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Research Papers

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INTERACTION EFFECT OF SOCIO-ECONOMIC STATUS, SOCIAL MATURITY AND FAMILY CLIMATE ON VOCATIONAL ASPIRATION OF GOVERNEMENT SECONDARY SCHOOL STUDENTS

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INTRODUCTION

The importance of education can only be experienced; it cannot be expressed in words. The importance of education can only be experienced; it cannot be expressed in words. Education is the 'third eye' of a person. It gives him/her insight into all affairs and makes realization of the true significance of life. It removes darkness and shalters illusion. **John Dewey**:-"Education is the development of all those capacities in the individual which will enable him to control his environment and fulfill his responsibilities."

CONCEPT AND DEFINITION OF VOCATIONAL ASPIRATION

The term "aspirations" is one which is often used synonymously with goals, ambitions, objectives, purposes, dreams, plans, designs, intentions, desires, longings, wishes, yearnings, cravings or aims. Aspirations are what drive individuals to do more and be more than they presently are.

Webster dictionary (1979) defines Aspiration as a "strong desire for realization (as of ambition, idea or accomplishment)",

Oxford dictionary (1972) defines it as a "pure upward desire for excellence instead fast desire or logging for something above one". Encyclopedia of Religion.

RATIONALE FOR THE STUDY-EMPIRICAL EVIDENCES FOR THE SELECTED VARIABLES

Socio economic status and vocational aspiration.

***Paulson Young Ofenimu Okhawere (*2004).** Effect of parental socio-economic status on the vocational aspiration of students from selected secondary schools in Nigerian state. Findings indicate that significant differences exist between the socio-economic origin of students and their vocational aspirations. The students from middle and upper socio-economic backgrounds had more preferences for vocations which have to do with computational, scientific and mechanical work whereas those from lower socio-economic back ground had preferences for persuasive, social and clerical work.

Paulson Young Ofenimu Okhawere (2000) Effect of parental socio-economic status on the vocational aspiration of students from selected secondary schools in Niger State. Findings indicate that significant differences exist "between the socio-economic origin of students and their vocational aspirations. The students from middle and upper socio-economic "backgrounds had more preferences for vocations which have to do with computational, scientific and mechanical work whereas those from lower socio-economic "background had preferences for persuasive, social and clerical work.

Social maturity and vocational aspiration

Bakar, Rahim and Mohamed, Shamsiah , (2004) worked on Academic Performance, Educational and Occupational Aspirations of Technical Secondary School Students. The findings of the study showed that 1.Technical secondary school students have high educational aspiration. The majority plan to study for at least a Bachelor degree. 2.No significant correlations were observed between academic achievement and educational aspirations and occupational aspiration. 3.The majority of the students were confident in obtaining a place for further education, the area of studies and the occupations they aspired for.

Marjoribanks, Kevin, (1997) worked on Family Background, Social and Academic Capital, and Adolescents' Aspirations: A Meditational Analysis. The findings suggest: (a) family background, childhood social and academic capital, and adolescents' social capital combine to have medium to large associations with adolescents' aspirations, and that the associations are larger for educational aspirations than for occupational aspirations and stronger for males than for females; (b) The meditational model is more successful in explaining family background differences in educational aspirations than variations in occupational aspirations.

Family climate and vocational aspiration

Jonathan T. Bartels(2012) Understanding the aspirations of rural high school students than forty percent of all American schools are in rural areas, and thirty percent of all students attend rural schools. Dr. Meece's study,

The Rural High School Aspirations Study (RHSA), is generating new information about: 1) rural high school students' educational, vocational, and residential plans and aspirations for the future; 2) students' preparatory activities and planning for postsecondary education, work, and adult life; and 3) the impact of school experiences, geographic location, economic status, cultural or ethnic origins, family background, peer relations, and community characteristics on rural students' aspirations and preparatory activities.
Kristen Anne Junger(2008), "Parental Influence and career choice-How parents affect the career Aspirations of their children." To examine parental influence within four theories of career development. To gather researcher showing link between parental expectations and children career decisions. To investigation gender socialization within the home and its aspects on children's career perceptions. To provide insight about parent child relationships and how this may influence children's aspiration.

General objectives of the study.
To study the interaction effect of boy's socio-economic status, social maturity and family climate on Vocational aspiration.

Variables
1. Independent variables to be considered in this study,
1. Socio-economic status. 2.Social maturity. 3.Family climate.

2. Dependent variables to be considered in this study,
1. Vocational aspiration**.**

DESIGN OF THE STUDY
The present study is the descriptive study, where a survey will be undertaken to collect the information about socio-economic status, social maturity and family climate of the secondary school students of Kalaburgi District with regard to interaction effects on their vocational aspiration.

Tools to be used in the study
Socio-Economic Status Scale (SESS). In order to measure this variable, Socio-Economic Status Scale constructed by Meenakshi Sharma will be used. Social Mturity Scale (SMS). In order to measure this variable, Social Maturity Scale (SMS) constructed by P. Nalini Rao will be used.Family Climate Scale (FCS).In order to measure this variable, Family Climate Scale Constructed by P. Beena Shah will be used. Vocational Aspiration Inventory (VAI).In the present study Vocational Aspiration which is the dependent variable will be measured by developing a Vocational Aspiration tool by the investigator.

COLLECTION OF THE DATA
Required data relating to socio-economic status, social maturity and family climate of the students will be obtained through stratified random sampling technique in kalaburagi district by administering socio-economic status inventory, social maturity test and family climate test for school students. The investigator also administer vocational aspiration test among the students to collect the necessary data. The investigator will collect the essential data by visiting different secondary schools from Kalaburgi District. The sex, management and location of the school will be collected through a personal data Performa.

Sources of variation	Degrees of freedom	Sum of squares	Mean sum of squares	F-value	p-value
Main effects					
SES	1	6.74	6.74	15.6477	<0.05, S
SM	1	11.62	11.62	26.9723	<0.05, S
FC	1	0.50	0.50	1.1703	>0.05, NS
2-way interaction effects					
SES x SM	1	3.64	3.64	8.4497	<0.05, S
SES x FC	1	2.63	2.63	6.0942	<0.05, S
SM x FC	1	2.00	2.00	4.6430	<0.05, S
3-way interaction effects					
SES x SM x FC	1	0.01	0.01	0.0243	>0.05, NS

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Error	152	65.49	0.43		
Total	159	92.63			

Hypothesis: There is no significant interaction effects of Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Government Secondary school students

To test or accomplish above hypothesis the three way ANOVA with interaction design was performed and the results are presented in the table given below.

Table: 3-way ANOVA between Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Government Secondary school students

*$p<0.05$

From the results of the above table, it can be observed that,

- The main effect Socio-Economic Status (Low and high) on vocational aspiration of Government secondary school students is found to be statistically not significant ($F=15.6477$, $p<0.05$) at significance level of 5 percent. Therefore, the H_0 is rejected and H_1 is not rejected. It means that, the Government secondary school students with low Socio-Economic Status (52.33±0.47) have smaller and significant vocational aspiration scores as compared to Government secondary school students with high Socio-Economic Status (53.72±1.17).
- The main effect Social maturity (Low and high) on vocational aspiration of Government secondary school students is found to be statistically significant ($F=26.9723$, $p<0.05$) at significance level of 5 percent. Therefore, the H_0 is rejected and H_1 is not rejected. It means that, the Government secondary school students with low Social maturity (52.31±0.47) have smaller and significant vocational aspiration scores as compared to Government secondary school students with high Social maturity (53.86±1.09).
- The main effect Family climate (Low and high) on vocational aspiration of Government secondary school students is found to be statistically not significant ($F=1.1703$, $p>0.05$) at significance level of 5 percent. Therefore, the H_0 is not rejected and H_1 is rejected. It means that, the Government secondary school students with low Family climate (52.51±0.61) have smaller and not significant vocational aspiration scores as compared to Government secondary school students with high Family climate (53.27±1.29).
- The interaction effects Socio-Economic Status (Low and high) and Social maturity (Low and high) on vocational aspiration of Government secondary school students is found to be statistically significant ($F=8.4497$, $p<0.05$) at significance level of 5 percent. Therefore, the H_0 is rejected and H_1 is not rejected. It means that, the Government secondary school students with low & high Socio-Economic Status and low & high Social maturity have different vocational aspiration scores.
- The interaction effects Socio-Economic Status (Low and high) and Family climate (Low and high) on vocational aspiration of Government secondary school students is found to be statistically significant ($F=6.0942$, $p<0.05$) at significance level of 5 percent. Therefore, the H_0 is rejected and H_1 is not rejected. It means that, the Government secondary school students with low & high Socio-Economic Status and low & high Family climate have different vocational aspiration scores.
- The interaction effects Social maturity (Low and high) and Family climate (Low and high) on vocational aspiration of Government secondary school students is found to be statistically significant ($F=4.6430$, $p<0.05$) at significance level of 5 percent. Therefore, the H_0 is rejected and H_1 is not rejected. It means that, the Government secondary school students with low & high Social maturity and low & high Family climate have different vocational aspiration scores.
- The interaction effects Socio-Economic Status (Low and high) Social maturity (Low and high) and Family climate (Low and high) on vocational aspiration of Government secondary school students is found to be statistically not significant ($F=0.0243$, $p>0.05$) at significance level of 5 percent. Therefore, the H_0 is not rejected and H_1 is rejected. It means that, the Government secondary school students with low & high Socio-Economic Status, low & high Social maturity; low & high Family climate have similar vocational aspiration scores.

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Further, if F is significant, to know the pair wise comparisons of interactions effects of Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on vocational aspiration of Government secondary school students by applying the by Scheffe's multiple posthoc procedures and the results are presented in the tables given below:

Table: Interaction effects of Socio-Economic Status (Low and high) and Social maturity (Low and high) on Vocational aspiration of Government Secondary school students

Interactions	Low SES x Low SM	Low SES x High SM	High SES x Low SM	High SES x High SM
Mean	52.20	53.00	52.75	54.20
SD	0.41	0.00	0.44	1.12
Low SES x Low SM	-			
Low SES x High SM	p=0.0004*	-		
High SES x Low SM	p=0.0135*	p=0.7342	-	
High SES x High SM	p=0.0001*	p=0.0001*	p=0.0001*	-

*p<0.05

From the results of the above table, it can be seen that,

- The students of government secondary schools belongs to low Socio-Economic Status with low Social maturity and low Socio-Economic Status with high Social maturity differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to low Socio-Economic Status with high Social maturity have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Socio-Economic Status with low Social maturity.
- The students of government secondary schools belongs to low Socio-Economic Status with low Social maturity and high Socio-Economic Status with low Social maturity differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belong to high Socio-Economic Status with low Social maturity have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Socio-Economic Status.
- The students of government secondary schools belongs to low Socio-Economic Status with low Social maturity and high Socio-Economic Status with high Social maturity differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Socio-Economic Status with high Social maturity have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Socio-Economic Status with low Social maturity.
- The students of government secondary schools belongs to low Socio-Economic Status with high Social maturity and high Socio-Economic Status with low Social maturity do not differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to low Socio-Economic Status with high Social maturity and high Socio-Economic Status with low have similar vocational aspiration scores.
- The students of government secondary schools belongs to low Socio-Economic Status with high Social maturity and high Socio-Economic Status with high Social maturity differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Socio-Economic Status with high Social maturity have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Socio-Economic Status with high Social maturity.
- The students of government secondary schools belongs to high Socio-Economic Status with low Social maturity and high Socio-Economic Status with high Social maturity differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Socio-Economic Status with high Social maturity have higher vocational aspiration scores as compared to students of government secondary schools belongs to

high Socio-Economic Status with low Social maturity. The mean scores are also presented in the following figure.

