed on limbic system which controls the emotions and memory (Bell &Porter, n.d.). Dunkin donut has used the olfactory marketing so aptly, in revert , they increased their profit by 29% in South Korea, they collaborated the radio advertisement of Dunkin donut with aroma of donuts in the buses, which has impart great impact on their sales.. a studies show that 75% of emotions are triggered by smell. Smell is nostalgic in nature, linked to pleasure well being, emotion and memory. Star buck had analyzed the power smell, and they started roasting coffee in their outlets and aroma had fascinated the more consumers. According to Sabine Bevers (2013) "It is a well known fact that your memory and smells are tied closely together this is called the Proust phenomenon". The Holiday Inn hotels chain are using scents combined with the right kind of music and rose scent for weddings and a leather-based scent for business meetings. Muhmoudi et al. (2012),

Singapore airlines known for targeting senses of traveler, since long they are using specific patented perfume Victoria Secret, Stefan Floridian Waters for the fragrance in their plane, towel, air freshener, everything has the same odor even their staff is not allowed to use different perfume or anything which has smell. They have to use only Stefan Floridian Waters; it works as reinforcing which is also part of marketing. From the luggage, employees, passenger you'll get the smell and recall the Singapore airlines.

Abhilash Ojha (2013) has well explicated that with a suitably chosen fragrance marketers can actually improve the possibility of making a sale. One of the best exemplar can be Woodland, the popular Canadian brand of apparel and leather footwear, claims that it has noticed an increase in footfalls ever since the company sprayed the company's signature leather fragrance in the aisle area of its various stores across the world, including India. Amol Dhillon, vice-president woodland, says, "It works at a subconscious level, prompting customers to linger in the store and make purchases."

Automobile industry and smell, can you imagine! yes, these days companies are working on unique smell of their car, one of them is Roll Royce, rolls Royce is equipped with the diffuser under the car seat which emit luxurious and unique odor, Hirsch (1991) demonstrated that customers are interested to buy Nike shoes in a scented room rather than the same shoes displayed in an identical but non scented room.

6. TASTE MARKETING

Food industry, its playing major role, maggi masala is demanded individually due to their specific taste. Each chips company have their patented taste which allure the customer, it's about gustative marketing.

Perfumed themed alcohol is the new innovation in the field marketing to award unique experience to consumer; Ritz-Carlton Berlin crafted perfume-inspired cocktails to experience drink by scent. (Alyson Wyers,(2014). Stella Artois is a Belgium's Beer brand; recently collaborate with The Roots for "the first music video you can taste" they have created two songs, specifically to enhance the sweet and bitter notes of its beer. Higher pitches music have been for sweet and low pitches for bitterness of the beer. (Christine Birkner(2016)

Taste is about food is a myth now, Skoda Fabia (2007), London advertise their car through taste, they baked car sized cake, with the same look of skoda to promote between the prospects and customers. And in result of this different campaign of taste the automobile, walk-ins increased by 160%.(Duncan Macleod, 2007) Well enlightened by Truc Ly & Minh, (2015) *"This refers to the intrinsic attributes of a product which are the efficient way of differentiation notably in the alimentary market."*Taste and mood both are related, connoted by Pizza Hut's promotion strategy (2017) "Mood Enhancing Pizza". Pizza hut identify the ingredients which can help in increasing serortin (tuna), dopamine (mozarella), oxytocin and endorphins (produced by the array of colors on the pizza's yellow corn, red onion and green olive topping) that have an effect on people's happiness. (Whitehead, 2017) For enticing the movie watcher Domino's had offered popcorn and candy to their customers in flavor of cheese pizza pie.

7. TACTILE MARKETING

From normal steering to power steering, keypad phone to touch phone, different prices of cloth on the basis of feel, softness, lightness is not only technological change , it is the power of Touch. Touch is the sense which gives the feeling of ownership (Krishna 2010, Peck & Shu (2009)) to the customer and silently speaks about the intrinsic value of the product. While buying anything, customer analyzes the ergonomic and aesthetic value by touching the product (Underhill, 2009). Touch can alter the buyer decision (Grohmann et al 2007), it can play positive and negative role in buying decision. (McCabe And Nowlis (2003). touch is directly related to our emotions, a very good example to explain this point is MRI scanning. (Sophia Godfrey, 2015). Touch plays crucial role in impulse buying,. Need for touch (Peck & Childers, 2006) concept is executed by.

Mccain Ready Baked Jackets Campaign is innovative sensory marketing example, where bus stop bill board releases the smell of baking food along with a 3 D fiberglass jacket potato sculpture which is hot to touch. If seeker touches buttons that will make the potato heat up and emit the smell of baked potatoes. (Katherine Vong, (2012) their promotion campaign, Pizaa Hut bring into play the mobile first technology where viewer can pull the pizza pie which stretches the thread of cheese which is tempting and giving virtual touch which allure the emotions of buyer. (Natalie Mortimer, 2016). Sublimotion, world's most expensive multi sensory restaurant, they had tried to enhance the flavor and mood of the consumer by giving them luxury dining digital experience; it had taken the food to the next level. Through 360 degree project mapping and interior , customer can get real feeling under the virtual world like consumer will be able to feel as if they're transported to Versailles to better appreciate the flavors of a rose, or they are they can see whole processing of the food irrigation to making. or you are eating fish and cockle shells are swimming around you with the combination of salty scent and sea projection (Jackie Strause)

8. CONCLUSION

This study is answering the question arrived in research paper, "sensorial Brand strategies for value co creation" by Rodrigues et al. (2011). That how companies are working and delivering the sensory marketing. Companies have started taking customer experience as primarily concern to sustain in the market. Era from standardization to idecentic experience has been on track. Companies can only sustain in the market by differentiating their product from competitors. Companies are working to stimulate individual sense which can discriminate them and render unforgettable and memorable experience and image to consumer. (Hulten, 2011). Different flavors of lays, funky colors in automobile sector, role of high music and soft music in the case of food, smell of new car, each sector is working on all senses, we can't say taste is only for the food, it has emerge into automobile, virtual world of touch is created to feel the product. It means, we should be ready for lots of innovation, changes in coming time. And most important companies have started collaborating two or more senses to give the bang on consumer behavior, by using multisensory marketing. Lindstorm (2006), Schmitt (2011), Krishna (2010) all elaborated the need of experience centric delivery and working upon senses of consumer. This research paper has stated about different big giants who are using sensory marketing and yielding good profits. Research paper conclusion is the base for further empirical research in this context; this provide area for more substantial research like influence of sensory marketing on consumer behavior in particular industry, or to study the most important sense related to particular industry for altering the behavior.

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e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

A CASE STUDY ON THE EMPLOYEE ENGAGEMENT PROGRAMS IN SELECT KPOS OF MYSURU CITY

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ABSTRACT

Employee engagement programmes have become an integral part of HR activities in the KPOs of Mysuru as they render benefit to all the stakeholders like the employees, organization and to the clients. The programmes majorly give dividends in the form of higher employee commitment levels. Employee engagement programmes also have a role to play in bringing the employees close and improving the team dynamics in the workplace. All the benefits out of the employee engagements have a direct leverage on the bottom line of the balance sheet.

Keywords: Knowledge Process Outsourcing, Employee Engagement Programs, Job Satisfaction, Employee Commitment and Organizational Behaviour.

1. INTRODUCTION

Employees add to the invaluableness of a company, they are always at the core of the business operations. Naturally, it is required that they stay engaged, satisfied and content with their jobs. If not, their productivity takes a hit and company loses out on vital revenues. Companies, that are not willing to forego their revenue and allow their employees to disengage, have come up with employee engagement programs.

Employee engagement programs have been successfully designed and implemented by companies at various levels of management. Employee engagement programs, as the name suggests, aims at enhancing the level of engagement in employees towards, their work, work environment, colleagues and the organisation on the whole. HR managers today are constantly at task of developing such programs and ensuring that the workforce stays engaged. The level of impact of these employee engagement programs varies from employee to employee. Standardisation takes a backseat and customisation comes into the picture. These programs are customised according to the drivers of engagement of the respective employees.

Once these employees are engaged and satisfied, the quality of their work shoots up which in turn results in a revenue increase for the organisation. In this paper, we study how employee engagement programs affect employees in select Knowledge Process Outsourcing Units (KPOs) in the city of Mysuru.

2. OBJECTIVES

- To find out the employee engagement programs taking place at KPOs of Mysuru.
- To understand the different types of employee engagement programs taking place in select KPOs of Mysuru.
- To analyse the impact of these engagement programs on the employees and note if there is an increase in performance and revenue.

3. LITERATURE REVIEW

- This article focuses on employee engagement program and the factors affecting its implementation. According to **Arti Chandani, Mita Mehta, Akanksha Mall and VashweeKhokhar (2016),** the findings speak about the success of its implementation that varies amongst employees as well as companies. The paper also suggests ways to redesign work in order to achieve enhanced productivity. Suggestions include strong induction programs, certification programs and give them a realistic job preview.
- This research conducted by **Bhavani, Sharavan and Arpitha (2015)** deals with the level of engagement of employees at Automotive Axles, Pvt. Ltd. Mysuru. The case defines what exactly employee engagement is. The data collected was through a structured questionnaire. The sample size was 50. The article also defines the importance of employee engagement programs in the automobile industry.
- The paper establishes a connection between how there is a substantial increase in the revenue when the employee engagement rates are high. The research was conducted at Aon Hewitt. The paper concludes by stating that economic conditions have huge determining effects on employee engagement programs. This study was named as "**2015 Trends in Global Employee Engagement Making engagement happen"**
- The paper discusses how employee engagement is the new keyword instead of satisfaction and organizational commitment. According to the findings that were arrived at after conducting interviews, it is evident that no priority is given by the employees towards engaging themselves in the work that they perform. The author, **Difeng Yu (Rena) (2013),** felt that it was high time to start creating awareness.

Discussion and activities too needed to be kick started.

- This article found out how employee engagement programs in the IT sector are affecting the employees. The author, **Preeti Thakur (2014)** concludes that at the officer level, the level of employee engagement can be improved. This can be done through increasing accountability, authority. At the clerical level, there were sufficient rewards that were associated with job involvement.
- This paper opines that the level of employee engagement in the corporate world can be increased. It deals with how disengaged employees can be brought on track, along with modern employee engagement programs for today's 21st century workforce. In this article, the authors, **Abhijit Siddhanta and Debalina Roy (Ghosh) (2010)** use Literature Review method coupled with secondary data collection from various research findings and corporate practices are employed using a descriptive study technique.
- With globalisation taking place at a rapid pace, hotels today are expanding like never before. Full service hotels stress on quality and service. This paper written by **You Han (2011)** describes the importance of employee engagement programs in full service hotels like Mariott and Four Seasons. It is vital for employees to stay engaged in such industries. The research concludes by saying that higher the level of employee engagement, higher is the earnings per share. Hence, it deserves attention from all the levels of management.
- This study spans between numerous sectors. The study conducted by **Tejvir Singh, Pankaj Kumar and Pushpendra Priyadarshini (2007)** is focused on prioritising where organisations need to focus in order to engage employees. The needs of employees vary from organisation to organisation. The employees are asked what they want and if they are really getting it. A lot of inexpensive opportunities are discovered through this research; this helps in setting up an engaged workforce.
- The paper defines employee motivation and its importance.The study states that employee motivation and performance are linked to the style and practices of management. The study is conducted by **Monika Mohanan, Dr.A.H.Sequeira and Mr. M.S Senthil Kumar (2012)** to analyse the employee engagement and motivation programs in Delta One Software Division, Chennai.
- This paper, written by **Neeta Bhatla (2011),** describes how employee engagement programs are increasing every day. The paper states that organisations today are on the lookout for employees who are enthusiastic and passionate about their work. The paper also highlights the problems faced by HR managers today to engage employees. Various other practices used by other private banks are studied in this research.