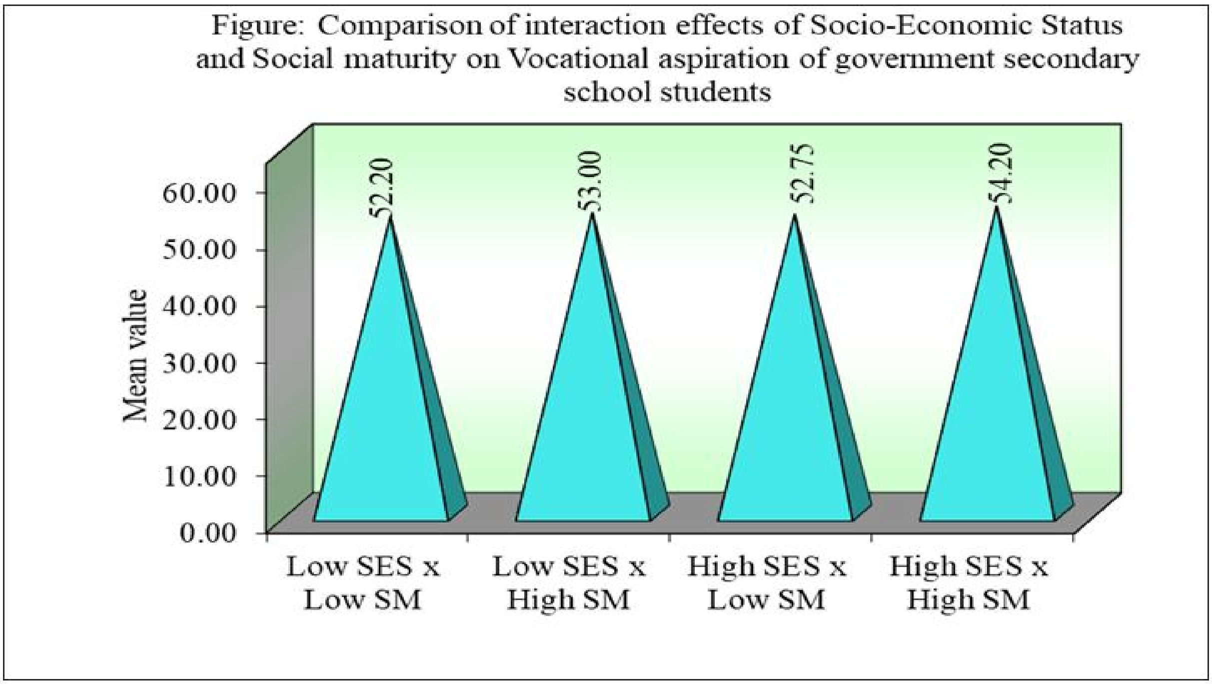

Table: Interaction effects of Socio-Economic Status (Low and high) and Family climate (Low and high) on Vocational aspiration of Government Secondary school students

Interactions	Low SES x Low FC	Low SES x High FC	High SES x Low FC	High SES x High FC
Mean	52.39	52.20	53.00	53.98
SD	0.49	0.41	0.82	1.18
Low SES x Low FC	-			
Low SES x High FC	p=0.7307	-		
High SES x Low FC	p=0.0468*	p=0.0120*	-	
High SES x High FC	p=0.0001*	p=0.0001*	p=0.0004*	-

*p<0.05

From the results of the above table, it can be seen that,

- The students of government secondary schools belongs to low Socio-Economic Status with low Family climate and low Socio-Economic Status with high Family climate do not differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to low Socio-Economic Status with low Family climate and low Socio-Economic Status with high Family climate have similar vocational aspiration scores.
- The students of government secondary schools belongs to low Socio-Economic Status with low Family climate and high Socio-Economic Status with low Family climate differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Socio-Economic Status with low Family climate have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Socio-Economic Status with low Family climate.
- The students of government secondary schools belongs to low Socio-Economic Status with low Family climate and high Socio-Economic Status with high Family climate do not differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Socio-Economic Status with high have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Socio-Economic Status with low Family climate.

- The students of government secondary schools belongs to low Socio-Economic Status with high Family climate and high Socio-Economic Status with low Family climate differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Socio-Economic Status with low Family climate have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Socio-Economic Status with high Family climate.
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Table: Interaction effects of Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Government Secondary school students

Interactions	Low SM x Low FC	Low SM x High FC	High SM x Low FC	High SM x High FC
Mean	52.27	52.38	53.24	54.22
SD	0.45	0.49	0.44	1.20
Low SM x Low FC	-			
Low SM x High FC	p=0.8715	-		
High SM x Low FC	p=0.0001*	p=0.0002*	-	
High SM x High FC	p=0.0001*	p=0.0001*	p=0.0001*	-

*p<0.05

From the results of the above table, it can be seen that,

- The students of government secondary schools belongs to low Social maturity with low Family climate and low Social maturity with high Family climate do not differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to students of government secondary schools belongs to low Social maturity with low Family climate and low Social maturity with high Family climate have similar vocational aspiration scores.
- The students of government secondary schools belongs to low Social maturity with low Family climate and high Social maturity with low Family climate differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Social maturity with low Family climate have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Social maturity with low Family climate.
- The students of government secondary schools belongs to low Social maturity with low Family climate and high Social maturity with high Family climate differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Social maturity with high Family climate have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Social maturity with low Family climate.
- The students of government secondary schools belongs to low Social maturity with high Family climate and high Social maturity with low Family climate differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools

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belongs to low Social maturity with high Family climate have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to high Social maturity with low Family climate.

- The students of government secondary schools belongs to low Social maturity with high Family climate and high Social maturity with high Family climate differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Social maturity with high Family climate have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to low Social maturity with high Family climate.
- The students of government secondary schools belongs to high Social maturity with low Family climate and high Social maturity with high Family climate differs significantly with respect to their vocational aspiration scores at significance level of 5 percent. It means that, the students of government secondary schools belongs to high Social maturity with high Family climate have significant higher vocational aspiration scores as compared to students of government secondary schools belongs to high Social maturity with low Family climate. The mean scores are also presented in the following figure.

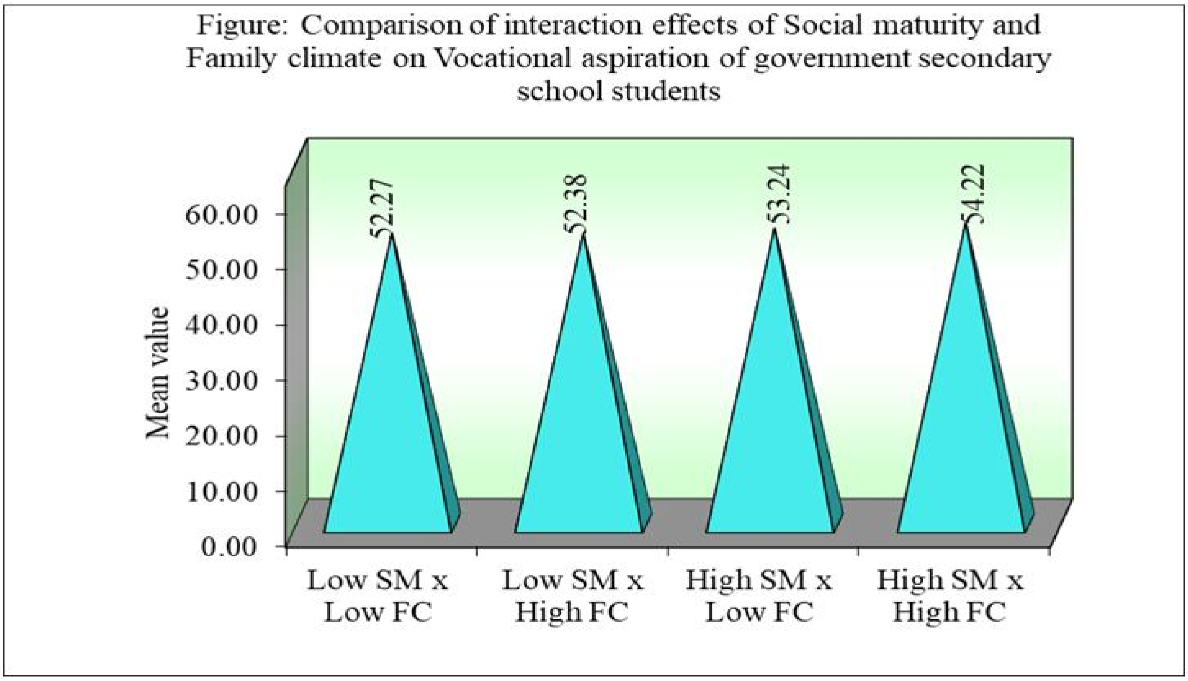

Table: Interaction effects of Socio-Economic Status (Low and high), Social maturity (Low and high) and Family climate (Low and high) on Vocational aspiration of Government Secondary school students

Interactions	Low SES x Low SM x Low FC	Low SES x Low SM x High FC	Low SES x High SM x Low FC	Low SES x High SM x High FC	High SES x Low SM x Low FC	High SES x Low SM x High FC	High SES x High SM x Low FC	High SES x High SM x High FC
Mean	52.22	52.17	53.00	53.00	52.50	53.00	53.83	54.26
Low SES x Low SM x Low FC	-							
Low SES x Low SM x High FC	p=1.0000	-						
Low SES x High SM x Low FC	p=0.0260*	p=0.0335*	-					
Low SES x High SM x High FC	p=0.9857	p=0.9804	p=1.0000	-				
High SES x Low SM x Low FC	p=0.9813	p=0.9666	p=0.8354	p=0.9993	-			

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High SES x Low SM x High FC	p=0.1148	p=0.1157	p=1.0000	p=1.0000	p=0.8922	-		
High SES x High SM x Low FC	p=0.0001*	p=0.0001*	p=0.4430	p=0.9856	p=0.0363*	p=0.5370	-	
High SES x High SM x High FC	p=0.0001*	p=0.0001*	p=0.0001*	p=0.8264	p=0.0001*	p=0.0004*	p=0.9508	-

*p<0.05

From the results of the above table, it can be seen that
A significant difference was observed between interactions of students of government secondary schools belongs to

- low socio economic status x low social maturity x low family climate and low socio economic status x high social maturity x low family climate
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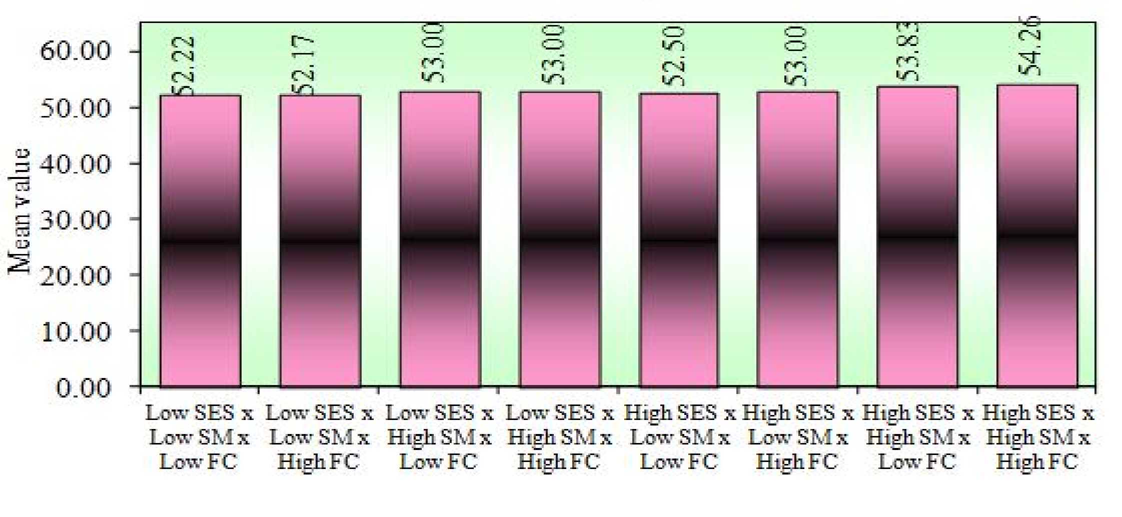
- high socio economic status x low social maturity x high family climate and high socio economic status x high social maturity x high family climate at significance level of 5 percent.
- But other combinations of interaction effects of three independent variables on vocational aspiration are not found to be statistically significant at 5% level. The mean scores are also presented in the following figure.

Figure: Comparison of interaction effects of Socio-Economic Status , Social maturity and Family climate on Vocational aspiration of government secondary school students



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CONCLUSION

Children are the future citizens of the country. Children are the greatest resource of the nation. The children are required to adopt certain behavioral standards for the integration of the society. Family also plays an important role in the personality development of adolescence. Adolescent period is associated with notable changes in mood sometimes known as mood swings. Cognitive emotional and attitudinal changes which are characteristic of adolescence, often take place during this period, and this can be a cause of conflict, stress and depression and positive personality development on the other.

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MANAGING LIFESTYLE THROUGH PROPER NUTRITION

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INTRODUCTION

Many older adults need to consume relatively higher amounts of protein than they did when they were younger. This is because of the stress on your body as you age, and general loss of protein from muscles and internal organs. Protein deficiencies in older people can lead to more infections, fragile skin, longer healing times, and weakness.

If you have stress or injuries, you may need 50% more protein than usual. However, if you have certain diseases, such as kidney or liver disease, your protein intake should be restricted. In any case, you should discuss your daily protein intake with your healthcare provider before making any major changes.