4. SCOPE OF RESEARCH

This research aims at finding out the different types of employee engagement programs that take place at KPOs of Mysuru city. The research digs deeper to find out whether these engagement programs for employees have a positive effect on employees performance, company's profits and growth.

Limitations:

- The research is conducted at select KPOs of Mysuru city.
- The research undertaken only considers white collared employees.

Research Methodology

The research effort involved making personal visits to two KPOs in Mysuru city namely Conzulere Business Solutions Pvt Ltd and Bio clinica. The objectives of these visits were to collect information through a structured questionnaire consisting of 10 questions. These questions revolved around employee engagement programs and its effectiveness in these select KPOs.

Discussions

The two HR executives that were interviewed were Mr. Sri Harsha from Conzulere Business Solutions Pvt. Ltd and Mr. Suraj Bharadwaj from Bioclinica.

According to Mr. Sri Harsha, "Employee engagement programs are a fundamental concept in the effort to understand and describe, both qualitatively and quantitatively, the nature of the relationship between an organization and its employees. An "engaged employee" is defined as one who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests. An engaged employee has a positive attitude towards the organization and its values. An organization with "high" employee engagement might therefore be expected to outperform those with "low" employee engagement". Employee engagement programs are conducted very often, how often? As often as once in two weeks.

When asked about the different types of employee engagement programs here is what Mr. Sri Harsha and Mr. Bharadwaj had to say…At Conzulere, employees are involved in the business planning process, they are encouraged to share their knowledge through knowledge sharing systems and employees are also briefed about the incentives, which depend on their performance. Pharmacists day, Superhero day, Family day, Team outings are some of the many employee engagement programs conducted at Bioclinica states Mr. Bharadwaj.

Mr Sri Harsha and Mr. Bharadwaj made similar claims that these programs are stress busters and result in a productivity boost amongst the employees, this in turn increases operating income and lessens turnover risk.

But how do we check the how effective and efficient these programs have been? Mr. Bharadwaj has an answer…

"We chalk out a weekly report that consist of their login and logout times, the no. of cases attended and solved and how realistic their target setting has been for the year. In case an employee is found underperforming he is put on a Performance Improvement Plan (PIP) for 3 months wherein he is asked to step up his game and start delivering on projects." Employees can also raise tickets anonymously to address their concerns, this makes them feel a part of the organisation and a sense of belongingness sets in.

Mr. Sri Harsha has a different method of evaluation though, here is what he has to say "If employees are engaged in their job, their communication is superior and transparent, engaged employees look at the big picture and often look to collaborate to rope in the best for the enterprise. Engaged employees also bring in referrals that ensure organizational and professional growth.

At Bioclinca, Mr. Bharadwaj informed us that there are employee engagement programs for every level of management. General employee engagement programs also take place, where employees from the entire organisation are involved. One such engagement program is the Annual day that takes place once every year.

When asked to the HR executives, if they had to rate the employee participation from 1-10 in the employee engagement programs that they conduct, Mr. Sri Harsha claimed a strong 9/10 whereas Mr. Bharadwaj claimed an average 6/10.

5. FINDINGS

In today's world where firms face cut-throat competition, productivity is priority for companies today. HR executives are increasingly looking to retain their best employees and keep the labour retention ratio low. In and bid to keep the employees happy and to retain them, employers use employee engagement programs. This makes the employees feel they are a part of the organisation and that their opinions matter the most. The HR managers along with their executives constantly keep developing new employee engagement programs in order to satisfy the subjective wants of each employee. Customisation is the key when it comes to employee engagement programs. The natures of jobs at KPOs are usually technical in nature and result in a lot of stress.

6. CONCLUSION

From the above discussions it becomes very clear that employee engagement programs are essential for both an employee as well as an organisation. It helps employees focus on their job and helps reap benefits in terms of professional development and from the organization's perspective, it increases operating income resulting in profits and growth for the company.

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DIGITAL TRANSACTIONS IN INDIA: GROWTH AND CHALLENGES IN POST-DEMONETISATION PERIOD

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ABSTRACT

Credit-Debit cards, electronic clearing systems, E-wallets and mobile banking services has now become more popular rather than just the traditional cash transaction system. India is an economy that is fourth largest in cash transactions. But now after the demonetisation phenomenon, this scenario is changing. The cash to GDP ratio has been 12.5% which is more than any other economy in the world. But, Post-demonetisation period is showing a decline in this rate to 9%. It is a matter of discussion that whether this decline in the cash money in circulation is a good sign or bad for the economy. RBI, Commercial banks, Market regulator SEBI and other financial institution along with the central government of India now are stressing over the cashless transactions. This goal is achievable but the country like India which was 4th largest economy based on cash transactions, this 'cashless economy' seems to be a herculean task. Since a majority of population resides in rural area, there is lack of financial inclusion, education, internet and most importantly, Financial Literacy. These are some of the challenges that are hindering the path of cashless economy. This paper tries to acknowledge major challenges and opportunities in the way of India becoming a cashless economy. The paper also compares the pre and post demonetisation period in the terms of cash and digital transactions with the data available. The payment systems should be easily available and free from the fear of losing data through cyber attacks or anyhow. The major advantage of the digitalisation is convenience. That can be ensured only through the sound banking infrastructure and proper internet facility throughout the economy.

Keywords: Cashless Economy, Indian Economy, Digital Payments, Government Initiatives, Demonetisation.

1. INTRODUCTION

The concept of a cashless society involves movement of money through digital mode and hard cash is of little or no use. It is a situation in which the flow of cash within an economy is non-existent and all transactions are done through electronic media channels such as direct debit, credit and debit cards, electronic clearing and payment systems such as Immediate Payment Service (IMPS), National Electronic Funds Transfer (NEFT) and Real Time Gross Settlement (RTGS). Today, credit cards and online payment services are becoming increasingly popular in urban India, paper currency notes are still an essential part of daily life. In a cashless economy most of the transaction will be done by digital means like e banking, debit and credit cards, PoS (point of sales) machines, digital wallets etc. In simpler words no liquid money or paper currency will be used by the people in a given country. In a cashless economy the third party will be in possession of your money. It will allow you to transact that money whenever it is needed. If it is not needed then the third party can use that money. Third party can be a government or any other public or private sector bank.

2. REVIEW OF LITERATURE

In his paper **Tawde (2017)** stated that the whole country is witnessing the effects of demonetization and with our Prime Minister hinting at a cashless economy, many people are said to be left in confusion. How would a cashless economy be beneficial is the question of many. Though many steps have been taken to facilitate digitalization of India and many schemes have been launched but all this is not enough as the goal is very important to achieve and needs huge attention **(Khurana, 2017).** The findings of **Ramyaet. al. (2017)** reveals that while people are getting comfortable with cashless payments, some mindset issues are holding back many from embracing the newer platforms. His findings also suggested that the usage habits of those who have taken to cashless modes could be exposing them to security threats. The government claims that demonetization would curtail the shadow economy. However, according to the data from income tax probes, black money holders kept only 6 per cent or less of their wealth as cash, suggesting that targeting this cash would not be a successful strategy **(Preethi&Sangeetha, 2017).**The country needs to move away from cash-based towards a cashless (electronic) payment system. This will help reduce currency management cost, track transactions, check tax avoidance / fraud etc., enhance financial inclusion and integrate the parallel economy with main stream. Additionally as the card usage crosses the boundaries of big cities and gains popularity into the hinterland, the electronic payment system will generate huge volumes of data on the spending behavior of persons in these areas **(Das &Agrawal, 2010).** Digital transactions are traceable, therefore easily taxable, leaving no room for the circulation of black money. A large number of businesses, even street vendors, are now accepting electronic payments, promptingthe people to learn to transact the cashless way at a faster pace than ever before **(Shendge et. al. 2017).** In her paper **Kumari (2016)** stated that Government trying to aware its people for cashless transaction by various kinds of advertisement method but still a large number of people are waiting for the introduction of cashless transaction. The future of the Cashless India looks pretty promising as the response of the country people towards this move of the government and the support towards it is a clear indication that the government's move is likely to succeed **(Bindra&Bindiya, 2017).**

3. RESEARCH METHODOLOGY

The prepared paper is a descriptive study in nature. The study has been carried out based on the collection of the relevant secondary data. Secondary data collection was based on various sources such as published books, articles published in different journals & newspapers, periodicals, conference paper, working paper and websites, etc.

4. DIGITALISATION IN INDIA

India is home to the second largest internet user base and an emerging technology industry known worldwide. The recent demonetization has affected the informal sectors which are mostly cash centric. Steps lie these are said to be giving long term positive consequences. In 2017, the World Bank predicted the black money in India to be worth about one-fifth of the GDP of the economy. India in the 21st Century must strive to meet the aspirations of its citizens where government and its services reach the door steps of citizens and contribute towards a long-lasting positive impact. For this, The Digital India program was launched to transform India into a digitally empowered society and knowledge economy by leveraging IT as a growth engine of new India. It is said that economy is going in a very positive Direction after launching make in India Plan of Indian Government. The Digital India drive is a dream project of newly formed Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing synchronization and co-ordination in public accountability, digitally connecting and delivering the government programs and services to mobilize the capability of information technology across government departments. Digital India was launched by the Prime Minister of India Narendra Modi on 1 July 2015 - with an objective of connecting rural areas with high-speed Internet networks and improving digital literacy. The vision of Digital India Program is inclusive growth in areas of electronic services, products, manufacturing and job opportunities etc., and it is centered on three key areas-

- Digital Infrastructure as a Utility to Every Citizen,
- Governance & Services on Demand and
- Digital Empowerment of Citizens.

Some Services of Digital India Program: Some of the facilities which will be provided through this initiative are Digital Locker, e-education, e-health, e-sign and national scholarship portal. As the part of Digital India, Indian government planned to launch Botnet cleaning centers.

Digi-Locker

Digital Locker facility will help citizens to digitally store their important documents like PAN card, passport, mark sheets and degree certificates. Digital Locker will provide secure access to Government issued documents.

Attendance.gov.in

Attendance.gov.in is a website, launched by PM NarendraModi on 1 July 2015 to keep a record of the attendance of Government employees on a real-time basis.

MyGov.in

'MyGov.in' is a platform to share inputs and ideas on matters of policy and governance. It is a platform for citizen engagement in governance, through a "Discuss", "Do" and "Disseminate" approach.

Sign framework

Sign framework allows citizens to digitally sign a document online using Aadhaar authentication.

E-Hospital

The e-Hospital application provides important services such as online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc.

5. STATUS IN POST DEMONETISATION PERIOD

In a country like India Demonetisation was a revolutionary move where near about 90% transactions are done on the basis of cash and three-quarters of the of payments for were made in cash-on-delivery **(Economic Times, 2016)**. Government demonetised the economy in November 2016 and removed larger notes than 100 Rupees from circulation and created a booming e-commerce market. After the demonetisation took place the National Payments Corporation of India, which is an umbrella body for retail payment system, reported that transactions on a domestic card payments scheme 'RuPay' had doubled. The mobile wallet 'Paytm' now has more than 200 million users **(Paytm, 2017).**

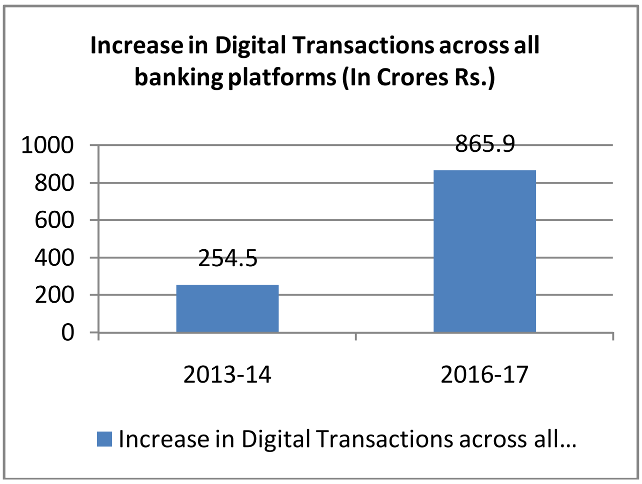
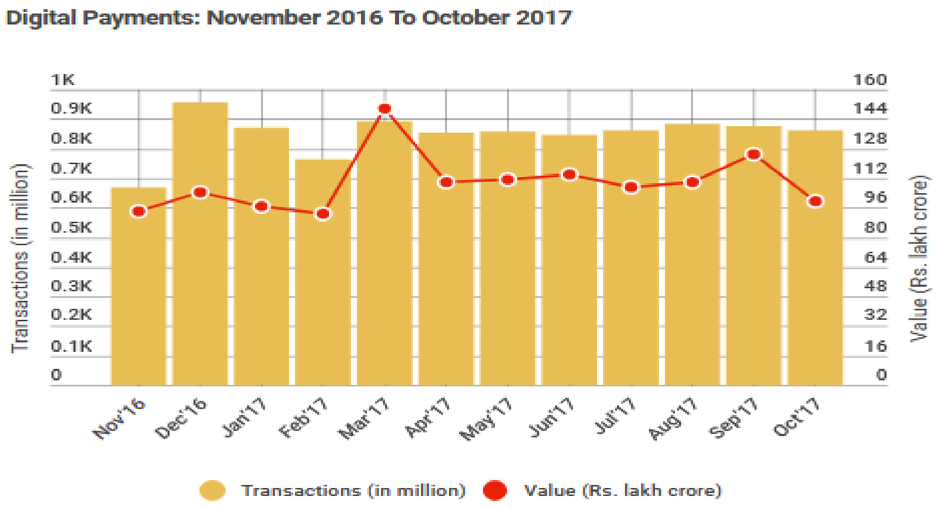


Figure 1: Increase in Digital Transactions

In the above figure, we can see that digital transaction in all banking platform is increased to 865.90 crore in 2016-17 from 254.5crore in 2013-14. This increment shows that people are switching toward digital transaction very rapidly.

Increase in Mobile Transactions in 2016-17		
Year	2013-14	**2016-17**
No. of Mobile Transactions (in Rs.)	9.47 Crores	72 Crores
Value of Mobile Transactions (in Rs.)	224 Crores	10,572 Crores

Digital payments increased in value to Rs. 124.7 lakh Crore in September, 2017, up 33% from Rs. 94 Lakh Crore in November 2016, but dipped by 20% by October 29, 2017 to Rs. 99.3 lakh Crores over the preceding month **(RBI, 2017).** The number and value of digital payments has increased compared with the pre-demonetisation level, but by varying extents each month.The benefits of demonetization have now started trickling in with more and more people switching to digital modes of receiving and making payment. India is gradually transitioning from a cash-centric to cashless economy **(Shendge et. al. 2017).**



6. CHALLENGES AND OPPORTUNITIES OF DIGITAL TRANSACTIONS

India has been a cash dominant country since always. It is highly difficult to imagine the economy as a cashless economy due to many obstacles in the path to digitalisation like illiteracy, financial illiteracy, limited access to the internet, lack of advanced cyber security etc. The government needs to take the necessary steps and make some policy considerations when they are preparing for a cashless economy. The payment systems have to be protected from the cyber-attacks which are the major threat for cashless transactions **(Tawade, 2017).**

Adoption of digital currency is still has a long way to go. India has 13 mobile money transfer providers being second only to Nigeria, but overall less money moves through wireless transfers than in neighbouring countries like Bangladesh or Pakistan **(Intermedia FII Tracker Surveys, 2016).**

In recent years the steps towards digitalisation taken are unprecedented. Most of the people in India are uninterested about the transactions done through digital mode. Improper internet connections, improper maintenance of the ATM machines, lack of POS machines create hurdle in the process. According to a report Low penetration of point of sales (PoS) terminals or card swipe machines and concerns over security make debit cards less attractive. So, if there are 700 million debit cards, there are only 2.5 million PoS machines for these cards, which are concentrated in large metros. Not only this, less educated people are not able to use debit-credit cards, Mobile e-Wallets etc. the cyber security in India is also cannot be said to be of advanced level.

Despite mixed growth of digital payments the future is less cash, at least far less than the current 95% plus transactions via cash and cheque books. According to a report on digital payments in India, total payments via digital instruments are expected to touch $500 billion by 2020. India has a long way to go. Sweden, South Korea, Denmark, Canada have high percentage of cashless transactions—as high as 75-85%. Norway has stopped cheques. Of course, these countries are either smaller, or have a more educated population, higher penetration of organised retail and higher awareness about digital than India.

7. CONCLUSION AND DISCUSSION

The decision taken by Prime Minister Narendra Modi is to control counterfeit notes that could be contributing to terrorism and also to eliminate the black money from the economy. Now we can say that impact of Demonetisation is a function of how much currency in circulation replaced at the end of the replacement process and extent to which currency in circulation is extinguished. While it has been argued that the cash that would be extinguished was black money and hence, should be rightfully extinguished to set right the perverse incentive structure in the economy, this argument is based on impressions rather than on facts. While the facts are not available to anybody, it would be foolhardy to argue that this is the only possibility.

e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

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EMPLOYEE ENGAGEMENT : A NEW DIMENSION OF HUMAN RESOURCE MANAGEMENT

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ABSTRACT
Employee engagement has emerged as a preeminent part of the terminology of human resource management, still there has been limited analysis of the significance of this for HRM in firms. This paper is positioned on a systematized review of literature on employee engagement and insistence is haggard exactly on factors of employee engagement and its role in the managerial and operative functions of human resources which influence employee's performance and commitment. Engaged employees are convinced with their jobs, appreciate their work and the organization, consider that their job is significant take pride in the company, and regard that their employer appraise their contributions. The organization's scope is to engage, hold, and enhance the value of its employees articulates on how strong jobs are devised, how employees' time is utilized, and the encouragement and support that is delineated to employees by the management would motivate employees to stay in organization.
Keywords: Employee Engagement, Human Resource, Commitment.

1. INTRODUCTION
With the advancement of economies there is extended choice of employment, organizations will find it progressively challenging to captivate and retain expertise and potential. In a chase to survive in an exceedingly competitive service industry, maximum organizations comprehend that a contented employee does not automatically mean a devoted employee and an eminent performer. Furthermore, in times of declining loyalty, employee engagement is a dominant retention strategy. Competitive advantage could be achieved by companies where the employees are engaged in their work and devoted to their organizations. It also results in positive outcomes like higher productivity and reduced employee turnover.

Employee Engagement is the level of committal and entanglement an employee has against his organization. It is the affirmative attitude adhered by the employees towards the companies and its values. The conventional perception of employee retention has made a conversion to employee engagement. Employee engagement is consequently a new exemplary of social obligation among companies and their employees. It means participating in decision making and change to employees who will enumerate value, and not rapid, more plausible propaganda. It provides staff a say in what shall add value to the business and design an engaging and innovative place to work. Employers prosper by having an adjustable, committed and exceptionally motivated pool of talent who have a firm sense of intent regarding their work. The human resource practice is now centralizing on employee engagement and involvement with the help of job satisfaction and organizational commitment towards holding the employees. The study exerts to identify the eliciting factors of employee engagement that would lead to employee productivity, commitment and reducing employee turnover.

2. EMPLOYEE ENGAGEMENT
Kahn (1990,) made known personal engagement as the "harnessing of organization members' selves into their work roles; in engagement, people employ and express themselves physically, cognitively, and emotionally during role performances". Employee Engagement is defined as the level of commitment, involvement and passion as a `positive, fulfilling work related state of mind that is characterized by vigor, dedication and absorption' (Shaufeli et al., 2002) and emotionally during role performances. Goffman (1961) puts forth that the concept of engagement is rooted in role theory. He defined engagement as the "spontaneous involvement in the role" and a "visible investment of attention and muscular effort" (as cited in Wildermuth and Pauken, 2008). . Engagement is most closely related to the constructs of job involvement (Brown 1996). Managers want to improve employee engagement on grounds that it leads to superior performance, reduces staff turnover and improves the well-being of employees (Macey & Schneider, 2008).

3. HEWITT ENGAGEMENT MODEL
Aon Hewitt published their 2016 Trends in Global Employee Engagement report. Due to the constraint of measuring this subject of employee engagement they use the 'Say, Stay, Strive model'. Employees are asked to say positive things about the organization they worked with. Also if their intention is to stay longer with the company and strive is to exert their energy level to help the organization to succeed in attaining their objective.

4. LITERATURE REVIEW

Kahn (1990) illustrated the attributes of personal engagement and disengagement and laid stress on the three psychological conditions found to impact those behaviors. They are meaningfulness that is the benefits originating from task and role characteristics, safety and availability of personal resources to conform role liability free from aberrations and preoccupations. **Schaufeli et al (2002)** examined the link between burnout and engagement – a work associated state of attainment that is outlined by vigor, dedication and absorption. Work engagement might be assumed as the positive reverse of burnout. **Purcel (2003)** found factors which could be strongly related with great levels of employee engagement. For instance, efficacious communications was one of the factors as engagement levels were influenced by the supply of information that the employees received regarding the performance of the company and how they contributed to the company in attaining its business objectives. Moreover, employees involved in decisions influencing their job or work was also accompanied with high levels of engagement. **Towers Perrin (2004)** suggested that there lies a link between high level of employee's engagement and lower staff turnover rates, higher customer satisfaction and loyalty. **Woodruffle (2006)** highlighted the impact of fourteen non financial styles of engaging the employee and extended a ten point plan of accomplishing them. The ten ways to engage employees are advancement, autonomy, civilized treatment, employer commitment, environment, exposure to senior people, awarding of due praise, availability of support, feeling of being challenged, feeling of being trusted, feeling of working for a good and reliable organization, feeling of working on useful assignments and respecting work/life balance. **Jill E Perry Smith(2007)** examined the influence of flexibility policies and employee family configuration on work engagement. Other findings also showed that by administering policies that provides employees the freedom to develop in all facets of their lives, organizations can increase their supply of a coveted commodity – employee engagement. **Vazirani (2007)** suggested that proper pay and equal opportunities for career progression should be provided to employees. To become engaged an employee needs to be satisfied. Organizations which have high levels of engagement equipped their employees with opportunities to establish their abilities, master new skills, attain new knowledge and comprehend their potential. Employees will invest back in their banks if banks strategize for the career paths of their employees and also invest in them.

5. COMPANIES PRACTICING EMPLOYEE ENGAGEMENT

At a time when work-associated stress is catching a toll on the being of employees, it is invigorating to see few companies go far flung to prepare their staff to love the work they do and also make sure that they have a good work-life balance. Manu A B/Rediff.com records the success stories of some of the noteworthy companies renowned for employee engagement. Employees in these 10 companies love the companies they work for many positive factors. A friendly working environment, work from home options, women initiatives, special healthcare facilities, flexible work hours, and cooperation among the team members keep employees highly motivated in these 10 companies.

Companies	Employees	Employee Engagement Practices
RSMI	842	Employees respected, performance nurtured Rewarding environment, healthcare benefits
Google	1678	Access to best facilities, fun at work, child engagement, women initiatives, food
Marriott Hotels India	6500	Good leadership, training facilities, friendly environment, competitive pay package.
American Express India	9036	Promoting talent, positive relationships with employees, gender diversity, smart savings, rewards n recognitions
SAP Lab India	4844	Initiatives for women, work from home policy, temporary part time work, care for life
Godrej Consumer Products	2228	Diversity and inclusion program, maternity policy
Intuit Technology Services	807	maternity & paternity leave, Medical insurance, innovation forums
Accor Hotels India	3690	Caring and inspiring workplace, policies are based on professionalism, recognition, diversity and respect.
Forbes Marshall	1417	Communications are transparent and accessible
Lifestyle International	10,820	A culture of openness, transparency, camaraderie, trust 'Employee friendly initiatives

6. RESEARCH METHODOLOGY

This paper is positioned on a systematized review of literature on employee engagement which seeks to incorporate the current thinking and evidence. Insistence is haggard exactly on factors of employee engagement and its role in the managerial and operative functions of human resources which influence employee's performance and commitment.