NUTRITONAL REQUIREMENTS

Carbohydrates

Much of our energy comes from digesting carbohydrates (sometimes referred to as "carbs"). Carbohydrates are made up of various types of sugar and starch molecules. About 50-60% of your daily calories should be coming from complex carbohydrates such as whole grains and cereals, and fruits and vegetables.

Fats

Fats are nutrients that are necessary for your body. Fat insulates and protects the body, and serves as a source of energy and essential fatty acids. It also carries the fat-soluble vitamins (such as vitamins A, D, E, and K) around the body. Not all fats are the same, however. Fats can be saturated or unsaturated. Saturated fats tend to be solid at room temperature, and are considered "bad" fats for heart health. Unsaturated fats are usually liquid at room temperature and are considered a "good" fat. The US Department of Agriculture (USDA) puts out guidelines with recommendations for healthy eating for Americans. The current dietary guidelines suggest that people of all age groups should get no more than 10% of their daily calories from saturated fat.

Cholesterol has also been linked to nutritional status. People with serious diseases, such as cancer, often have low cholesterol levels (<160 mg/dL).

Vitamins and Minerals

Older adults have different vitamin and mineral requirements than younger people. Your healthcare provider or a nutritionist can advise you on the levels you need. If you are unable to reach the levels you need through food alone, many vitamin and mineral supplements are available in supermarkets and drugstores. They are generally safe. However, it is possible to take in too much of certain vitamins, including iron and vitamins A and D. Make sure to discuss taking supplements with your healthcare provider to make sure you're getting the correct level of vitamins.

Fluids

As we age, our body loses some of its ability to regulate fluid levels. That means that you might not feel thirsty, even when your body needs more fluids. This may leave you at risk of being dehydrated. Being dehydrated can lead to reduced output of urine, constipation, low-grade fever, dry gums, and even confusion.

EXERCISE

Both undernourished and overnourished older people can benefit from regular physical activity. Try to incorporate a regular routine of physical activity or exercise into your schedule. If you are suffering from undernutrition, activities such as walking, gardening and yard work, swimming, or cleaning the house can increase your metabolic rate and increase your appetite. It also strengthens and adds mass to your bones and muscles. Light exercise just before eating can often make you hungrier.

If your challenge is overnutrition, an individualized program of diet plus regular exercise can help you reduce calories and trim down in a healthy way. Ask your healthcare provider to recommend the best diet and exercise program for your individual needs. Try to exercise at least three times a week.

Management

There are certain foods that you should base your diet on. Try to include the following types of foods in your daily meals:

- whole grains and enriched cereals

- brightly-colored vegetables and fruits
- low-fat dairy products
- lean meats and fish or meat substitutes
- legumes and nuts
- oils and fats that are high in omega-3 fatty acids and are not saturated.
- also do not forget to drink plenty of fluids

Here are some additional tips for making the most of your meals

If you fill up quickly, consider having five or six small meals per day rather than three large ones .Keep bowls of nutritious snacks (such as nuts or dried fruits) within easy reach .Use a little salt on food if it has not been restricted by your healthcare provider. Buy groceries that are easy to prepare. Frozen pre-cut vegetables are just as nutritious as fresh ones, and often less expensive.

To avoid eating alone, try organizing a club of friends who will dine together regularly, or invite friends and family over. Check out Meals on Wheels or other programs that deliver ready-to-eat dinners to your home .Add herbs and spices, lemon juice, or other seasonings to your foods to make them tastier. Avoid overcooking. Take time to eat at a leisurely pace. Make sure that the settings, such as the table and chairs, are comfortable for you Review your medications with your healthcare provider. If you are taking a medication that decreases your appetite, see if you can switch to another medicine without that side effect .If you are undernourished, look for ways to get extra calories. Snack on nutrient-rich foods, such as peanut butter on crackers. Add extra egg whites to your scrambled eggs. Make milk shakes with ice cream and protein powder added. Throw some cheese into soups or eggs.

Exercise - Basic Facts & Information

No matter what your age, it’s never too late to start being physically active—or to get back into being active. Being active is one of the best things you can do to maintain or improve your health. Activity helps you to stay strong physically, helps prevent falls, and helps you maintain your independence for as long as possible. Moderate amounts of aerobic physical activity (the kind that makes you breathe faster) can reduce your risk of functional decline by as much as 30%, allowing you to continue with basic activities of daily living.

What’s the difference between physical activity and exercise?

Physical activity is any activity that involves moving your body. This includes housework, climbing the stairs, gardening, etc. Exercise is a type of physical activity that is planned, structured, and focused on attaining physical fitness. Some examples are: swimming, walking, or lifting weights. The health benefits of physical activity are independent of risk factors. For example, smokers who increase their physical activity will experience health benefits, even if they continue to smoke. Likewise, overweight or obese adults benefit from physical activity, even if they do not lose weight.

BENEFITS OF PHYSICAL EXERCISE

Getting regular physical activity on most days of the week improves health in the following ways. All of these benefits can increase your quality of life.

Promotes mental and cognitive health Physical activity can help reduce feelings of depression and anxiety. Exercise triggers the release of “feel-good” brain chemicals, which can lift your spirits and ease depression. You may also find that being active optimizes your cognitive function—helps keep your mind sharp.

Increases physical strength Older adults who are physically active build and maintain healthy bones, muscles, and joints. They may be more secure on their feet and better able to move about without falling, which decreases the likelihood and severity of falls. Simple strength and balance training exercises can reduce your risk of falls by 40%.

Helps maintain a healthy weight Increased weight can be a factor in a number of health problems. Physical activity can help keep your weight at a healthy level. If you lose weight by diet alone, you may lose not only fat mass, but also muscle mass and bone mass. Physical activity, particularly muscle-strengthening activity, can preserve bone and muscle mass.

Restores restful sleep When you are physically active regularly, you’ll enjoy a better quality of sleep. Being active also decreases your feelings of tiredness and fatigue. Aerobic exercise in the early evening can improve sleep quality, but be aware that exercise later in the evening can be too stimulating and make it difficult to get restful sleep.

Reduces arthritic disability Studies have shown that older adults with osteoarthritis had less pain and more flexibility after 16 weeks of strengthening exercises.

Maintains or improves heart health Simply put, physical activity helps your heart work more efficiently. Aerobic exercise (the kind that makes you breathe faster) can improve the fitness of your heart in as little as 6 weeks after beginning an exercise program.

Improves blood sugar control Better control of your sugar levels means you may need less medication for your diabetes. Lower sugar can also decrease your risk of the long-term problems associated with diabetes.

Keeps bones strong After menopause, women can lose 1 to 2% of their bone mass every year. The good news is that doing strength-training exercises can increase bone density and reduce an older woman's risk for bone fractures. Starting an exercise program even late in life can help to preserve bone density.

Physical Activity During Hospitalization
Even if you are in the hospital, staying active—as much as possible—is important. Try to get out of bed as often as you can. Bathing and dressing yourself also counts as physical activity. Staying active can shorten your hospital stay and improve your long-term recovery.

Especially for older adults with arthritis and other muscle and joint conditions, participating in exercise programs when you are in the hospital can lessen stiffness, improve balance, and ease fatigue.

***Risks of Being Sedentary (Inactive*)**
Given the numerous health benefits of physical activity, the risks of being inactive are clear. Physical inactivity is a serious problem in the US. Inactivity can lead to unnecessary illness and loss of your ability to handle daily tasks as well as your independence. Physical inactivity is also associated with higher higher mortality rates.

Examples of moderate level physical activity include
- Gardening
- Wheeling yourself in a wheelchair
- Walking
- Bicycling
- Dancing fast
- Pushing a stroller
- Raking leaves
- Water aerobics
- Swimming laps
- Wheelchair basketball
- Jumping rope
- Shoveling snow
- Stairwalking

CONCLUSION
Ideally, older adults should do at least 30 minutes of aerobic activity at least 5 days each week, and muscle-strengthening and balance training for 10 minutes at least 2 days each week. It may take months to reach these goals. But the most important goal is to avoid inactivity. You should do the amount that is possible according to your ability, and work toward increasing that amount gradually. To avoid soreness and injury, you should start out slowly and gradually build up to the desired amount of exercise to give your body time to adjust. Don't get discouraged -- reaching your target level of physical activity can take months.

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BUILDING OF A 100 CRORE BUSINESS FROM SCRATCH - A START UP SUCCESS STORY: P C MUSTHAFA, ID FRESH

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ABSTRACT
Food makes up a big part of our culture and it's our favourite part. Founded in 2006, iD Fresh Food Pvt. Ltd. has always been about preserving the tradition of Indian cooking. It's founders Musthafa and his cousins started out with one small store and a lot of big dreams, selling idly and dosa batter. Musthafa convinced his cousins to start a company selling well-packaged, well-regulated products with a solid supply chain to ensure reliable delivery to supermarkets and stand-alone stores in Bengaluru.

Today they are helping put home-made meals on dining tables across Bangalore, Mysore, Mangalore, Mumbai, Pune, Hyderabad, Vijayawada, Vizag, Rajahmundry, Chennai, Ernakulam, Coimbatore, Cochin, Sharjah, Abu Dhabi and Dubai. It's the love and support of lakhs of people who've brought them this far. People who share their love for authentic, traditional home-made food. Now, they serve homes across the country and Middle East.

The company also sells ready-made Malabar parotas and chapatis (whole wheat and refined flour variants), ragi and oats idli-dosa batters, paneer, curd, vada batter and filter coffee decoction (the last two have been packaged for the first time). Their motto has always been to serve fresh and home-made food to everyone.

The initial investment was around ₹ 50,000, pooled in by all the cousins. Today, iD's investment into the upcoming plants alone is around ₹ 100 crore, and when Premji Invest, the private investment office of Azim Premji, picked up a 25% stake in iD Fresh in 2017 for ₹ 150 crore, it valued the company at ₹ 600 crore, The Economic Times reported in March 2017. The company, which has 1,600 employees, is eyeing ₹ 350-crore revenue in 2018-19.

The unique ideas and various marketing strategies adopted by the iD Fresh Food along with the thought-provoking factors that have contributed to the remarkable success of iD Fresh in gaining a huge customer base in the Indian market need to be discussed for the benefit of students studying MBA or other related business management courses, the potential Indian Entrepreneurs in the making .

Keywords: Innovation,Investment, Financial inclusion, Entrepreneur,Self Employment , Regenerate employee's, Product differentiation, Humility, Sustainability

INTRODUCTION
iD Fresh Food Pvt. Ltd.'s founders Musthafa and his cousins started out with one small store and a lot of big dreams, selling idly and dosa batter. Musthafa convinced his cousins to start a company selling well-packaged, well-regulated products with a solid supply chain to ensure reliable delivery to supermarkets and stand-alone stores in Bengaluru.

Today they are helping put home-made meals on dining tables across the country and Middle East. It's the love and support of lakhs of people who've brought them this far. People who share their love for authentic, traditional home-made food.

ID Fresh Vision
To become a fresh food brand, admired and trusted the world over. To grow into a 1000 crore market leader. To become one of the best and most sought-after companies to work for.

ID Fresh Mission
To create an inclusive, sustainable and value based entrepreneurial culture, in collaboration with our partner institutions in achieving economic success and financial security.

ID Fresh Values

- Speed
  - Produce and deliver fresh food to the customers every single day.
- Simplicity
  - Are a lean, efficient organisation that makes quick decisions and are easy to do business with.

- Authenticity
  - Take great pride in home-made style of preparation in ultra-hygienic, HACCP compliant factories.
  - Will never add preservatives, chemicals and artificial flavours to our 100% natural food.
- Integrity
  - Believe in complete transparency and fairness in all interactions and transactions with the customers, employees, stakeholders, partners and associates.
  - Always stay true to the law.

OBJECTIVE OF THE STUDY

The study aims at creating awareness among students studying MBA and other related business management courses – the potential Indian Entrpreneurs, about the brand iD Fresh Food by examining the involved factors, the unique ideas and various marketing strategies adopted by the iD Fresh Food on its journey to gain huge customer base in the Indian market.

METHODOLOGY

The study in this paper is based on review of secondary data. The secondary data is collected through the review of existing literature related with the topic. The review is made from secondary sources like newspapers, magazines various websites including website of ID Fresh.

LITERATURE REVIEW

A Village boy from Kerala who failed in 6th grade and graduated as a software engineer from NIT Calicut in 1995, got placed in Bengaluru based start-up for around Rs 6000 a month. Later, he got a job in Motorola for Rs 15,000 a month and went Ireland, worked for a year and a half. Then he shifted to Citibank, Dubai and salary crossed Rs 1,00,000. In 2003, after 7 years in Middle East he returned to Bengaluru with a savings of Rs 15,00,000 and decided to do an MBA. In 2006, he started iD Fresh Food and in 2007 after getting an MBA from IIM Bangalore, officially joined as CEO of iD Fresh Food.

Timeline-How did it all begin?

- 2006 PC Mustafa and his 4 cousins invested Rs 25,000 to start business, established iD Fresh Food
- 2007 Mustafa got an MBA, officially joined as CEO of iD Fresh Food
- 2008 Demand Increased so Invested 40 lakhs and bought a 2500 square feet shed
- 2009 Sold property and invested Rs 30 Lakhs
- 2013 Started operations in Dubai
- 2014 Raised Rs 35 crore in the first round of funding from Hellion Venture Partners
- 2017 Premji Invest acquired a 25% stake in the company

The initial investment was around ₹ 50,000, pooled in by all the cousins. Today, iD's investment into the upcoming plants alone is around ₹ 100 crore, and when Premji Invest, the private investment office of Azim Premji, picked up a 25% stake in iD Fresh in 2017 for ₹ 150 crore, it valued the company at ₹ 600 crore, The Economic Times reported in March 2017. The company, which has 1,600 employees, is eyeing ₹ 350-crore revenue in 2018-19.

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Why become an entrepreneur?
The main reason of becoming an entrepreneur was to provide employment opportunities to the rural folks.

Another way of giving back to the society was by touching lives of millions of people across households by providing healthy, nutritious and fresh meals every single day.

What does it offer?
No preservatives. No chemicals. It's food, only food.

• Their products are 100 percent natural without any preservatives or additives

• Idly/ Dosa batter • Ready to heat Parotas • Chapattis • Natural curd • Paneer

• Vadas –Pouch comes with a spout that squeezes out the batter in a vada shape.

What were the success mantras which led to the creation?

#1: Build your brand to build your business. ID Fresh branded their offering from day one. They came up with the name "ID" - acronym for Identity - which was short and unique. They had a great design and packaging to deliver a winning product.

#2: No credit, only cash. This made the initial selling tough for ID Fresh Food but as the retailers got used to the idea, everyone seemed fine with it.

#3: Stay focused. In the initial months, the founders of ID Fresh Food resisted the temptation to expand into other product categories and did not get distracted by newer ideas which could take them away from their original objective.

#4: Be obsessed with quality. They bought the best raw material and increased prices. Customers pay a premium for quality.

#5: Ensure company is profitable from Day 1. ID Fresh Food made Rs. 400 profit in the first month. Thinking one will eventually make profits is a poor way to build business. 'Eventually' is quite like tomorrow - it never comes.

#6: Listen to your gut feel: It's good to take feedback from others, but one can't listen to all the people, all the time. One needs to decide for oneself, believe, and then just do it. Doing what others say only ensures that one has someone to blame when things go wrong.

#7: One size does not fit all. Each market has its own unique challenges. It's important to do one's homework and never take success for granted.

#8: Keep innovating new products. One should make sure one has a differentiated and value-added product.

#9: On-board the right investors. One must look beyond the price tag investors are putting on business. See value-add from investors and the comfort of working with them.

#10: Customer is queen. One must develop a strong connect with customers and have a solid understanding of what role one's pr

The process of starting up iD Fresh Food
iD's journey so far has never been an individual's contribution. Five of the cousins- Nazer, Shamsudeen, Jafar, Naushad joined hands, took on a role each. They found a small place of around 50 square feet and started with two grinders, a mixer and a sealing machine and Musthafa decided to invest Rs. 25,000. And thus iD Fresh was born and their entrepreneurial journey.

Developing iD Fresh Food since startup : It's very challenging to create a category, especially in the fresh food space which is crowded with local and regional players. iD has been a differentiator over the rest in the

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market with innovative packaging and unique product delivery which is offering fresh, natural preservative-free products every single day consistently.

Particular difficulties encountered during start up and how were they overcome
Musthafa and cousins faced a lot of challenges during and after the inception of the business.

The concept of fresh, natural, preservative free was hard for not just the consumers to believe but also the retailers and employees. There is no brand in the ready-to-cook segment which offers products that are free of additives and are 100% natural. It took some time to convince people and educate them about the core brand values which are- fresh, natural, no chemicals, traditionally made and authentic.

Besides as they catered to the fresh food segment and hence the wastage is high.

Another main challenge was none of them had any sort of background in food technology or food industry.

As a team they adhered to certain principles and hence always believed in growing business ethically aligned to their core values.

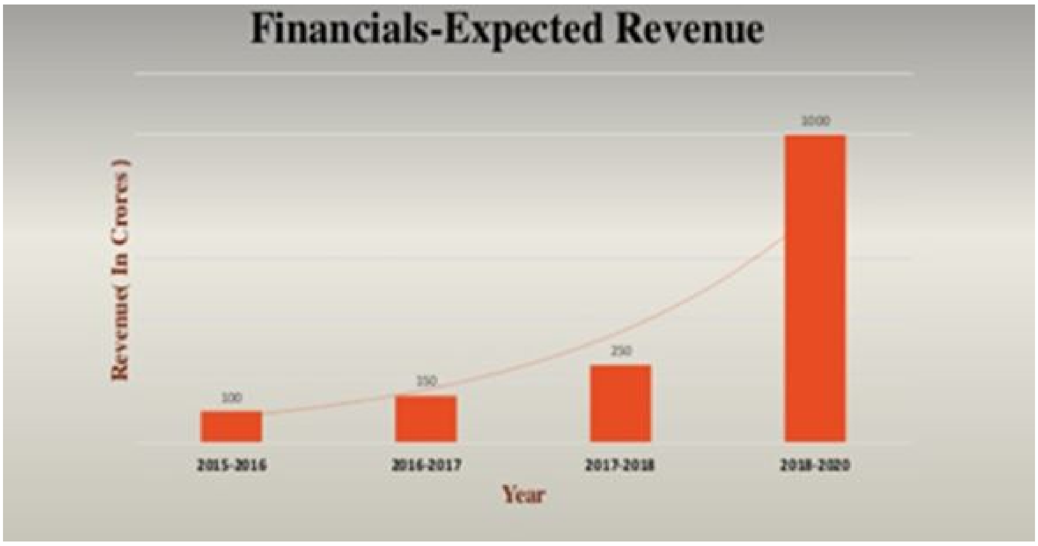
Cash flow too was a challenge as he had invested whatever savings he had to kick start the business

Strategy against competition
- The task at hand differs from region to region. For instance, Chennai is a mature market with a lot of competition. Whereas, Bangalore is a nascent market where there are not many players in the market. Their strategy differs region wise.
- iD as a brand is known for its quality and ensures that they stick to their brand philosophy of providing fresh, chemical-free, natural food to our consumers. As per research they are a stickier brand over most large FMCG brands.

Marketing Strategy
To add simplicity in the brand's marketing strategies, People and iD Fresh have been creating trust based activities and communications. An unmanned Trust Shop was set up where consumers could buy iD products and pay whenever they wanted. Last month, the brand rolled out a communication piece, Unite India, to encourage people to meet their neighbours over meals, and iD provided free products to those who signed up.

The future of the industry and the plan to stay relevant in this industry
iD Fresh are very clear about their brand philosophy and continues to add products to their portfolio which is fresh, natural, preservative-free, authentic, Indian home-style food.

The future of ready-to-cook/ ready-to-eat industry in India is expected to grow exponentially with changing lifestyles, higher disposable income and increase in working population who are time crunched.



The keys to entrepreneurial success
- Being honest in the way they make their products (i.e.) make it the way a home-maker would make it
- Trust & the faith in the capability of the team
- Unconventional thinking

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- Old fashioned love for good Indian food
- Interpreting modern technology and knowledge to serve their unique business model

CONCLUSION

In perspective of iD Fresh food's success we can say that the traditional meals have now truly come of age with convenience and easy access to all who seek healthy home made meal options. As the ready to cook food segment is still in the nascent stage, there is a scope for competition from other brands and private labels as well.

Along with building category awareness, scaling up geographic expansion and capacity expansion with state-of-the-art plants, establishing new distribution networks, research & development and innovative marketing is the way forward to target this billion dollar opportunity.

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SOCIO ECONOMIC STATUS OF WOMEN IN INDIAN SOCIETY

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Indian Society is predominantly a male dominated society. Women's participation in work force and in gross domestic product is lagging for behind. Their capabilities has always been ignored, undervalued and underestimated. Now the time has come, when woman are proving themselves be a successful business person, sports person and smart entrepreneurs as well. An economically independent woman sill add more employment opportunities more gross domestic product and more financial inclusion not only to the system but to the nation also. Lack of education, lack of awareness, lack of funding, lack of support, lack of finance, and doubting the capabilities of women are some major factors that are responsible for the lesser participation of women in business area. In today's world also society in India is patriarchal, that emphasizes on the traditional values such as.

- Early marriages drift women away from higher education.
- After marriage the women decision get affected by the pressure of in laws and are expected to perform household tasks first.
- Crimes against women are very common as rape, physical and mental harassment, sexual crimes etc. lead to discourage them from coming out of their home.
- Unjust wage parity, outdoor working ethics and social discrimination also stand in their ways.
- Choice of work is not offered to women.
- Maternal issues also hinders their initiative.
- Only 6% of all start ups are run by women.
- The structure of the society justifies the poor condition of women.

Other than this a plethora of reason is still there, these reasons con not conceal the real potential of women. If they are provided opportunities. They will be grabbing and making most out of it. The economic reforms of 1991, reassembled the Indian economy but hardly any structural reform was noticed in women's side. No doubt growth was there but that was not sufficient to create more opportunities for women. It is also important to note that self employed women on average, tend to operate different types of business than men. The differences can often be explained by the sector in which they operate. In a report it has been discoursed that since 2016 the nuinber of women entrepreneurs has been increased. From a time when women were mostly such as HR and teaching, the women folks are eyeing serious business ventures, and often on their own. Realising the need for capability creation and celebration recently, NSRCEL* at IIM Bangalore joined hands with Goldman sachs to educate and support women entrepreneurs. In a report published by the vice president of world bank India can accelerate its growth through encouraging greater economic participation by women. 133 million Indians rose out of poverty between 1994 and 2012, an achievement that India and the world can be proud of. The success could have been more significant if a greater number of women could contribute to the work force.

In 2012 only 27 percent of adult Indian women had a job or were actively looking for some. compared to 79 percent of men. In fact almost 20 million women had dropped out of the workforce beteen 2005 and 2012. This is equivalent to the entire population of Sri Lanka. India's rapid urbanisation has not yet encouraged more women to join the labor force Rural jobs have been decreasing and not enough rural women have been able to make the transition to working in urban areas. This makes the need for greater public safety and safe transport more significant. The gap is particularly large and has been widening. India ranks 120 among 131 countries in female labor force participation rates and rates of gender based violence remain unacceptably high. It's hard to develop in an inclusive and sustainable way when half of the population is not fully participating in the economy. At 17% of GDP the economic contribution of Indian women is less than half the global average and compares unfavourably to the 40% in China, e.g. India could boost its growth by 1.5 percentage points to 9 percent per year if around 50% of women could join the work force.

India has achieved success to some extent but a lot is still left to be done. Some women are staying louyer at work places but some are bound to choose to leave as the circumstances change. Their potential needs to be realized to add one more chapter to India's success story. Comparing with other countries it can be seen the

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valuing girls and women makes the societies even more prosperous. Economic empowerment of women is directly related to their social empowerment and also helps in poverty reduction as women also tend to invest more of their earnings in their children and communities. For this world bank designs its projects in the way, that encourages greater economic participation by women. eg. world Bank has invested over & 3 billion over the past 15 years to support state governments to empower poor rural women through self help groups. These projects have supported 45 million poor women access skills, markets and business development services. Some of them have become successful entrepreneurs and as a result the evidence shows that these women experience greater food security, better access to finance, and higher incomes that benefit their families and communities. The Skill India Mission not only provides women appropriate skills sought by employer, but also ensures that training programs are sensitive to their needs through helping to provide safe transport, flexible schedules and childcare support. In Jharkhand, World Bank has invested for adolescent girls to help them in completing their secondary education and mentoring services in order to succeed in job market. These projects and interventions are helping but its not enough as women that have completed skill programs and got jobs are also dropping out in response to family pressures. Changing social norms must inculcate the interest of girls in subjects life science and mathematics and convince them that they are just as capable as boys, they too can build carrers in engineering, scientific research, In and fields that are in demand with prospective employers. We must raise our sons to respect girls and women and gender based violence will not be justified. Household responsibility must be divided equally between men and women. There are many examples and indications that the government is acting to turn the trend around such as government's program for skills development, subsidezed loans for businesses led by women, doubling maternity leane, childcare facilities in companies etc.