7. RESULT AND FINDINGS

An investigation of the literature recommended that the stringent and much monotonous kind of work increase employees' turnover intention. The reason behind is inadequate employee engagement. Today the task is not only to retain talented people, but also engaging them fully, grabbing their minds and hearts at each stage of their work. In recent years the term "employee engagement" has taken a paramount role on organizational effectiveness (Saks, 2006). This is winning popularity because it deluged significance influence on employee positive outcomes, formulating a well heeled level of involvement, devotion and vigor for work as compared to other variables like job satisfaction and employee commitment. Employee Engagement is the level of commitment and involvement an employee has towards his organization. It is the positive attitude believed by the employees against the organizations and its values.

8. PRACTICAL IMPLICATIONS

Engagement is the cumulative energized perception one has regarding his own work that images as an output of the feelings of focus, urgency, intensity and eagerness. Moreover, the engaged employee is not just energized but proficient, and this feeling of competence materialize from his own experience and the terms and conditions of work furnished for him by his organization. Employee engagement is firmly linked with organizational performance outcomes. Companies having engaged employees have higher employee commitment as a result of lesser turnover and reduced intention to leave the organization, efficiency, profitability, productivity, growth and customer contentment. On the contrary, organizations with disengaged employees go through waste of effort and drain talent, draw less committal from the employees, suffer high absenteeism and have reduced customer orientation, reduced productivity, and less performing margins.

9. CONCLUSION

Employee engagement is thus a unique model of social contract between companies and their people. It means involving employees in decision making and change thus adding value, and not faster, more conclusive propaganda. It provides staff a say which can add value to the business and establish an engaging and ingenious place to work. Employers are benefitted through a flexible, motivated and highly committed pool of talent who value their work. The objective of human resource practices now a day is to focus on employee engagement and involvement with the help of job satisfaction and commitment against retaining the employees. Employee engagement is to invest oneself, being reliable in the job, and remitting one s task with full passion, endurance and energy. Establishing employee engagement in the company can help to retain expertise. Engaged employees are more satisfied with their works, believe that their job is important, enjoy their work and the organization, are proud of their company, and have a belief that their employer acknowledge their contributions. Employee engagement is the organization's ability to engage, hold, and optimize the worth of their employees, articulates on how well jobs are designed, how employees' time is utilized, and the commitment and support that is displayed to employees by the management would definitely motivate the employees to stay in organization.

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TECHNOLOGY'S ROLE IN SUSTAINABLE DEVELOPMENT

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ABSTRACT

Today the world faces new challenges in the modern world development which results in a depletion of the natural resources. There is an increase of negative environmental impact as well as deterioration of the biosphere balance. The aftermaths of the climate change have become noticeable everywhere around the world. It results in a deterioration of social problems and hampers further development. That is why; the key to this problem is needed to provide sustainable development. The objective of this principle is to create balance between our constantly growing demands and planet's natural capacity. The principle is not new as it will soon complete 20 years of official life in the world. Adding cherry on top, only a few political slogans like this have lived a life for so long. Yet its spirit will never become outdated. Sustainable development as a principle has emerged from a series of Conferences, Seminars and Summits, where countries have tried to come to an agreement on how to tackle the cardinal issues of the 21st Century: poverty, increasing inequality, environmental and human health degradation. This article will explore the tangled web of modern problems, solutions and ideas about the technological innovation and sustainable development.

Keywords: Sustainable Development, Technological Innovation

1. INTRODUCTION

"You must be the change you wish to see in the world"

-Mahatma Gandhi

Sustainable development is one of the widely used expression and it has a wide range of implications and accordingly incites a wide range of reactions i.e. large no responses for large number of meanings. Sustainable development has the potential and can possibly address the fundamental challenges for mankind, in present and as well as in future, however it requires a solid premise in principles that link the social as well as the environmental aspects to human equity.

The idea of Sustainable Development was first clearly characterized in 1987, in the World Commission on Environment and Development (WCED) in its 1987 report entitled *Our Common Future*, which is popularily known as Bruntland Report.

The point of the WCED was to discover handy methods for addressing the formative and environmental issues of the world. It was considered as the development that "addresses the issues of the present without trading off the capacity of future generations to meet their own needs".[1] The term sustainable here intends to initiate the ability to sustain. The overall objective of sustainable development is to enhance the personal satisfaction and quality for all individuals of a society and, in fact, for all the citizens of a country and the world, while guaranteeing supportive systems of life.[2] The concept behind the idea of sustainable development is that it stresses upon the social esteems i.e. respect for cultural esteems and values and, subsequently, does not includes economic indicators for the measurement of social or economic development. Sustainable development revolves around three pillars that are society, environment and economics.[3] Politics and culture are also considered as the aspects of sustainable development.

2. SUSTAINABLE DEVELOPMENT AND ENVIRONMENT

Environment and sustainable development must coordinate together in order to ensure that, one should not be at the cost of another, rather then It must be depicted as an amicable adjust that controls development while taking care of environment. Accordingly various economists' have explained sustainable development as an art of controlling quantity and quality of our natural stocks monetarily to our own advantage, without debilitating it.[4] Protection of environment in the most recent couple of years has turned out to be not just an issue of national concern yet of worldwide significance.

It is now an established truth beyond all doubts that the very survival of humanity without a clean environment is in stake,[5] therefore development of human life would be done considering its effect on environment. The country like India which was blessed with abundance of natural, ecological and manpower resources has been continuously crucified on the name of development.

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[1] World Commission on Environment and Development (WECD), Report of the World Commission on Environment and Development: Our Common Future, New York, 1987

[2] World Commission on Environment and Development (1987) *Our Common Future*, Oxford University Press.

[3] United Nations (2014). Prototype Global Sustainable Development Report ,New York: United Nations Department of Economic and Social Affairs, Division for Sustainable Development

[4] Anil Agarwal, "What is Sustainable Development", The Administrator, Vol., XI; April-June, 1995, p. 1.

[5] Kailash Thakur, Environmental Protection Law and Policy in India, (1999), p. 305.

When the country was on its way to achieve its growth story, the major sufferer in this realization of growth story was the ecology of India. To meet the ever growing needs of a large Indian population, there were rapid constructions at the cost of environment which was greatly overlooked and as a result, the concept of sustainable development took a major beating in the country.

3. INNOVATION FOR SUSTAINABLE DEVELOPMENT

Innovation is termed as an essential key to quicken the social and economic growth of any country in the World. Innovation has paved the way for the growth of economic status of a country by the way of increasing import and export of a country leading to market growth. Various policies of the world's developed nations have suggested offering significance to the key parts of advancements for producing new ideas related to business which would ultimately get converted into greater economic growth and financial development and for a long-term growth and development of a country it is of vital importance to shift to development based economy as there are numerous countries still trying to end up plainly as a developed country, hence Innovation today has became a fundamental need for a positive growth and development of country.[6] For the developing nations, the goal is to catch up with the technology of the driving nations which includes both developed as well as developing nations.

This process involves gaining, acquiring and adjusting new items, advancements or administrative structures already created by the driving nations and, in the long run, breaking into new markets, and growing and solidifying investment in those business sectors. [7] Innovation plays a very important and fundamental role in the growth and development of the modern global economy. It positions among the most important of human attributes, rising economy with an increase in employment and services, inspiring urban areas, districts, and nations to create environments that encourage it to enhance their aggressiveness in local and worldwide markets. The United Nations (UN) has defined its objectives for sustainable development with the aim of eradicating poverty and bringing prosperity to all. United Nation expresses that one of the objectives of sustainable development is to support domestic technology development, research, and advancement in driving nations.

4. UNDERSTATING INNOVATION AS A COMPLEX SYSTEM

Innovation should be assumed as a key part during the time spent evolving modern culture. In any case, innovation must be inserted in the social and hierarchical advancement.[8] The innovation framework can be conveniently seen as a complex versatile system, the associations over the large number of phases of the innovation procedure, happening in various sectors and different leadership levels make development frameworks intricate and versatile.

In order to bridle the capabilities of innovation for sustainable development, activities done at different stages should be commonly supportive of each other so as to meet the required needs of sustainable development.[9] Innovation is something which can easily be perceived but difficult to define and similarly even more difficult to measure. Innovation occurs in different stages that are exceptionally connected, often overlap, and don't really occur in a particular order. Understanding innovation frameworks requires both social and technical knowledge.

5. TECHNOLOGY INNOVATION FOR SUSTAINABLE DEVELOPMENT

Technological innovation is contemplated altogether as one of the real impetuses in encouraging economic and social development. It is considered as the core of sustainable development. In today's economic scenario where there are situations related to the protection and preservation of environment play a vital role, in the same way technological advancements can also be utilized as a factor for the production of advanced substitutes and alternatives so as to minimize the destructive effects of industrial development on society and nature.[10] Technology is something which incorporates knowledge that includes techniques, procedures, and practices that can be utilized "to satisfy certain human purposes in a specifiable and reproducible way," The advancement procedure happens in multifaceted "development

[6] Innovation And Sustainable Development In India, Dr. Seema Malankar Model College, Kalyan (E) University of Mumbai. interactions An International Journal of Humanities and Social Sciences Volume II Issue I Jan. 2013

[7] Science, technology and innovation for sustainable development Background report by Keun Lee and John Mathews, Department of Economic & Social Affairs, < https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/CDP-bp-2013-16.pdf>

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[10] Technological innovation for sustainable development: An analysis of different types of impacts for countries in the BRICS and G7 groups, Naja Brandão Santana, Daisy Aparecida Do Nascimento Rebelatto, Ana Elisa Périco, Herick Fernando Moralles & Walter Leal Filho, International Journal of Sustainable Development & World Ecology Vol. 22 , Iss. 5,2015

frameworks," which can conveniently be thought of as the associated set of on-screen characters and organizations that shape innovation forms.[11]

Sustainable development requires fostering of technological development in order to enhance human prosperity in present as well as future generations. There are huge possibilities of acquiring Sustainable development by the way of technological innovation but at the same time it also has the tendency to erode human well-being therefore technological advancement requires greater clarity in conceptualizing the development process by recognizing barriers and learning from the past experiences so as to make it work for sustainable development.

Understanding technological advancement along these lines will significantly impact the strategies that are set up, the associations and networks that are built, the technologies that are produced, and eventually, the overall improvement that can be brought together towards sustainable development.[12] The effective and successful implementation of new ideas and development which we meant as innovation depends upon the technological advancements; however innovation has reliably provided the opportunities to improve and offer products and services in a more efficient and secured way. The progressions are huge and the opportunities are intense, however it has turn out to be certain that innovation cannot always be as positive as we may wish they are just a part of accomplishing sustainable development. Also, different components that can support and drive advancement are continuously changing and are needed to be comprehended.[13]

6. CONCLUSION

Technology is the one of the tool to encourage Sustainable Development .Innovation has became an apparatus to boost the social and regional economic growth, where both private as well as public sectors can meet to discuss and develop innovative ideas which can be conveyed into the global market. Developing nations now does not require following the customary ways to development as technological innovation has now made it possible for the driving nations to acquire a better status in worldwide economy. The developments in the present social and economic condition of a country are the consequence of the technological discoveries and the development in the fields of information processing, communications, energy supply, health and sciences. Thus, a more practical view is required, moreover not only with regard to the science and technology but also with regard to policy and laws. These phenomena are not occurring independently so there is a need to analyze them and try to develop solution to them.

The solution to the resource usage could be solved through method of recycling and minimising wastage that damages the environment. The method of Recycling, product redesign, conservation and low-waste management technology can marginalize the flow of wastes to these resources, and that is perhaps the major quality of a sustainable development along with economic development.

“You have to decide whether development means affluence or whether development means peace, prosperity and happiness”.

-Sunderlal Bahuguna

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FINANCIAL FRAUD IN BANKING SECTOR: ISSUES AND CHALLENGES

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ABSTRACT
The term fraud in respect of the bank generally refers to manipulation in book of accounts fraudulent encashment of documents unauthorized handling of securities pledge or hypothecated to the bank, embezzlement by bank employees misappropriation of fraud, pilferage of cash. The impact of fraud on banks that are engaged in financial activities is more significant. Fraud may damage the integrity and stability of economy. It can bring down banks due to technical advancement. Glaring issue in this context is the delay to show the fraud by various banks. On the basis of my analysis, it is found that non-compliance of the appraisal system and inadequate follow up. It is observed that subject to the title deed of property periodical legal audit is required. Reserve Bank should encourage review of guideline and try to identify the loopholes. RBI should issue the guideline regarding complicity between entities like Valuer advocates Chartered Accountants and Staff member Banks. It is necessary not just for safety of banks but ensuring the stability and resilience of the overall financial system.
Keywords: Financial Fraud, Bank, Saftey, Prevention of Fraud, embezzlement, pilferage, misappropriation

1. INTRODUCTION

The term fraud in respect of the bank generally refers to manipulation in book of accounts fraudulent encashment of document s unauthorized handling of securities pledge or hypothecated to the bank, embezzlement by bank employees misappropriation of fraud, pilferage of cash. The occurrence of fraud in the bank is not a recent phenomenon. In fact, the crime of forgery is as old as the writing itself. The financial institutions like books are vulnerable to fraud because they are dealing only in money. The reason for increase in number of frauds in post nationalization period is the widespread branch network and a shift from the security oriented lending to the development-oriented approach like advance to priority sectors.

2. CATEGORY OF FRAUDS

Broadly, the trend reported by banks can be divided into three main category

- Advance Related
- Deposit Related
- Technology Related

Although it is not easy to detect fraud. Deposit accounts are the major category of fraud prone area. Employees and authorities of bank are aware of system prevalent in the bank. Accepting the cash from customer of deposit in his account but after shot duration withdrawn by making false passbook. Recently, the practice has prevailed in banks by recording entries in his own saving account or account of some other customer and withdrawing the amount with fake signature. The Largest share of the total fraud relates to advances. Another point that needs to show is that public sector bank account for a substantial chunk of the total amount involved such fraud cases.

Another important issue in this regard is that considerable delay is made in declaration of fraud by banks. The Fraud related to cash credit committed dumping detoriated and obsolete stock. In case of pledge borrower, remove the goods with complicity of bank employees and officer. Majority of credit related frauds are on account of deficient appraisal system poor supervision and inadequate follow up. Frequently, the bank confronted with the fact that title deeds are not genuine borrower availed multiple finances against the same property. Technical advancement is one of the reasons of fraud.

A close examination of reported fraud cases have revealed that around 65% of total fraud cases reported by banks are technology-related fraud. The fraud committed through Internet banking channel, ATM, and other alternative payment channel like credit, Debit, Prepaid cards New private sector bank lead the technology-enabled services. Incidence of cyber crime is high in private sector bank. The Bank should realize that people uses online banking services are aware of loopholes in technology system and processes. Major kind of electronic crime is credit card fraud. The credit card fraud is committed with use of counterfeit cards. According to finding of Deloittee that Retail banking was identified as major contributor to fraud incidence.

3. REVIEW OF LITERATURE

Chakrobarty (2013) noted in his speech that while most numbers of frauds are being causal to private and foreign bank, The public sector banks are contributing towards the amount involved.

Lakare (2014), reveals- that share of retail loan in total NPAs continue to stay high. The contributions of credit card loans have high contribution in NPA in comparison of personal, housing loan.

e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

Jain A (2005): He focused that after innovative technologies are also extensively available, which are responsible for causing electronic crime. These are denial of service attacks, viruses, and unauthorized entry informing tempering spamming.

4. OBJECTIVE OF STUDY

- To understand and analyze underling causes contributing increasing trend in frauds committed in Indian banking sector.
- To suggest appropriate and suitable measures that can help the system in addressing those issues.

5. RESEARCH METHODOLOGY

This is based on literature review and case study approach. It is relied upon hearing a post date available with RBI and various entities.

6. ANALYSIS AND FINDINGS

A Comparative picture (Table 1) The total number of fraud and amount involved as on 31, 2013 all RBI regulated entities and financial institution are shown below.

Table 1: Frauds cases reported by RBI regulated entities

(No. of cases in absolute terms and amount involved in Rs. Crore)		
Category	**No. of Cases**	**Amount Involved**
Commercial Banks	169190	29910.12
NBFCs	935	154.78
UCBs	6345	1057.03
FIs	77	279.08
Total	176547	31401.01

Source: from Chakrabarty (2013)

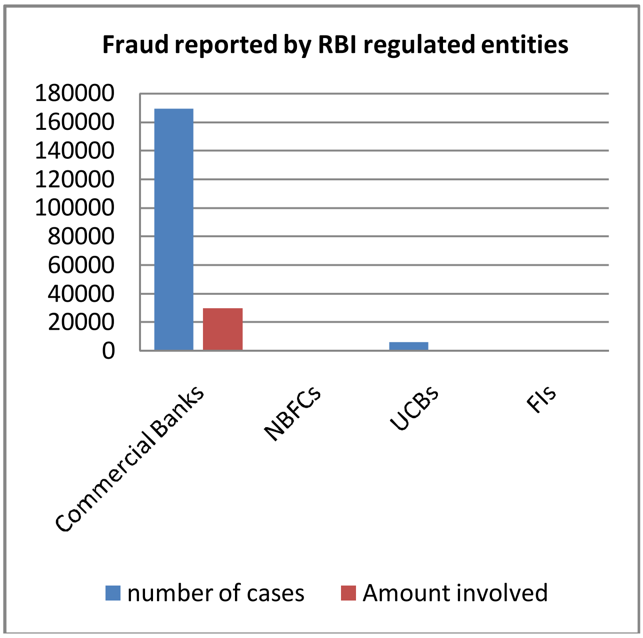

Chart 1

According to above data number of fraud cases of commercial bank are 95% of total cases and amount involved in fraud is 95% also . Number of FIs of total fraud is .04% and amount involved in fraud is .08% of total amount involved . The frequency of fraud in commercial bnank is very high and very low in FIs.

Table 2: Year wise amount of fraud cases in the banking sector

No. of cases in absolute terms and amount involved in Rs. Crore		
Year No.	**No. of cases**	**Total Amount**
2009–10	24791	2037.81
2010-11	19827	3832.08
2011-12	14735	4491.54
2012-13	13293	8646
Total Fraud Reported as on March 2013	16919	29910.12

Source :Chakrabarty (2013)

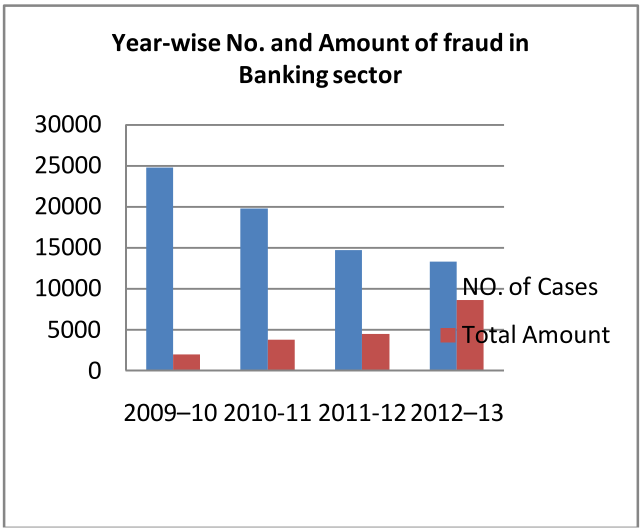

Chart 2

It may be observe in second table that. Number of cases in 2009-10 are shown 24791 and 2012-13 are 13293 the fraud are shown in decreasing trend. The amount involved in fraud shown 2037.81 in 2009-10 and in 2012-13 is 8646.ie an increase is noted 324.27%. This exhibits amount involved in fraud has increasing trend.

I would like to recapitulate some of important issues that should be shown as under:

- The number of fraud s reported each year is actually coming down, the amount involved is going up substantially. The increase in amount involved is largely attributable to the few large value Advance related fraud and other transactional fraud very small are manageable.
- Bank should require to establish intelligence-gathering agency, which might be deployed to track activities of borrowers can help the bank in adequately safeguarding real time compliance and

early detection fraud.

- Government should consider the role of third party as Chartered Accountant, Auditor and Advocate and put a strict punitive Measure for Future deterrence.
- It is very difficult to prove criminal intent of fraudsters before judiciary. Fraudster gets sufficient time due to laxity of court proceeding.
- RBI has developed early-warning signals to reduce frequency of frauds. However, is found that public sector bank show unwillingness adhere to this mechanism.
- Internal control system must be efficient to control vulnerable areas, raise red flags and shortcoming in banking system.

7. CONCLUSION

The impact of fraud on banks which are engaged in financial activities is more significant. Fraud may damage the integrity and stability of economy. It can bring down banks due to technical advancement. Glaring issue in this context is the delay to show the fraud by various banks. On the basis of my analysis, it is found that non-compliance of the appraisal system and inadequate follow up. It is observed that subject to the title deed of property periodical legal audit is required. Reserve Bank should encourage review of guideline and try to identify the loopholes. RBI should issue the guideline regarding complicity between entities like Valuer, advocates, Chartered Accountants and Staff member Banks. It is necessary not just for safety of banks but ensuring the stability and resilience of the overall financial system.

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VENTURE CAPITAL FINANCING OF SME'S FOR SUSTAINABLE DEVELOPMENT OF INDIA

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ABSTRACT

This Study examines the financing of venture capital for small and medium scale enterprises (SME'S) for sustainable development of India. SMEs have traditionally been dependent on Bank finance for expansion and working capital requirements. Traditional sources of funds have their limitations and they don't have risk appetite to finance new and unproven skill oriented ventures. Now a day's focus of government shifted towards the skill development of people of country to make them employable so in this context the need of financing get more and more important. . Due to the various negatives however, the venture capital scenario in India is quickly changing. Alternative funding like venture capital is picking up in the India, including in the MSME sector. Venture Capital is an evolving as significant source of funding for small and medium-sized firms, especially for start ups and business expansion. An entrepreneur usually starts the business with his own funds, and loan from banks. It is during expansion that they find it difficult to raise additional funds. This paper tries to explore the new financing opportunities and its contribution in making the 'Make in India' program successful in order to creation of employment by creating innovative businesses.

Keywords: Venture Capital Finance, Economic Value Added, Enterprise development, Private Equity Finance, Innovation, Make in India.