India has been ranked 108th in World Economic forum (WEF) gender gap index, same as 2017, while recording improvement in wage equality for similar work and fully closing its tertiary education gender gap for the first time. While India has many challenges as it ranks 142nd out of 149 countries in the economic opportunity and participation sub index gender gap was measured across four key pillars **economic opportunity, political empowerment, educational attainment and health and survival**. India needs to make improvements across the board from women's participation to getting more women into senior and professional roles. WEF also noted that India continues to rank third lowest in the world on health and survival, remaining the world's least improved country on this sub index over the past decad. In fact India actually widens the gender gap on this sub index this year. However on the positive side, India has slightly improved in WEF's wage equality for similar work indicator, where it stored at 72nd place. It has also closed its tertiary education enrolment gap for the first time in 2018 and has managed to keep its primary and secondary gaps closed for the third year running. India has the second largest artificial intelligence (AI) workforce but one of the largest AI gender gaps with only 22 percent of roles filled by women. The raport says that the world has closed 68 percent of its gender gap and at the current rate of change, it will take 108 years to close overall gender gap and 202 years to bring about parity in workplace.

RECENT GOVERNMENT SCHEMES FRO WOMEN

- Beti Bachao, Beti Padhao, meant for uplifting women in the sphere of women's education.
- Sukanya Samriddhi Account, meant to help families same for their daughters.
- One stop centre scheme meant to offer easy access for women suffering from domestic abuse or violence and needing support.
- Pradhan Mantri Ujjwala Yojana meant to offer free LPG connections to women living below poverty line.
- Mahila Haat meant to support women entrepreneurs and women self help groups.
- Rajiv Gandhi National crèche scheme for children of working mothers meant to provide affordable daycare services to working women.
- Maternity Benefit scheme meant for pregnant women and lactating mothers.
- Women's helpline 1091 meant to provide emergency assistance to women in trouble, especially those facing violence of any kind.

Thus it is the high lime we need to remove the gender asymmetry from our economic system. Women have now not only found their place in work places but are also party to governance. In recent years there have been explicit moves to increase women's political participation. There are many elected women representatives at the village council level, central and state level too. It can be said that the changes are occurring slowly but there is an advent of social reforms and strengthening of women in India in 20th century and hence being at the

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beginning of 21st century we can hope for the bright future of women in India whereby they can claim to be really equal to the men in every field of life Indian women are intelligent, hard working, courageous and full of love with these qualities of head and heart they are quite competent in breaking all the boundaries, set by the society in the name of traditions. Staying aware about their own rights and privileges, can only help them. Taking benefit of all the government programs and policies may prove to be beneficial for their upliftment not only in the social perspective but in economic perspective as well.

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INVIGORATE THE TEACHER EDUCATION PROGRAMME BY EMBRACING NEW PEDAGOGIES

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ABSTRACT

The purpose of this paper is to rejuvenate the teacher education programme by implementing new pedagogies The hovering of Herbart ghost in teaching has gripped the teaching and learning. Indian education is still wedged in 19 century era. Government schools in particular, go on mindlessly producing 19th century people using 19th century curriculums, 19th century pedagogy and 19th century examination systems. But 21st century learners learn differently. We need transformation now and need immediate improvisation in teacher education programme by introducing some innovative methods of teaching which are already suggested by various commissions from time to time. In order to make our education a channel to empower people, strengthen governance and galvanize the effort to achieve the human development goal for the country, we need to introduce new methods of teachings to improve upon the present practice teaching programme.

Key words-Teacher education training, pedagogies.

INTRODUCTION

"In my judgment, teacher education represents the most effective approach for reaching an entire Nation affecting the skill, knowledge and attitude of its people. In real sense.

"As the teacher education goes so……………… goes the Nation". Carl Munore

The quality of education that is provided to our children depends upon the quality of teachers. The quality of teachers in turn definitely depends upon the way in which they have received training through teachers' training institutions. The hovering of Herbart's ghost over the teacher education system has made the practice teaching programme in India a subject of criticism. Various commissions appointed from time to time have suggested a number of innovative approaches to improve upon the present practice teaching programme.

"The main aim of teaching is not to explain the meaning but to knock at the door of mind".

A teacher never stop Learning because life never stops Teaching. So do it now, sometime later becomes never. It is a high time for teachers to bring modification in teaching and learning. Ever since the beginning of integrated programme in the country, a kind of controversy prevailed everywhere about the suitability, viability and superiority of the courses over the traditional one. It is therefore felt that a proper study should be conducted to identify the worthiness of courses, which are running concurrently in number of institutions. There are no two opinions that the existing pattern of teacher training programme have failed to develop desirable teaching competencies and teaching skills among the prospective teachers. This can be attributed to the fact that practical aspects are sometime neglected and the programme is limited to theory only. We need a change now, and need immediate improvisation in teacher education programme by introducing some innovative methods of teaching for prospective teachers as a part of their practice teaching and internship programme, and at the same time our school curriculum should be designed in a way that compels the teacher to use these methods of teaching as a part of teaching programme for excellent learning outcomes in different Schools. The teacher educator should orient the students by conducting workshops where the lesson planning, and training should be provided in each method of teaching discussed below.

In teacher education training programme, the teacher should be made obligatory to take at least two lessons during their practice teaching programme in each method of teaching given below, so that they should get the practical first-hand experience of teaching.

1. Experiential learning
2. Differentiated instruction
3. Flipped Classroom
4. Mind Mapping
5. Self-organised learning environment
6. Process oriented guided inquiry lesson
7. Reality pedagogy

8. Z to A approach
9. Mnemonics word –word approach
10. Role play

Experiential learning

It is a method of educating the children through first-hand experience. Skills, knowledge, and experience are acquired outside of the traditional academic classroom setting, and may include internships, studies outside four walls of classroom, field trips, field research, and service-learning projects.

The concept of experiential learning was first explored by John Dewey and Jean Piaget, among others. It was made popular by education theorist David A. Kolb, who, along with Ron Fry, developed the experiential learning theory, which is based on the idea that learning is a process whereby knowledge is created through transformation of experience. It is based on four main elements which operate in a continuous cycle during the learning experience:

- Concrete experience
- Reflective observation
- Abstract conceptualization
- Active experimentation

Differentiated Instruction

Differentiation means tailoring instruction to meet individual needs. Whether teachers differentiate content, process, products, or the learning environment, the use of ongoing assessment and flexible grouping makes this a successful approach to instruction.

At its most basic level, differentiation consists of the efforts of teachers to respond to variance among learners in the classroom. Whenever a teacher reaches out to an individual or small group to vary his or her teaching in order to create the best learning experience possible, that teacher is differentiating instruction. Teachers can differentiate at least four classroom elements based on student readiness, interest, or learning profile:

- Content – what the student needs to learn or how the student will get access to the information.
- Process – activities in which the student engages in order to make sense of or master the content.
- Products – culminating projects that ask the student to rehearse, apply, and extend what he or she has learned in a unit.
- Learning environment – the way the classroom works and feels.

Flipped Classroom

One of the most popular new approaches to teaching is the flipped classroom. This approach involves a process where the typical lecture that happens in the classroom occurs at home. Students watch lectures on video, and then return to school to engage in the exercises they would traditionally have for homework, and to ask questions based on the lecture they watched on their own at home. When students watch videos at home, they can stop and go and at their own pace, and take notes at their leisure. When they return to school, they can work in groups to discuss what they watched, and/or have their questions answered by the teacher. In this process, students create, collaborate and learn at their own pace, and apply what they have learned at home in the classroom.

Mind Mapping

Mind maps were developed in the late 60s by Tony Buzan as a way of helping students make notes that used only key words and images, but mind map can be used by teachers to explain concepts in an innovative way. They are much quicker to make and much easier to remember and review because of their visual quality. The nonlinear nature of mind maps makes it easy to link and cross-reference different elements of the map.

Mind Maps are also very quick to review, as it is easy to refresh information in your mind just by glancing once. Mind Maps can also be effective mnemonics and remembering their shape and structure can provide the cues necessary to remember the information within it. They engage much more of the brain in the process of assimilating and connecting facts than conventional notes.

The key notion behind mind mapping is that we learn and remember more effectively by using the full range of visual and sensory tools at our disposal. Pictures, music, colour, even touch and smell play a part in our learning armoury will help to recollect information for long time. The key is to build up mind maps that make the most of these things building on our own creativity, thinking and cross linking between ideas that exist in our own minds.

As the recent research point that any particular information explained with the help of graph charts make a high impact in the minds of the people and keeping this as the core aspect the teachers may try to picturize the concepts and show the same to the students

Self-organised learning environment (SOLE)
'Self-Organized Learning Environment' refers to the adaptation of a school space to facilitate Enquiry Based Learning. A teacher encourages their class to work as a community to answer questions using computers with internet access. The class work around a guiding set of rules:

- Students need to form groups of about 4
- Children choose their own groups
- They can change groups at any time
- Children can look to see what other groups are doing and take that information back to their own group
- They should be ready to present their answers back to the class at the end of the session

Process Oriented Guided Inquiry Lessons (POGIL)
Process Oriented Guided Inquiry Lessons are part of a learning strategy that has both a constructivist and social component. In other words, it focuses on using the real life experiences of the learner to create knowledge and considers how students relates to the environment **where** they are taught. When engaging in POGIL's, the teacher assigns text to students, and then poses a set of questions that they can only answer by exploring the text that was given. In this process, the teacher has to fight the urge to give students any answers or facts to memorize. Their main role is to pose questions that provoke the students to look more deeply at the text they are given. In a POGIL classroom, students develop conclusions about the text they are interrogating that will increase their knowledge. As students answer questions, teachers "guide the inquiry" by asking supplemental questions that will eventually move the students towards thinking deeply and drawing more complex conclusions. This approach has resulted in increased student interest in the subject being taught and increased mastery of content in the science classes where it is mostly used.

Reality Pedagogy
Reality Pedagogy is an approach to teaching and learning that focuses on teachers gaining an understanding of student realities, and then using this information as the starting point for instruction. It begins with the fundamental premise that students are the experts on how to teach, and students are the experts on content. Reality pedagogues/teachers believe that, for teaching and learning to happen, there has to be an exchange of expertise between students and teacher. For this exchange to happen, teachers need a set of tools called the "5 C's" to gain insight into student realities, and allow students to express their true selves in the classroom. These tools are:

1. **Co-generative dialogues:** Where teachers and students discuss the classroom and both suggest ways to improve it.
2. **Co-teaching:** Where students get opportunities to learn content and then teach the class.
3. **Cosmopolitanism:** Where students have a role in how the class operates and in what is taught.
4. **Context:** Where the neighborhood and community of the school is seen as part of the classroom.
5. **Content:** Where the teacher has to acknowledge the limitations of his/her content knowledge and work to build his/her content expertise with students.

Z to A Approach
This approach attempts to explain the application part of a particular concept first. The teacher should explain the application of a particular concept first and explain the effects of such applications. For example in management subject - motivation is explained in a manner that the organization get extensive benefits out of using some techniques like promotions and awards. So here the use of promotion is explained first and later students would get interest in knowing what are promotions and awards. The teacher starts explaining what is promotion and explains what motivation theory in management is. Another example we can try is that in accounting the Income statement and Balance Sheet can be explained first and later drawing their attention to double entry system of book keeping.

Mnemonics words- words –words approach

Here the teacher is not supposed to talk on a particular concept for a quite long time. But to make it clear to the students he can just go on saying mnemonics or its associated meaning in words. Here he goes on saying only words instead of sentence, and once they come to a basic understanding of the meaning of a particular concept then the teacher will explain in sentences. For example in teaching language courses this technique can be used as an effective medium by the teacher to develop word power.

Role playing and scenario analysis based teaching

Role playing and scenario analysis is mostly used in primary and secondary schools .This should be a part of curriculum and practiced for maths history, science and language. Students are provided with particular situation, for example, in teaching maths the role of accountant can be explained by role playing technique. Invoice and bills can be given to students, a particular situation is given and asked them to assume the role of accountant, then the students are exposed to decision making in a given environment.

Here the real entries pertaining to transactions are made by the student and this is more practical approach to teaching where theory is supplemented by proper practical knowledge. Similar kind of technique can be applied in science course also.

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ONLINE MARKETING – A WAY TO CASHLESS ECONOMY

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ABSTRACT
This research is conducted to see how today's generation's thoughts of selling and purchasing products is influenced by different online marketing tools used across widely. The tools mainly consist of online chat assistance, Email, social media advertising, word of mouth publicity. The purpose of the study is also to check out the difference between different online marketing payment methods.

This research paper presents a positive and novel approach for online marketing based on several observations which involved previously used tools and presently used tools for marketing. Also the time consumed earlier used to be more as compared to present scenario of online marketing. The trend of online marketing is growing day by day with the help of electronic gadgets like Tablets, Smart phone and mobile applications. This makes online payments easier so the point of going to a store and making payment will in future diminish to maximum extend hence giving birth to Cashless Economy.