1. INTRODUCTION

Venture capital is a type of private equity finance involving investments in unquoted companies with growth potential. It is generally medium to long term in nature made in exchange for a stake in a company. The term venture capital is likely to be accepted as the generic term for business angels, mezzanine equity, institutional or any similar investments in early stages of business.It is one thing to compare profits, yet it is another to measure the efficiency or cost effectiveness of capital employed. Economic Value Added (EVA) is the residual income a company earns after capital costs are deducted. Limited access of Small and Medium Enterprises (SMEs) towards the financing tends to be a relatively general issue, whether they are located in less developed, developing and developed countries. It is a general problem across the globe. SMEs in less developed countries typically have a much more difficult time accessing finance than their counterparts in developed countries. This is due to a number of factors, including their own risk profiles and suitability for external funding, as well as the relative strength and capacities of the banking and finance sector In addition, the capacities and resources of government agencies in developed countries tend to be greater, which then allows for larger and more effective policy interventions to try and overcome market failures or address regulatory constraints. There can also often be greater market and regulatory failures at work in less developed and developing economies, compared with more developed countries. With recent advances in Information and Communication Technology, the use of 'big data' allows financiers to forecast with greater confidence on the possibility of an applicant's credit standing. One remedy is to promote SMEs as springboards towards building viable LEs via the application of more sustainable equity-based financial strategy. More so, facts that emerged from the appraisal of the various past financing schemes and initiatives for SMEs showed that finance is by no means the only or most important constraint to SME development.

2. OBJECTIVES OF THE STUDY

- To find out the different financing sources for SMEs in India
- To expand the venture capital approach over traditional financing of SMEs in India
- To expand the specific factors responsible for the financing in SMEs.

3. RESEARCH METHODOLOGY

The information and data collected are through secondary sources. These sources are as publication research, surveys & other research techniques & could include both present & historical information. The researcher has used only secondary data that has been collected from various articles, journals, books, websites etc.

4. SOURCES OF FINANCING OF SME'S

- **Equity-based financing** spans a range of activities whereby investors provide funds in lieu for an ownership share or other interest in the business. It includes a wide range of financing sources such as business angel networks, venture capital, private equity, and even share issuance through initial public offerings (IPOs). There are also debt-equity hybrid instruments, such as convertible loans, whereby a loan is converted into shares at a later date, if contractually agreed by both parties.
- **Non-collateralized debt** products are typically a way

of issuing financing while Circumventing the need for collateral, which can often pose a problem for SMEs. The most common types of asset-based financing are factoring, invoice discounting and inventory financing. Financial leasing is another common method of financing the acquisition of equipment by SMEs.

- **Informal finance** refers to all financial transactions, between two parties, that occur outside the regulatory framework and enforcement of a central banking and finance authority. Such funds may come from personal savings, borrowing from relatives or 'loan sharks'. The primary concern with this kind of financing is that it is beyond the regulatory body's ability to regulate and enforce the process, such as protecting users and prosecuting abusers (such as usuries), as well as inhibiting its ability to enact its fiduciary, monetary and systemic banking sector responsibilities.
- **Debt-based financing,** which is also a main source of funding for SMEs, typically takes the form of credit lines, term loans, rolling overdrafts and other debt products that must be fully repaid over time, with interest. Most debt financing is provided by commercial banks. There may also be various supporting services, such as credit guarantee schemes, used to encourage lending to SMEs and other eligible businesses.
- **Internal financing** is the method of generating funds through a company's core business, such as through withheld profits and using working capital.

5. DETERMINANTS OF FINANCING OF SME'S

- Debt-to-equity ratio of the SME
- Asset structure of the SME
- Profitability of the business
- Current size, stability and complexity of the financial sector, influencing the propensity to lend to SMEs and other high risk sectors
- Anticipated future growth rate of the SME
- Business risk of the SME and its business venture
- The wider macro-economic health of the country at a given time
- Sector in which the SME is operating

6. BUSINESS LIFE CYCLE OF SME'S

SME's life cycle, each individual stage whether it is start-up, growth, maturity and graduation to a large enterprise, decline or transition or acquisition, and finally a likely (solvent or insolvent) exit will need different financing needs. SMEs may obtain equity capital and debt financing products and services from various sources at each of those stages, although some become of greater utility than others at different times. Figure 1 provides a general representation of SMEs' financial needs during the start-up, growth and transition stages.

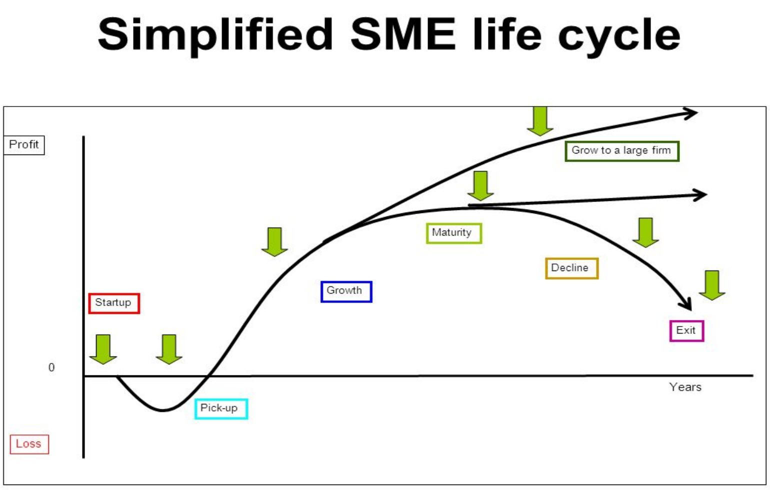

Figure 1: Business life Cycle of SME

7. WORKING CAPITAL FUNDING

Across all three periods of the life-cycle, one well-established saying in SME development pertains. It is that even a fundamentally profitable business can be rendered insolvent by poor cash flow management. The importance of cash flow for small businesses is hard to over-emphasize. Lumpy payments for goods sold, or a mis-match between revenues and costs can force a company into involuntary insolvency. Basic working capital is essential for the functioning of all businesses, including SMEs, if they are to maintain operations. The financing itself may be in the form of a loan, or a revolving overdraft facility, secured by the SME's assets or that of its owner(s) personal assets.

8. FIXED CAPITAL FUNDING

SMEs needs to be flourish there is also a need for more long-term funding sources, both debt and equity, to support sensible capital investment for corporate growth.

Cash (flow) may be 'king', as the popular saying goes, but long-term capital is 'queen'. Short-term loans, principally intended for working capital needs, are not well designed to fund more long-term working capital investment needs. Reconciling the mismatch of differing length of maturities between assets and liabilities is a challenging exercise that even banks.

Equity finance also tends to have a relatively long-term horizon line, with fund managers and their investors typically expecting not to exit from an SME investee for a period of between three and five years, and sometimes even longer. For example, a venture capital investor will usually seek to stay invested in an SME while it transitions to a markedly bigger business whether through organic growth or acquisitions and therefore allows for the investor to exit with a substantially greater return on the shares previously acquired. A private equity investor will typically wish to exit an SME investment through a large trade sale or an initial public offering, which necessitates the business scaling up to a level where it is of interest to a large strategic investor who wishes to acquire that firm's market share and revenues, or where the sale of shares to the wider community of portfolio investors is sufficiently large in scale to make economic sense.

9. VENTURE CAPITAL APPROACH TO FINANCING OF SME'S

Venture capital is the investment of long-term equity finance where the venture capitalist earns his return primarily in the form of capital gain. The type of financing may include equity or quasi-equity instruments and sometimes debt-normal or conditional in exchange for ownership for a predetermined time period. And further related assistance provided by venture capitalist may comprise any type of educational endeavour to professional business consultation and board representation. Once venture has reached the stage of profitability the venture capitalists disinvests his own investments through available exit routes and redeploys the resources in new ventures. Venture capitalist participation is far more extensive and individual than that of a traditional banker while the later serves as the Finished Intermediatory the venture capitalist plays the role of Resource Manager for business development.

10. ADVANTAGES OF VENTURE CAPITAL FINANCING

- Venture capital networks are a valuable source of strategic planning information
- Venture Capitalist does not require collateral to finance
- Venture capital networks can help find acquisitions or corporate partners for the firm
- Venture capital financing offers confidentiality regarding commercially sensitive information
- Venture Capitalists serve as a sounding board for the firm's management decision-making
- Venture Capitalists provide the firm with business counsel, discipline, image in the business community, and access to critical networks
- Venture Capitalists join in discussions with the firm's bankers and customers. This gives the firm and its products certain credibility

11. STAGES OF VENTURE CAPITAL FINANCING

Historically venture capital evolved as a method of early stage financing, but the notion of venture capital recognizes different stage s of financing. It also includes of development, expansion and buyout financing for those enterprises which are unable to raise fund from the normal financing channels. Venture capital financing also provide turnaround finance to revitalize and revive sick enterprise. An entrepreneur needs venture capital fund at different stages of his company's growth, which are as follows:

Early Stage Financing:

- Seed financing for supporting a concept or idea.
- R & D financing for product development.
- Start-up capital for initial production and marketing.
- First stage financing for full-scale production and marketing.

Expansion Financing / Development Financing:

- Second stage financing for working capital and initial expansion.
- Development financing for facilitating public issue.
- Bridge financing for facilitating public issue.

Acquisition / Buyout Financing:

- Acquisition financing for acquiring another firm for further growth.
- Management buyout financing for enabling operating group to acquire firm or part of its business.
- Turnaround financing for turning around sick unit.

12. CONCLUSION

From the Above Study, we can draw some findings and suggestions, a proper balance between debt and equity funding sources is required, with availability of venture capital and private equity particularly important for supporting and scaling-up entrepreneurial and innovative businesses. Venture Capital investors can also contribute additional technical assistance and industrial experience. For a start-up venture that has yet to attain a strong income stream, an unduly large reliance on debt financing which needs to be serviced is a risky proposition. The provision of basic working capital is essential for the functioning of all businesses, including SMEs. Even if informal financial facilities were considered adequate from an SME point of view, without an effective regulatory framework to govern this activity, the risks of a systemic collapse are greatly increased. SMEs typically find the 'collateral constraint', difficult demand that they often struggle to comply with. Many lack the collateral required, or are reluctant to pledge personal assets, such as their house, in support of a loan for a start-up business venture. In the view of most

SMEs, the collateral issue is a major obstacle to accessing financing, and can be exacerbated further when banks and other loan providers expect to take collateral that is valued at markedly more than the loan size. Government agencies and the commercial financial sector must need to understand the typical life cycle and associated cash requirements of SMEs, which will morph over time. In this regard, they also need to consider policies that assist in financing viable to SMEs facing cash drain periods and identify ways of helping SMEs to overcome the time gap between receivables and payables through various 'bridging' instruments.Governments should consider promoting the development of new, 'SMEs friendly' financial products and financial services that will better meet the needs of the SME sector and increase the aggregate volume of SME finance made available. There are also non-collateral debt products and services like financial leasing and factoring which are particularly well suited to SMEs, and thus should be considered for introduction.

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e-ISSN: 0976-7967, p-ISSN: 2319-2216 © VSRD International Journals: www.vsrdjournals.com, UGC Approved Serial No. 48578

AN EXPLORATORY STUDY ON GOVERNMENT MARKETING COMMUNICATION APPROACH TO CREATE INDIA AS A 'GLOBAL BRAND' IN TOURISM SECTOR

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ABSTRACT

With a consistently growing middle class and the increasing disposable income, the tourism industry is witnessing high growth. Indian tourism is considered to be one of largest service based industry in India. According to the data released by Department of Industrial Policy and Promotion (DIPP), during the period April 2000-December 2016, the hotel and tourism sector attracted around US$ 9.93 billion of FDI. Therefore, this study aims to identify how India is putting herself economically when compared with other countries. According to Ministry of tourism, revenue has increased from Rs 279440 million in 2004 to Rs 1058360 million in 2013. According to the report of India Brand Equity Foundation, tourism accounts for 9.6% of country's GDP and is third largest foreign exchange earner for the country. WTTC said India's figures are predominantly generated by domestic travel, which accounts for 88% of the sector's contribution to GDP in 2016. Although, tourism industry came late into existence in India but government has taken initiatives to organize it as early as possible. So, this paper includes the various examples of initiatives taken by the government in different ways to improve tourism in India. The study would track all integrated marketing promotions adopted by government to portray "Incredible India" as a 'Global Brand'.