Keywords: Cashless, online payment, online marketing

INTRODUCTION TO ONLINE MARKETING
The procedure of selling & promoting products or services carried out with the intent of reaching out to a maximum number of people at an affordable cost is termed as marketing, further advertising & marketing products with the use of internet is termed as online marketing. The promotion of products can be done with the help of websites, emails, social media platform, and newly developed online marketing apps. In present time internet is premium source of promoting any kind of business or online activity. The past two decades there has been a significant rise in number of internet users.

The aim of both, traditional marketing or the newly found online marketing is the same, to attract people to buy products & hence boost business & gain profit. The only difference for both is the medium used for promotion. For traditional marketing, observed methods were billboards, radio marketing, usage of television, prints whereas online marketing it's been mentioned above.

Prior to online marketing, the cost of marketing used to be more than it is in the present scenario. Traditional marketing has its own short comings as it was never sure if it reached targeted audience, was the brand able to build up its reputation, were the queries of end users answered, many people turned their back to such kind of promotion as it interrupted their regular activities, whereas online marketing answers the same above mentioned queries right away by allowing the promoters to gain the information as to how many people have witnessed the product by showing the number of viewers, not interrupting & being monotonous for the end user, the brand promoted builds a reputation of its own in the mind of the end user & the main point, reaches maximum number of people in a short period of time.

There are number of hands which support online marketing, they are as follows:-

- Email Marketing
- Social Media Marketing
- Search Engine Optimization
- Display Advertising
- Events & Web Discussions
- Content marketing, Content management system
- Video marketing, Marketing analytics, Customer relationship management

OBJECTIVE OF THE STUDY
The aim behind this Research is:

- Impact and importance of Online Marketing
- To know what a Cashless Transaction means through online marketing
- Difference between traditional marketing & online Marketing payment methods
- Number of people in India using online marketing payment tools.

RESEARCH METHODOLOGY

The study aims to understand the substantial contribution and Impact and Importance of Online marketing in India as a part of cashless economy. The study is based on secondary sources of data/ information. Different books, journals, newspapers, articles and relevant websites have been used in order to make the study an effective one.

BACKGROUND OF THE STUDY

Online marketing involves lot of homework done by the business organizations, such as the audience to be targeted, the demands of the various generations, as to what they put up on various platforms such as Google, Yahoo blogs, Youtube and Social Media etc, the costing to be presented and the occasion on which a certain product has to be released in the market to gain a good momentum for the sale.

Cashless Transaction-"A cashless economy is one in which all the transactions are done using cards or digital means. The circulation of physical currency is minimal." A Cashless Society describes an economic state whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital information (usually an electronic representation of money) between the transacting parties.

METHODS OF ONLINE PAYMENT AND ITS BENEFITS

Online marketing has opened the way for cashless economy. There are many benefits associated with it for both the consumers and traders as well. Either if it is a product or service, people can get their work done in a short span of time. There are many options of payment available for online marketing which includes mobile banking, internet banking, PayPal app, Google pay app, Paytm, phone pay, BHIM app, Mobile Money wallets. Even if a customer asks for Cash on Delivery (COD) many online marketing sites/applications provide COD option and customers can pay through POS machine when the product is delivered at their doorsteps.

Also, an individual now can order food online through many mobile phone applications like Swiggy, Zomato, Uber Eats with the additional discounts and cash backs being offered. Even for health and spa services people can book appointments online in today’s time and also pay in advance for the same.

Development of IRCTC, an online Train Ticketing website, a positive initiative by Indian Railways, has made it easier to book train tickets online for the customers with easy online payments options too. Online payments have helped many consumers to also book their holidays/vacation on websites/mobile applications like MakeMyTrip, Yatra, and Cleartrip in that people can also book hotel stay rooms through apps like OYO. Not only booking for long distance trains or flights but also the travelling done by people for short distance, local travelling tickets can also be booked online by downloading mobile apps like Red Bus, Uber and Ola Cabs.

Consumers can also book Movie/Plays/Sports Events tickets from mobile apps like BookMyShow within few minutes and also avail additional discounts/offers or cash backs in their wallet. End-consumers also get benefited in getting rid of their dependence on carrying sufficient cash. By adopting cashless payment methods, people can do away the need to carry bulky banknotes. These days’ bank accounts can also be opened online easily.

The services which require people to be present personally, for example, haircut, tattoo, counseling or legal can also be searched over the internet for better option, based on the ratings acquired by the service provider, consumer can opt for the best one so as to make sure they get good return for their invested hard earned money.
Consumers don’t need to take much of an effort for doing online payments. With manual payments such as depositing cheques, consumers need to physically go to the bank to deposit the same, also need to manually record the payments done. Online payments are superior as payments and updates get automatically processed and can be cross checked at any given moment. Verification and authentication of the cards used for transactions is vital and relies on the accuracy of the merchant and third parties database, by checking proper issue number, expiry date and occasionally personal passwords. The confirmation of the payments is done on the email id’s provided instantly. Order numbers give proper tracking for dispatch and delivery information. It gives consumer a proper transparency from the time product is purchased till the time it’s delivered.

There were threats developed because of online credit card frauds, which were published widely in newspapers too, but software standards and protocols such as Secure Socket Layer (SSL) and Secure Electronic Transactions (SET) have helped improve payment security, hence increasing public confidence. It has been observed that these kinds of concerns are on a decline and consumers are making merry by purchasing goods online.

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Through online marketing payment tools, it's not only consumers who are getting benefited but also the traders who are doing their business get benefited as they receive their payment before dispatching products.

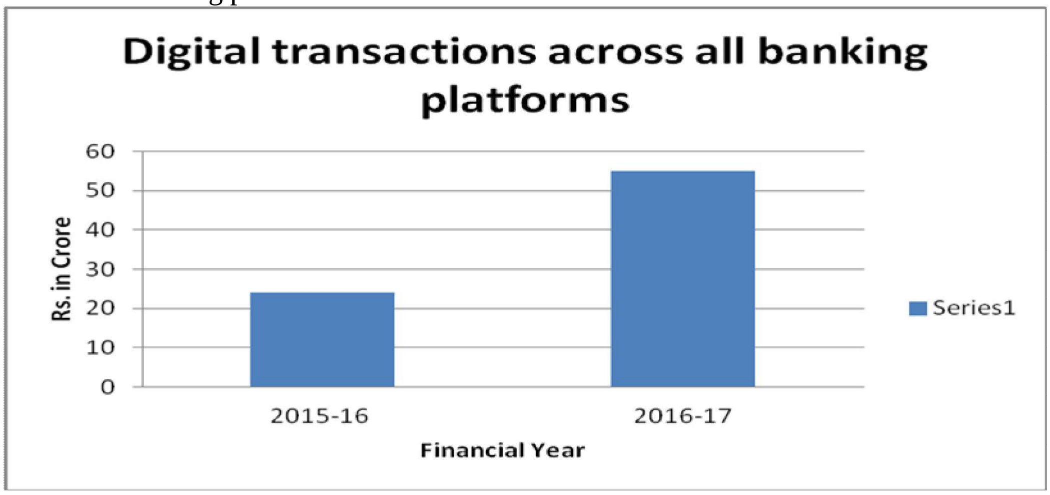
Online payment software with features to receive online payment is more secure and credible for merchants than receiving payments through cheques. A merchant instantly receives the money with no risk of bounced cheques and the fees associated with it.

Since the time from online retail shopping website Amazon.Com was started by jeff Bezos in United States in 1994 people can order books, clothes, accessories etc from the website itself, slowly and gradually the trend of online shopping came in India from the year 2012 February. Many other Indian sites came into market like Flipkart.com, snapdeal.com. Online marketing has given an opportunity to people to become an entrepreneur because of which mode of payments has become easier.

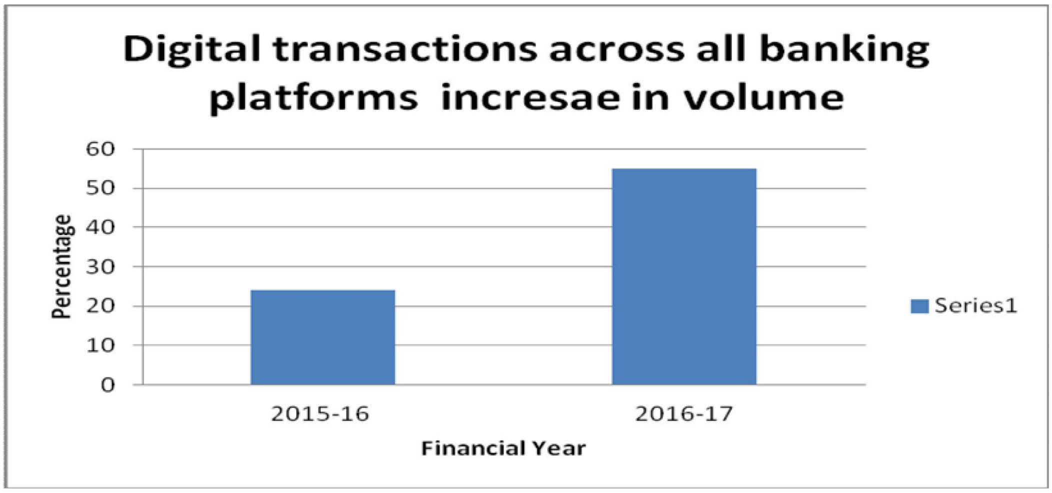
Online marketing has given many people opportunity to earn extra income. Many people can do their own online business sitting back home, with the help of Smart Phones or through Social Media like Whatsapp Messenger, Facebook and Instagram, hence saving their cost of Storehouse, Office Rent.

FACTS & FIGURES

India Sees 55% Increase in Digital Transactions in a Year; Mobile Banking Jumps upto 122%. India shifts towards a digital economy where dependency on cash is significantly reduced and it takes gradual, successful steps. As per data released by Prime Minister on his website, cashless transactions have picked up ever since demonetization had come to effect and initiatives were being taken by various wings of the government, encouraging people to go cashless. In the financial year of 2016-17, there were a total of 865.9 crore digital transactions across all banking platforms.



The above chart depicts, that there is a significant rise from the 2013-14 number of 254.5 crore digital transactions. Within a period of 3 years, the amount of digital transactions has more than tripled.



Source - NITI Aayog

The above data provided by Niti Aayog principal advisor Ratan Watal, that digital payment grew 55 per cent in volume and 24.2 per cent in value in 2016-17 over 2015-16.

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CONCLUSION

In today's time every business is different, but they have to be dependent on the power of internet to survive the competition. The selling habits needs to be adjusted with the consumer buying habits, in simple words; business must be done the way consumer wants. Online marketing has given a broader horizon for the Traders as well as Consumers to explore all options serving their purpose. India has witnessed a marginal growth in online transactions involving daily aspects of life.

Payment methods can be the influential factor in the final stage of any online purchase. Cash has been for many years the traditional mode of payment but over the years the trend of online payments has increased. The thought of cashless society has been prevalent for some time. Whilst it may be of some way, the growing acceptance of online payment methods will help to overcome fears or resistance to the internet.

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MIGRATION AND OCCUPATIONAL MOBILITY AMONG KURUBAS OF KARNATAKA

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ABSTRACT
People migrate in large number from rural to urban areas in search of job. The agricultural base of rural areas does not provide employment to all the people living in a particular village. Even the small-scale and cottage industries of the villages fail to provide employment to the entire rural folk. But urban areas provide vast opportunity for employment in industries, trade, transport and services. Therefore there is migration from rural areas to urban areas. Rural areas lag behind in educational facilities, especially those of higher education and rural people have to migrate to the urban centers for this purpose. Many of them stay in the urban areas for earning a livelihood after completing their education. People also migrate on a short-term and seasonal basis in search of better opportunities for recreation, health care facilities, and legal advices or for availing service which the nearby towns provide.

Keywords: Mobility, Occupation, Kuruba, Migration, Karnataka

INTRODUCTION
Migration is nothing but movement of population from one geographical area to another. There is definite change in the residence of the migrants. Migration is an important component of social mobility. The increasing trend of rural-urban migration is based on the levels of availability of various amenities in life. Lower level of earnings in agriculture pushes the labour class in search of higher levels of earnings and better occupations in urban areas. Thus increased occupational opportunities of urban areas pull rural artisans, agricultural labourers and unemployed youth. It is nothing but a form of occupational mobility, where an individual changes his position within the same occupation. In modern industrial society, where specialization is increasing in different spheres, only intra-occupational mobility is possible, for which specific talent and training is required.