***Methodology** – This is an exploratory research and is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.*

***Originality** - The subject of this article is government's IMC strategies and their role in marketing of tourism. Looking into requirements of the objectives of the study, it would be of descriptive type.*

Keywords: Service Industry, Integrated Marketing Communications, Tourism, Brand, Primary Data, Secondary Data.

1. INTRODUCTION

The World Tourism Organization (WTO) defines tourism as activities of people who travel and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. This definition recognizes tourism as broad range of activities and goes beyond the common perception that tourism is limited to holiday activity only.

Tourism today is one of the largest global industry and a major engine for economic growth and employment generation. It reflects the economical, social, cultural changes of the country. This is why this sector requires constant monitoring and up gradation in a competitive global market. India ranks 42nd in the United Nations World Tourism Organization rankings for foreign tourist arrivals. Domestic tourism contributes to three-fourths of the tourism economy. According to World Travel & Tourism Council (WTTC), in India tourism accounts for 7.5 per cent of the GDP and is the third largest foreign exchange earner for the country. The tourism and hospitality sector's direct contribution to GDP in 2016, is estimated to be US$47 billion. India's visitor-friendly traditions, varied life styles and colorful fairs and festivals held abiding attractions for the tourists. There are 35 World Heritage Sites in India that are recognized by UNESCO as of 2017. It is a country myriad of tourism: firstly Religious Tourism (places like Amarnath, Kedarnath and many more). Secondly, Cultural tourism (Taj Mahal, Jaipur and Udaipur monuments etc). Thirdly, country is very well known for its coastal areas like Goa, Kerala, and Pondicherry etc. Kerala is identified by The National Geographic Traveler as one of the two 'must see' spots in India. Fourthly, India has beautiful hill stations like in Kashmir, Shimla, Ooty, etc. Fifthly, India is a hub of IT industry which also increasing tourism as well as employment opportunities. Cities like Bangalore, Mumbai have this industrial advantage. Sixthly, India is increasingly emerging as a destination for Medical Tourism. The country is internationally accredited medical facilities using latest technologies and besides with all kinds of international facility medical treatment cost in India are lower by 60% - 80% when compared to similar procedure is USA and UK. Ayurvedic Therapies, Tibetan Medicines are the major attraction. Seventhly, MICE (meetings, incentives, conferences and exhibition) tourism caters to variety of trade meetings, international conferences, events and an exhibition has gradually captured the market. India earns about US$ 4.8 billion yearly through MICE tourism. Lastly, Event tourism also is very much successful in India. Like Kumbha Mela in Allahabad. In 2013, the event witnessed 305 lacs visitors on "Mauni Amavasya" day. Not only this Auto expo, IPL, Commonwealth games, Goa Fest all are very popular internationally and fetch many tourists.

2. ABOUT INDIA

A South Asian country with diverse terrain – from Himalayan peaks to Indian Ocean coastline. Many invaders came to India with different culture and traditions but India was able to absorb all and that is why it is a rich country which gives diversity a new meaning. There are 15 languages spoken among which Hindi is the most widely spoken language as it is the mother tongue of 41% of the population. With several religions, hundreds of dialects, caste and creed India still holds "oneness" in its nature. Consisting of 29 states and 7 Union Territories, India is the second most populous country in the world with over 1.348 billion people (Jan 2018), already containing 17.5% of the world's population.

"If there is one place on the face of earth where all the dreams of living men have found a home from the very earliest days when man began the dream of existence, it is India."

- Romain Rolland

3. GOVERNMENT INITIATIVES TO INCREASE TOURISM IN INDIA

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. A National Policy on Tourism for India was built around seven key areas: Swagat, Soochna, Suvidha, Suraksha, Sahyog, Samrachna, Safai. The Ministry is taking initiatives with other Central Govt. Ministries — Railways, Civil Aviation, Road Transport & Highways and the concerned state governments — to achieve convergence and synergize with their programmes so as to maximise the impact of investments. According to the TOI report, the tourism ministry got 70 per cent hike in the Union Budget and announced 9000 km of highway to be constructed this year. The allocation for Ministry of Road Transport and Highways has been increased from Rs 64,900 crore (in 2016-17) to Rs 71,000 crore for 2018-19. Certain initiatives by the government are:

- "Incredible India" the first marketing initiative was conceptualized in 2002 by V Sunil (Creative Director, O&M Delhi), and Amitabh Kant, Joint Secretary, Ministry of Tourism. The primary objective of this was to create a distinctive identity for the country. Year on year basis different themes were taken to promote this campaign like spiritual tourism, eco tourism and many more. In 2007 "Incredible India" campaign reached its new heights, this campaign become the global brand campaign. A mobile application is also launched to access various information. In an effort to promote Incredible India campaign Narendra Modi on Mann Ki Baat radio broadcast had made a request to tourist to share their travel experience and photos on twitter.
- **Atithi Devo Bhava:** The main aim of this campaign is to sensitize Indians about the hospitality and sense of responsibility which is imbibed in our culture. The main components are training and orientation of taxi drivers, guides, immigration officers, tourist police and other personnel directly interacting with the tourists. Amitabh Bachchan, the new face of the campaign has spread the message very strong and clear.
- Finance Minister Arun Jaitley, has proposed to extend the visas on arrival facility to 150 countries. On which Cox & Kings Director Peter Kerkar reacted: "The extension of Electronic Travel authorisation (Evisas) to 150 more countries is a positive step for tourism as this sector contributes seven per cent of India's GDP and helped create more than 40 million jobs in 2014."

Recently, the Indian government has also released the medical visa or M visa to patients and MX visa to accompanying spouse to encourage medical tourism in India.

With the aim of benchmarking the standards of facilities and services of Motels, the Ministry of Tourism has formulated a voluntary scheme for Approval of Motel Projects.

Government has run a scheme for public private partnership in infrastructure development. 100% FDI is approved in this sector.

To facilitate visitors to the monuments in getting better access, the facility of E-ticketing has been launched.

Swachh Bharat Swachh Smarak E poster - this is an initiative for protecting and preserving the sanctity of monuments of national heritage. Ministry has launched a special poster with Prime Minister's message requesting the tourists and the Indians to engage themselves in the cleanliness of their surroundings and monuments.

PRASAD (National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive) Scheme was also launched by the Ministry for the development and beautification of pilgrimage sites.

Swachh Bharat Swachh Pakwan - The Ministry of Tourism is partnering with the National Association of Street Vendors of India (NASVI) for upgrading the skills and hygiene standards of Street Food Vendors in India so that they become a distinctive aspect of the Indian tourism.

The government is encouraging local involvement in tourism by promoting homestays like bnb it is also urging the states to make the licensing process easier for homestays, and exempt them from service tax and other levies.

Introduction of a Mobile App - The Ministry has launched a mobile application called Swachh Paryatan on February 22, 2016, which will let citizens report any hygiene issues at various tourist destinations across the country. The languages handled by the Tourist Helpline include ten international languages besides English and Hindi, namely, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

In Union Budget 2018-19, the GOI announced some initiatives to give a boost to this sector such as:

- The Central Government has taken a number of steps

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for smooth transitioning to cashless mode of payment to ensure that no hardship is faced by the tourists

- The Ministry of Tourism has approved projects worth Rs 450 crore (US$ 67.10 million) under the Swadesh Darshan scheme, for the improvement and creation of tourism infrastructure in Madhya Pradesh, Uttarakhand, Tamil Nadu, Uttar Pradesh and Sikkim.
- The government launched the 'Swachh Paryatan' mobile application, which allows citizens to lodge complaints about uncleanliness in areas around selected monuments protected by the Archaeological Survey of India (ASI).
- The UDAN scheme (Ude Desh ka Aam Nagrik) seems to be the catalyst in bringing changes to the air-travel sector in the new budget. The government now plans to make operational 56 unserved airports and 31 helipads all over the nation; 16 unserved airports were made operational in the past one year. The scheme has received a big allocation, Rs 1,014.09 crore, for the fiscal year of 2018-19, from Rs 200.11 crore in the 2017-18 fiscal year.

4. ROLE OF SOCIAL MEDIA TO INCREASE TOURISM IN INDIA

Lack of information is the big hindrance which limits people to explore new places, this is where social media plays an important role. According to Internet World Stats, India has third highest number of internet users after US and China. Increasing use of smart phones and internet, people share their experiences, photos on instagram, write blogs and post comments about different places they visit. In future, social media will just not be a trend but would be a necessity for a tourist once they are planning their itinerary. Even Narendra Modi had made a request to share their travel experience and photos on twitter. Social Media marketing is preferred by 69% of Indian Marketers (Octane survey, 2015). It is an information intensive industry (Cox et al. 2009). Websites of different states have been made interactive and user friendly, not only this they have complete reviews about the place. Enhance language options by translating the website in various Indian and foreign languages make it more convenient. Ministry also initiated to provide free Wi-Fi connectivity at tourist centres in India and has developed e-brochure on various themes.

5. CONCLUSION

Although India has lot of tourism sites but these are outnumbered day by day just because there is no proper maintenance of these sites. It is important to consider hygiene and cleanliness at tourist destinations. Facilitate tourists with clean public toilets near tourist destinations as well as on highways. Skilled staff and proper training programs should be arranged for the guides knowing different languages should be provided to foreign tourists. There should be an elaborated feedback forms available at international and domestic airports, tourist's spots, official tourist centers etc which would help us to identify the problems faced by the tourists.

The National crime record said in 2014, 384 cases of crime against women tourists from abroad were registered which was mainly in Delhi, Goa and UP. The Nirbhaya gangrape in 2012 had brought international outrage and wide attention to the issue of safety of women in India. To curb these, Tourism Ministry has implemented 24-hour multi-lingual helpline to provide safety and security to female tourists.

However, tourism in India is growing consistently, but it is yet to realize its full potential. According to WTTC, by 2020 tourism in India could contribute Rs 8.5 crore to GDP, providing impetus to other industries and creating millions of new job. E-Visas have definitely increased tourism but the implementation of GST on luxury hotels has made India an expensive destination.

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BRANDING GREEN : A NECESSITY RATHER THAN USP

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ABSTRACT

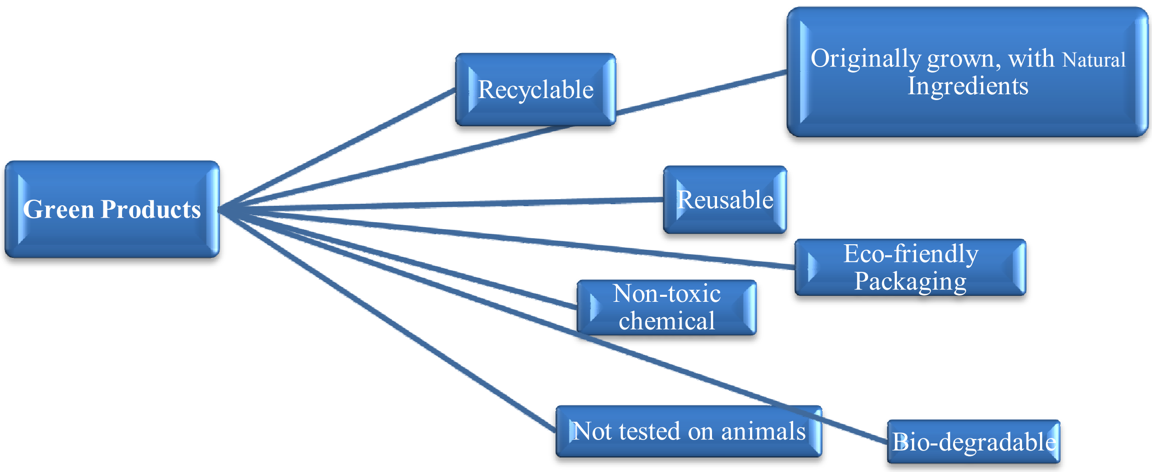
We will earn glory if we will make our INDIA as GREEN INDIA and this will be a golden goose for us. We are witnessing assistance of technology and innovation in almost every moment for making our tasks easier and Industrial revolution has been the sign of human development, as it promises an opulent life style with abundance of facilities. This has undergone a sea change for our society. But as a darker side of this development, it has disturbed the harmony with nature by unbalanced utilization of nature's resources and consequently polluting the environment. With the emergence of a large number of environmental problems all over the world, there arises a need to preserve and protect the earth's natural environment and resources. This has led a shift in the way consumers go about their life by changing their attitude and demand towards GREEN products else they will be 'stuck in the middle'.

Therefore, this paper attempts to develop the conceptual understanding of green marketing and green products or herbal products which are becoming vital asset for our society. Furthermore, it attempts to critically analyze the kind of Green products preferred by customers and reasons for purchasing organic products. The data for this research was gathered through primary data by questionnaire from respondents across Uttar Pradesh. ANOVA and Independent sample test was used to test the hypothesis through SPSS.

***Keywords:* GREEN INDIA, Branding GREEN, Eco-friendly, Green marketing, Organic product, Recyclable**

1. INTRODUCTION

In the Eco-friendly environment, Green Marketing is the new evolving concept and still at a nascent stage in India and the impulse "**GO-GREEN**" is spreading faster among all the organizations around the Globe. Green marketing is the marketing of products that are presumed to be environmentally safe. Green Marketing is referred to as the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. Both marketers and consumers are becoming increasingly sensitive to the need for switching to the green products and services that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Green marketing is also known by various names like Sustainable marketing, Environmental marketing, Eco marketing and Organic marketing.



2. GREEN CONSUMER

Green consumer is a person "who adopts environmentally-friendly behaviors', and/or who purchases green products over the standard alternatives."

Companies adopting Green Marketing: The new color of Business: Green

Some of the following companies took initiative for going Green and they are setting examples for the other organizations to go green.

- **McDonald's** restaurant's bags are made of recycled paper. McDonalds placed clamshell packaging with waxed paper, because of polystyrene production and ozone layer depletion.
- **IRCTC** is making an appeal to passengers on their website that now please do not take print out of e-tickets by doing this we can save almost 3 lakhs A4 size paper per day.

- **IDEA Cellular**, one of the best Indian companies. IDEA, paints India green with its national 'Use Mobile, Save Paper' campaign. The company had organized Green Pledge campaigns at Indian cities where thousands came forward and pledged to save paper and trees. IDEA has also set up bus shelters with potted plants and ten dril climbers to convey the green message.
- **ITC** has introduced Paper Kraft, a premium range of eco-friendly business paper.
- **Nokia** advertised in its promotional campaign about the recycling of the old mobile devices and against that Nokia will plant a tree. This was the attempt to make their customers aware about the individual responsibility toward the environment.

3. LITERATURE REVIEW

Kaur & Dubey (2016)	Attempt to analyze that there is a transformation journey from Traditional Marketing to Green Marketing with the help of bringing out the differences between them. They highlighted that through Green Marketing "we are making the world a better place" to live in, not only for us but for all future generations.
Vernekar and Wadhwa (2011)	Implies in their study that "who adopts environmentally-friendly behaviour, and/or who purchases green products over the standard alternatives" will be surviving in the coming next years.
Yudelson (2009)	Claims that the green marketing space is wide enough for large retailers and developers. In the European Union, a considerable number of organizations support enterprises to develop in a sustainable way by providing modern and practical methodologies and applying environmental and social criteria.
Brahma, M. & Dande, R. (2008)	The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a $300 million India focused fund aimed at renewable energy products.
Grant (2008)	Found that "sustainability changes everything. Proved that the overwhelming majority of the consumers (92.8%) has a positive attitude towards the enterprises that are sensitive on environmental matters
Donaldson (2005)	This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior. And the attitudes of consumers are changing positively towards the GREEN products.
Alsmadi (2007)	Found that positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements.
D‟souza (2005)	Found in study that terms like Environmentally friendly, recyclable, biodegradable and ozone safe are often seen regularly in green advertisements and consumers are seldom exposed to such messages effectively.
Ginsberg, J.M. & Bloom, P.N. (2004)	Consumers are unlikely to compromise on traditional product attributes, such as convenience, availability, price, quality and performance. It's even more important to realize, however, that there is no single green-marketing strategy that is right for every company. It is suggested that companies should follow one of four strategies, depending on market and competitive conditions, from the relatively passive and silent "lean green" approach to the more aggressive and visible "extreme green" approach - with "defensive green" and "shaded green".

4. RESEARCH METHODOLOGY

Study in this research is Exploratory and Convenience sampling technique is used. Primary data was collected from respondents for measuring customer's preference for purchasing different type of green products and to identify the reasons for the preference of Green products. The different factors (Table 1) and types of green products (Table 2) were taken for the study. The Secondary Data was collected through books, journals and internet. Total 500 questionnaires were distributed and the response rate was 20%. All questionnaire collected were digitized and analyzed using SPSS and Excel. **ANOVA and Independent Sample T-test was used to determine the test statistical values.**

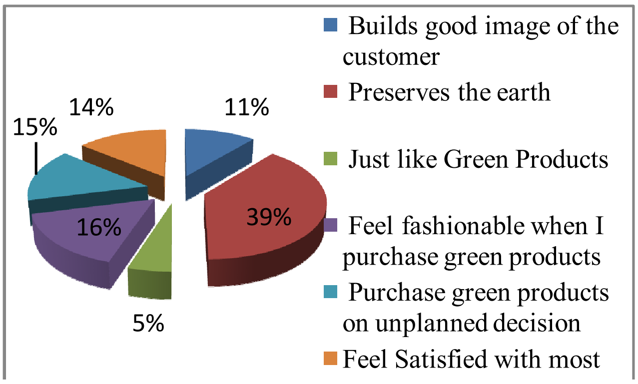
5. RESEARCH OBJECTIVES

- To know whether the Factors preferred by customers while purchasing green products differs on the basis of age.
- To determine whether the preference for green products depends upon the types of products.

6. RESEARCH HYPOTHESIS

H1: The factors preferred by customers while purchasing green products differs on the basis of age.

H2: The usage of green products depends upon the types of products.



7. DATA ANALYSIS AND INTERPRETATION

Builds good image of the customer
Preserves the earth
Just like Green Products
Feel fashionable when I purchase green products
Purchase green products on unplanned decision
Feel Satisfied with most of green products

Fig. 1

Table 1: Factors preferred while purchasing Green Products

From Fig 1, We can infer that out of 100 respondents, 11% respondents believe that they prefer green products because it helps them to build their good image, 39% believe that green product is preferred by them as it helps them to preserve the earth, 16% believe they feel fashionable when they purchase green products, 14% are satisfied with most of green products, 15% of them purchase on unplanned decision and 5% just like to consume and use Organic products.

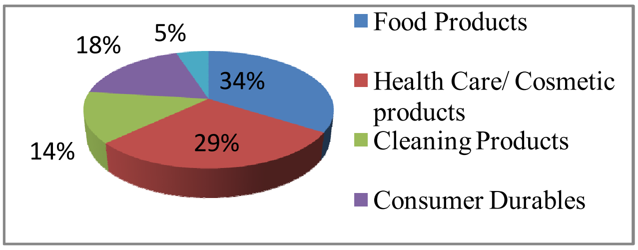


Table 2: Categories of Green Products

Food Products
Health Care/ Cosmetic products
Cleaning Products
Consumer Durables
Other Products

Fig. 2

We analyze from Fig 2, 34% customers like to consume Green Food products, 29% use Green Health Care/cosmetic products, 14% respondents like to use Eco-friendly cleaning products, 18% purchases Organic consumer durables and only 5% like other type of green products.

8. TESTING OF HYPOTHESIS USING ANOVA ANALYSIS

H0: The factors preferred by customers while purchasing green products does not differ on the basis of Age

H1: The factors preferred by customers while purchasing green products differs on the basis of Age

Table 3 : ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Builds good image of the customer	Between Groups	5.264	4	1.316	.768	.048
	Within Groups	162.736	95	1.713		
	Total	168.000	99			
preserve the earth	Between Groups	4.105	4	1.026	1.064	.039
	Within Groups	91.605	95	.964		
	Total	95.710	99			
just like green products	Between Groups	1.593	4	.398	.345	.027
	Within Groups	109.567	95	1.153		
	Total	111.160	99			
Feel fashionable when i purchase green products	Between Groups	3.662	4	.915	.896	.050
	Within Groups	97.088	95	1.022		
	Total	100.750	99			
purchase green products on unplanned decision	Between Groups	4.999	4	1.250	.792	.033
	Within Groups	149.961	95	1.579		
	Total	154.960	99			
Feel satisfied with most of green products	Between Groups	1.467	4	.367	.743	.025
	Within Groups	46.893	95	.494		
	Total	48.360	99			

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The above Table 3 indicates that the model is significant as the P<0.05 which means the null hypothesis is rejected and alternate hypothesis is accepted. So, the factors preferred by customers while purchasing green products, differs on the basis of Age.

9. TESTING OF HYPOTHESIS USING INDEPENDENT SAMPLE TEST

H0: The usage of green products does not have significant impact on types of products

H1: The usage of green products has significant impact on types of products

Table 4: Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Food products	Equal variances assumed	5.776	.018	.918	98	.016	.180	.196	-.209	.568
	Equal variances not assumed			1.141	60.114	.018	.180	.158	-.135	.495
Healthcare/Cosmetic Products	Equal variances assumed	5.435	.022	.092	98	.027	.020	.216	-.408	.447
	Equal variances not assumed			.081	32.427	.026	.020	.244	-.478	.517
Cleaning products	Equal variances assumed	.304	.582	1.687	98	.049	.395	.234	-.070	.859
	Equal variances not assumed			1.699	39.090	.047	.395	.232	-.075	.865
Consumer durables	Equal variances assumed	19.081	.000	1.882	98	.058	.333	.177	-.018	.685
	Equal variances not assumed			2.942	97.687	.065	.333	.113	.108	.558
Other products	Equal variances assumed	.776	.381	.178	98	.049	.033	.184	-.333	.399
	Equal variances not assumed			.196	45.871	.041	.033	.167	-.304	.370

On referring the table 4, we can say that the model is significant in all the products except in case of consumer durable product, as the significant values is more than 0.05. Therefore, the null hypothesis will be accepted in the case of consumer durables i.e. there is no significant impact on preference of green product in case of consumer durables. And the null hypothesis is rejected in case of the other categories like food products, cosmetics, cleaning products and other products. The model is significant as the significance value is less than .05. In these cases usage of green products have significant impact on types of products.

10. CONCLUSION

Green Branding plays a very vital role in today's environment. The findings of the study reveal that customer's preference changes as per the purchase of green products and the type of green products consumed by them. Consumers are becoming more conscious towards the environment. And they are demanding all the categories of GREEN products. Organizations are now aware with the fact that without adopting green as their core product, they cannot survive in the coming years. Hence, they are trying to shoot up their Unique Selling Proposition by crafting eco – innovative products. In a nutshell, it has become a necessity rather than a USP for companies to brand themselves as GREEN. Marketer's needs to imply this concept on a broader scale by bringing up various green products in the market, by selecting Green Marketing globally and many companies have started using it as a competitive advantage. We conclude by saying "**Customers are moving towards a Greener Lifestyle**." We will earn GLORY my making our **INDIA GREEN.**

11. RESEARCH LIMITATIONS

- To accurately evaluate Indian consumers' perceptions towards the green products, the larger sample size is desirable.
- Sometimes respondent do not give correct information, therefore results can't be generalized.

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