Zelinsky (1971) opined that the term mobility includes both circulation and migration. Circulation as a great variety of movements that of short term, repetitive or cyclic in character, but all having in common the lack of any declared intention of a permanent or long standing change of residence. Migration is a much more restricted term than circulation, in that it is normally used only to describe a movement from one administrative unit to another that result in a permanent change of residence.

The researcher investigated that inter-generational occupational mobility among Kurubas in Karnataka. It is the comparison of occupations of the grown up children to that of their parents, where the occupations of the children are quite different from than their parents. Today people change their occupations from the traditional to the non-traditional without caste restrictions. One is not bound to follow one’s hereditary caste occupation as it was the case with a generation ago. Today occupational mobility is more than ever before. Hence occupational status by achievement rather than ascriptions is getting a greater importance. Thus inter-generational occupational mobility is on increase.

‘Pull’ and ‘Push’ Factors:
Urban centers provide more scope for employment opportunities in industries, transport, trade and other services. They also offer modem facilities of life. Thus, they act as ‘magnets’ for the migrant population and attract people from outside. In other words, cities pull people from other areas. This is known as “pull factor”.

People also migrate due to ‘push factors’ such as unemployment, hunger, education and starvation. When they do not find means of livelihood in their home villages, they are ‘pushed’ out to the nearby or distant towns. Their native villages had rejected them as surplus population which the village sources of land were unable to sustain for longer.

REVIEW OF LITERATURE
According to Form (1968) most of such occupational mobility takes place within the first ten years of work life, and the workers generally find their regular employment at this time. After getting formal occupational training in a particular sphere one cannot change one’s occupation. But specialization and division of labour does not mean fixity of occupations. In many societies promotion within the group is based on performance. Thus an individual may move to higher or lower position in his own occupational group. This is called intra-generational occupational mobility.

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The migration leads to occupational mobility. Shah (1998) said that the rapid growth of industries, transport and communication and other economic and social overheads in urban areas encouraged people to migrate in large number from rural to too big and metropolitan cities in search of better employment opportunities.

METHODOLOGY

This study was conducted in the year 2016 in seven talukas of Bellary district of Karnataka, which represent Kuruba caste of the state. Kurubas are found in all over the state. They are scattered in all districts of Karnataka, but the more numerical strength of Kurubas is more in Mysore, Bellary, Dharwad, Shimoga, Gulbarga, Belagavi, Tumkur, Bangalore and Chitradurga districts. Therefore researcher has selected one of these districts, *viz.*, talukas of Bellary district including their villages where Kurubas are found thickly. The researcher collected the primary data through fieldwork. To collect information the researcher prepared structured, closed-ended interview schedules. In the present study the essential primary source information was collected through interview method. To select samples "Stratified Random Sampling Method" was used. In this method the researcher is free to select the respondents in each taluka. This sampling method is useful for a universe with smaller numbers, which covers all the important elements of research. I have selected 700 Kurubas of Bellary district.

AGE AND REASONS FOR MIGRATION

Table 1: Respondent's age and reasons for migration

Sl. No.	Reasons for migration	Age in years				Total
		15-34	35-54	55-74	75 and above	
1.	Money problem	21 (12.5)	00	00	00	21 (3.00)
2.	Job purpose	00 (0.00)	21 (6.00)	07 (6.3)	00	28 (4.00)
3.	Marriage	56 (33.3)	28 (8.00)	28 (25.00)	00	112 (16.00)
4.	Education	21 (12.5)	49 (14.00)	21 (18.8)	00	91 (13.00)
5.	Drought	07 (4.2)	14 (4.00)	28 (25.00)	00	49 (7.00)
6.	Quarrel with villagers	00 (0.00)	00	07 (6.3)	00	07 (1.00)
7.	Not migrated	63 (37.5)	238 (68.00)	21 (18.8)	70 (100.00)	392 (56.00)
	Total	168 (100.0)	350 (100.0)	112 (100.0)	70 (100.00)	700 (100.00)

The Table 1 provides information regarding the relation between age category and the reasons for migration. From the data it is evident that most of the Kurubas were not migrants. Among all the migrant Kurubas 21 (3.00) Kurubas migrated due to financial problem. 28 (4.00) Kurubas have opined that job search is the main reason for their migration. Marriage is the main reason for their migration for other 112 (16.00) respondents, 91 (13.00) Kurubas migrated for the purpose of getting education. Drought made 49 (7.00) Kurubas to migrate. Remaining only 07 (1.00) Kurubas here migrated because of quarrel with villagers. The data shows no significant relation between age and particular reason for migration. The Kurubas who migrated due to money problem, education, drought and job, reside in the migrated place. They know that job only the solution for the above causes. Therefore they stand there only to get a suitable job.

Therefore in the following table an attempt is made to understand whether job is the main reason for their migration.

Respondents' migration for job

Table 2 :Respondents' migration for job

Sl. No.	Variables	Frequency	Percentage
1.	Yes	168	24.00
2.	No	140	20.00
3.	Not applicable	392	56.00
	Total	700	100.00

The Table 2 describes that majority of the Kurubas were not migrated for the occupational purpose only. Of all the Kurubas 168 (24.00) Kurubas have migrated for the purpose of job only. Other 14 (20.00) Kurubas here migrated for the sake of other reasons. But, 392 (56.00) Kurubas were not migrated.

Type of Job

Some occupations are placed at a higher scale and have more prestige in the society whereas other are lowly placed and therefore do not have much value attached to them. Therefore an attempt is made to know the type of job the Kurubas got after migration.

Table 3: Respondents' type of job after migration

Sl. No.	Variables	Frequency	Percentage
1.	Permanent	63	9.00
2.	Contract/Temporary basis	49	7.00
3.	Daily wage	21	3.00
4.	Other jobs	35	5.00
5.	Job is not the reason	140	20.00
6.	Not applicable	392	56.00
	Total	700	100.00

The Table 3 provides information regarding the type of job preferred by the respondents. The data revealed that most of the Kurubas got permanent job, which provides security for a whole life or up to retirement. Occupational security forces the people to take up any risks in their life to achieve. Job of a person determines his position in the society. It not only influences the placement in the social system but also decides the life style of an individual. Occupation is one of the notable indicators of prestige of the individual. The occupational gradation provides a basis for hierarchical order of the society.

Changes in the standard of living after migration

Table 4: Respondents change in the standard of living after migration

Sl. No.	Variables	Frequency	Percentage
1.	Yes	252	36.00
2.	No	56	8.00
3.	Not applicable	392	56.00
	Total	700	100.00

The Table 4 shows that since time immemorial people used to move from one place to another in search of rich hunting ground and fertile cultivable land. Migration is inherent tendency of human beings in search of better facilities for their life. Thus it is clear that migration increases the standard of living of the migrant by providing better job opportunities and handsome income. Therefore in the present study 252 (36.00) Kurubas opined that they have achieved higher standard of living. But only 56 (8.00) Kurubas said that there is no change in their life style and economic condition. Other Kurubas have not migrated.

Generally speaking migration increases the standard of life of the migrants. The migration has important consequences both for the native area and migrated area, which enhances the standard of life. For the native society remittance of the migrants and the release from under-employment may act as effective cushions for economic backwardness. The remittance may also help to acquire new assets or finance the education of the relative thereby raising the economic and social status of the migrant's family. In this way the behaviour pattern also may change according to occupied occupation.

CONCLUSION

The Kurubas have migrated due to money problem, education, drought and job, reside in the migrated place. They know that job only the solution for the above causes. Therefore they stand there only to get a suitable job. The data revealed that most of the Kurubas got permanent job, which provides security for a whole life or up to retirement. Occupational security forces the people to take up any risks in their life to achieve. The research clearly indicated that most of the Kurubas from the entire occupational category are having bikes, except agricultural labour category. Most of the agriculturists, government servants, doctor and engineers and other category Kurubas are enjoying with their own cars. Thus as the prestige of occupation increases, the person enjoys with bikes and cars. The study indicated that only some Kurubas have faced the problem of discrimination and ill-treatment by the upper caste Hindus. But majority Kurubas reported that they are having good and harmonious relations with other upper caste people, who do not make any discrimination.

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KOKAN TOURISM

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ABSTRACT
The WTO has defined sustainable tourism as one that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Sustainability considers tourism in its environmental, socio-cultural, economic, and experimental dimensions. The Kokan region is well-known due to its geography, culture, history, nature, bio diversity and Spirit. Tourism in Kokan is developing very fast. Tourists from Maharashtra now prefer to visit Kokan because of several reasons like close vicinity, easy accessibility due to better roads and Kokan railway. The economic accommodation and overall lower costs for visiting previously unexplored places is an added attraction. Kokan is well known for its natural beauty and is fast emerging as a favorite tourist destination for tourists. Kokan's greenery, coconut trees, beautiful virgin beaches, waterfalls, mountains and lush green valley's will definitely provide a rich and pleasant experience for the traveler. For those living in Mumbai and Pune, long weekends inevitably mean a visit to Maharashtra's gorgeous coastline. Although less celebrated than the beaches of Goa and Kerala, the shores of Alibag, Kashid, Korlai and Tarkarli are actually as pristine and awe-inspiring. Whatever a family needs that is rest, enjoyment, comfort and homely atmosphere with minimum facilities and cost effective, all these requirements of foreign tourist is being fulfilled by Kokan tourism. If we think about the tourist, there are thousands of place still not explored , so great opportunities to travelers as well. It is a very suggestive place for the corporate meetings and the team building programmers. Kokan is a good place for the investers too. It has still got good rate for land and having a good area of a land which is the general reqirement of the hotel and tourism industry. In short in this paper we are going to find out four major points those will contribute on a large scale for the development of kokan tourism. It also will focus the other strength of kokan tourism.

Keywords: Bio-diversity, Eco-tourism, WTO (World Trade Organization), Sustainable tourism.

INTRODUCTION
Maharashtra's 720-km. coastline and the adjoining area or Kokan as it is called, extends from Dahanu in the north up to Goa in south. Total area 9558 Sq, Km with 8.1 million population Kokan always has been a remote place from the rest of Maharashtra with a unique culture. The Kokan coastline is situated in the tropical region and the average temperatures are in the 30 degrees throughout the year and can go up to 40 degrees in May and October. The whole region is Humid and there is heavy Rainfall from June to September. India's spectacular Kokan Coast starts south of Mumbai in Maharashtra and extends for more than 700 kilometers to Goa's border with Karnataka. Kokan is a coastal strip of land bounded by the Sahyadri hills on the east and the Arabian Sea on the west. Maharashtra's Kokan area consists of Raigad Ratnagiri, Sindhudurg and Thane districts. Not only this the area is flourished. The Kokan Coast in Maharashtra offers a bounty of beautiful beaches, which are among the most pristine in the country. Delightfully off the tourist trail, they are devoid of much commercial development and many are practically deserted. With the turquoise Arabian Sea by its side, the beaches in the Kokan region are numerous in number and breathtaking in their scenic views. The Kokan region is the most beautiful and God gifted land between the Western Ghats and the Arabian Sea at western coastline of India and known as little slice of paradise of Maharashtra. Region of Kokan or the Kokan Coast includes. It is rich in mineral resources, and offers long stretches of clean, sandy beaches and bustling seaside. Talking about the weather , maximum temperature of 37 degrees and Minimum temperature of about 15 degrees in Kokan region as it is surrounded by Sea. Rainfall is from 300 mm up to 900 mm in the monsoon. The Kokan coastline is situated in the tropical region and the average temperatures are in the 30 degrees throughout the year and can go up to 40 degrees in May and October. The whole region is Humid and there is heavy Rainfall from June to September. Kokan is known as the Heaven on the earth of Maharashtra, which has a great history, culture and tradition Every district of Kokan has unique attraction of culinary like sol–kadhi, kolambi che Kaalvan (prawns curry), Promfret Fry, Fish curry, Chicken, Mutton, Phanasachi bhaji and some sweet culinary. So, experience of Kokan is incomplete without tasting of its delicacies.

Kokan has a unique landscape which is a combination of hills, valleys and the coast. As you cruise through the dense hills of the Sahyadris, you might feel like you are heading towards a hill station as the sea would not make its presence felt at all. But then as you descend to a narrow rocky path stifled between two hills, you'd have your first glance of the Arabian Sea, slumbering in its blue robe under a soft twilight glow.

Kokan tourism is mostly differentiated the region with four main aspects, and these four aspects

Made this region the best tourist place from all other things. If we go through the research on kokan tourism we found that the following four things are the major strength in Kokan tourism.

- **Culture in Kokan**
- **Food in Kokan**
- **Beaches**
- **Forts**

Culture in Kokan

Kokan culture is influenced by two main categories one is Kokanasatha Brahmin and second is Non-Brahmin. Kokan region is a naturally gifted of the states. The people are literate and they are a generally loving people who are helpful and friendly towards tourists. The people in Kokan is very much stick to their culture and they don't feel to have a diversification. We can see a very keen way of traditional living in kokan right from the houses to the wearing. These people are not much aware about development and they don't relict to the development also. Kokani people mainly depend on fishing and agriculture. But most of people help to develop tourism in the region. Brahmin people are used a little spicy food and they make more use of coconut based ingredients like Varan- Bhat (rice), butter, sol-kadhi, Aamras (Mango Juice), Basundhi, Shrikhand etc. They are always eating sweet after lunch and dinner. The main staple food of non-Brahmin is Fish and rice. All dishes of fishes like Bangada, Pamphlet, Surmai. Gitada, Halwa, Prawns, Crab, Lobster, etc are made with very spicy masalas like charcoal grille onion, chopped masalas, with red chillie, coriander, tamarind and Kokan (Amsul), Those who visit to different places in Kokan always experience. It is incomplete without tasting of its delicacies. Culinary like Phanasachi Bhaji, Kaaju Usal, steamed modak, Kolambi Bhaji, Prawns curry, Aamras, etc. Therefore tourist visit again in kokan region. In this regard, the best time to visit is during January and February, when the weather is warm and it's the low season

Food in Kokan

In fact, one could stop anywhere along the snaking Kokan coastline and you'd find a stunning beach to feast your eyes on. Here are 10 dishes and drinks you should definitely binge on during your next weekend getaway in this part of India. Kokan cuisine is strong in spice, red chillie powder, corianders, and prepared with coconut oil. It is prepared using a deep purple berry that has a pleasing sweet and sour taste, kokum and raw mango as souring agents along with tamarind and lime. Kokan food is of two styles, first one is Brahmini, which uses little spice and more of coconut based ingredients. Another version is known as non-Brahmin style, prepared with lots of spice. Kokan food would find prepared with peanuts, sesame and coriander as the main spicing agents if one goes a bit further towards inland. Lots of charcoal grilled onions, which are either used chopped or ground along with masalas after being grilled are used in Kokan cuisine. Coconut is also used in various forms as raw grated, fried grated, coconut paste and coconut milk.

Some of the favouriate Kokan Dishes are rice bhakari, ukadiche modak, solkadhi, Donda, Paplet saar, Kokum sharbat, Kokum dal, Coconut wadi, khatkhate and many more.

Beaches

There are a lot of beautiful beaches along the entire Kokan coast. Most of this beaches are not yet truly discovered by the tourists and are far better than the so called popular beaches in India. We are giving you a quick reference of the beaches along the Kokan coast. Many of the beaches like Alibag, Guhagar, Harihareshwar, kihim, Ganpatipule are dangerous for swimming and proper care should be taken while entering the water It is enjoy playing in the white sands and clean water on the beach. The beaches are very clean and beautiful with clear waters, and unlike other beaches they are not very crowded. There is a beautiful sunset at the beach in the evenings. Most of the Kokan beaches are surrounded by the Shiv temples or the Ganpati temples, so it has got the importance of pilgrimage tourism too.

Following are some of the beaches with their peculiar attractions.

- Alibag has a beautiful beach where you can enjoy the sunset with Kulaba Fort in the background.
- The Nagaon beach is also very beautiful and You can also visit the nearby 'Satad Bunder' a small fishing hamlet.
- Kashid Beach is a lovely stretch of white sand and clear water.
- Murud is more famous for its proximity to Janjira at Rajapur - The majestic sea fort which remained unconquered till the end.

- Harihareshwar has a beautiful beach which is rocky on one side and a clean sand beach on the other side.
- Beach at Kelshi is very beautiful and secluded and there are beautiful sand dunes on the beach where children enjoy sliding down on the sand dunes.
- Harne is a big port and lots of fishing trawlers and ships come here everyday with fresh fish from the sea. There is a big local fish market which assembles at the beach every morning.
- The entire coast of the Bhatye village is covered with 'Suru' trees and is locally known as Bhatye Suru Ban
- Tarkarli one of the best Beaches especially for its water sports activities.

Forts

The forts in Kokan region have a vast history and were called ‘Killa’ in local language – a primary defense mechanism against enemy invasions. The Great Maratha King, Chatrapati Shivaji Maharaj captured and built many forts in his struggle to establish a ‘Hindavi Swarajya’. Kokan has various types of forts including sea forts, coastal forts, land forts and hill forts built by many rulers like Portuguese, British, French, Dutch, Siddhis and Marathas. Among all this, it is interesting to explore the sea forts with the beautiful sea coasts. Kokan forts contributed to the history very strongly. These forts have seen the number of bravery stories of our soldiers. Most of the Trekking tourist or travelers visit kokan everywhere. The travelers get a natural hesitate over here which is th most significant part of Kokan.

Some of the Forts in and around Kokan Region

- Murud & Janjira- Sea Fort
- Jaigad Fort – Sea Fort
- Suvarnadurg and Kanakdurg Forts
- Janjira Fort – Murud Janjira Fort
- Raigad Fort
- Sindhudurg Fort
- Suvarnadurg Fort
- Vijaydurg Fort
- Khanderi Underi
- Lohagad Fort
- Purandar Fort
- Hirakot Fort – Alibaug
- Ajinkyatara Fort
- Shrivardhan Fort

Strength of Kokan Tourism

- 700 km Coastline
- Development of Kokan Railway is a significant factor for Tourism development
- The Sahyadri Mountain is one of the Bio-diversify region facilitate Bio-tourism and eco-tourism.
- Abundance of water during rains creating a number of awesome waterfalls due to physiographic.
- It is the region of religion, mythology and history which makes it diversified factor for tourism.
- There are number of temples of vigilant God & Deities which make the place a virtuous tourism.
- Kokan is getting famous newly with Mango tourism.
- Agro-tourism and Bio-tourism is also getting popular among tourist or travelers.
- Proximity to Arabian Sea can enhance the ocean tourism in the locality.
- Resources , activities are available at very affordable cost.

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CONCLUSION

The Kokan coast, a territory rich in natural and cultural heritage and not has witnessed rapid commercialization, making travelling through this rustic terrain even more of an adventure. The region is quite serene, yet is always buzzing with activity. So much seems to be happening, and yet there are moments where time seems to stand still. Probably because nobody is chasing it. The slow-paced life is refreshing and extremely stimulating. There is an immense scope for the development of eco-tourism, adventure tourism, geo-tourism, rural tourism, health tourism, winter tourism, disaster tourism, historical tourism, etc. Some of the tourist destinations are not yet truly discovered by the tourists. Hence there is great scope for the development of tourism.

During peak season when May school holidays, long weekends, and Indian festival season water sports, camel rides, and horse cart rides proliferate on the popular beaches. Food, culture, and natural attractions are the major strength of this region. One more impacting factor is not discussed here is pilgrimage places. All these temples and places are mostly near the sea shore making the region more demanding for lodging and boarding. Kokan is got famous with mouth publicity more. I strongly believe that if heavy marketing is conceptualize here then there will be win-win position for the tourist as well as investors. Kokan is gifted with unparallel natural beauty. Set amidst sky-touching mountain ranges, lush greenery, and dense groves of coconut and betel nuts make it paradise. A dozen of silver sand beaches, ancient forts and temples, caves, Alphonso mango & cashew orchards, villages situated on the bank of back waters are what you can see here. Tourism , which is the biggest industry after IT can really make the difference if finding out such a different places and we can attract foreign tourist. The path is very futuristic.

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THE IMPACT OF BRAND EXPERIENCE ON BRAND SATISFACTION AND BRAND LOYALTY: A STUDY ON TITAN BRAND IN THE INDIAN CONTEXT

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ABSTRACT

The purpose of this study is to examine the impact of the individual four dimensions of brand experience: sensory, behavioral, affective and intellectual on brand satisfaction and brand loyalty for the Titan brand. The growing importance of brand experience and lack of sufficient research conducted in the Indian context stimulated the current study. A total of 139 respondents participated in the study. In particular three hypothesis were postulated. Conducting the factor analyses and regression analyses to assess each component of the proposed model it was found that brand experience is positively related to brand loyalty and brand satisfaction. Also, the brand satisfaction is positively related to brand loyalty. It was also found out that all the four dimensions of brand experience impacts brand loyalty, furthermore only sensory and affective dimensions affects brand satisfaction in the specific case of Titan brand in India. The current study contributes to academic research by systematically exploring the relationship between brand experience, brand satisfaction and brand loyalty in the Indian context and also has significant implications for marketing and branding professionals. The implications for marketing and brand managers are to place emphasis on brand experience since it has immense effect of brand satisfaction and brand loyalty.

Keywords: Brand experience, Brand loyalty, Brand satisfaction, Titan.

INTRODUCTION

Brakus, Schmitt and Zarantonello (2009) viewed brand experience as subjective, internal responses including sensations, feelings and cognitions and behavioral responses evoked by brand related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Marketing researchers have also suggested that brand experience includes all aspects of consumer experiences: emotional, contextual, symbolic and non-utilitarian (Brakus et al., 2009; Hulten, 2011 and Schmitt and Zarantonello, 2009). In further research conducted by Holbrook and Hirshman (1982), they suggested the consumption experiences are multi-dimensional and it comprises hedonic dimensions: feelings, fantasies, and fun. Marketing experts found out that under these three circumstances: while searching for the products, shopping and receiving it, and consuming it, the experiences related to consumption takes place.

Remarkably, brand experience has received a lot of attention in marketing space. Marketing professionals have come to realize the importance of brand experience in developing marketing strategies. The concept of brand experience was examined by various marketing experts and researchers such as Pine and Gilmore (1998), Schmitt (1999, 2003), Addis and Holbrook (2001), Caru and Cova (2003), Brakus et al. (2009), Bapat and Thanigan (2016), from a diverse viewpoint.

The lack of sufficient research in the area of brand experience conducted in the Indian context encouraged the current study. The research started with reviewing related literature on brand experience, brand satisfaction, and brand loyalty. After a thorough literature review, a conceptual model and hypothesis were developed. Data was collected using well-established construct developed by researchers. The data was analysed and the conclusion has been presented with managerial implications.

LITERATURE REVIEW

Dewey (1922, 1925) examined the brand experience from a philosophical point of view. He found that the impact of the environment and suggested that experience occurs from perception, feeling and by doing. The study conducted by Holbrook and Hirschman (1982) emphasized on hedonic consumption and the findings implicates that the consumers show interest in pleasure and enjoyment received from the product or a service. Aaker (1997) contributed by finding dimensions of brand experience: actual, sensation, cognition and behavioral response. Pine and Gilmore (1998) studied "staged experience" and offered the detailed understanding of 'experience economy' in retail business environment and events. There are four realms of an experience: entertainment, educational, esthetic, and escapist. Consumers develop association with a brand from various standpoints.

Marketing researchers point out that the brand experience is the degree of familiarity of an individual with some kind of brand exposure (Braunsberger and Munch, 1998; Ha and Perks, 2005. Schmitt (1999) proposed five experience in his study: feel, sense, think, act and relate. Bapat and Thanigan (2016) have drawn analogy of the

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five-experience model by Schmitt (1999) with panchvishays described in the Indian religious literature. Caru and Cova (2003) suggested that the consumers get affected by the experience in an emotional, mental, social, spiritual and physical way. Dube and LeBel (2003) advised that there could be four dimensions of pleasure: intellectual, emotional, social and physical. It can be concluded that the direct experience happens in case of buying, shopping, and receiving and consuming the product whereas the indirect experience happens when exposed to print media, electronic media, and advertising and marketing communications involving web sites (Rajumesh, 2014). Several researches have examined customers' interaction with the salespeople and how the experience influence customers' feelings, brand attitudes and brand satisfaction (Grace and O'Cass 2004).

The study conducted by Hui and Bateson (1991) focused on service experience, based on the findings they suggested that the perceived control is an important mediating variable between consumer's emotional and behavioral response after service encounter. On the basis of further study, the researchers determined that both affective and continuance commitment affects brand loyalty. Newman and Werbel (1973) agrees that brand experience is a valid measure of brand loyalty. Thus, brand experts treat brand experience as an encounter of the consumer from complete offer of a brand (Klaus and Maklan, 2007).

The literature revealed that the customer will prefer the brand that provides a superior brand experience and thus will clearly cause a reluctance to switch brands. Also, after examining it was found that the four dimensions of brand experience: sensory, behavioral, affective and intellectual affects customer satisfaction and brand loyalty directly and brand personality acts as a mediating variable between customer satisfaction and brand loyalty (Brakus et al., 2009).

Marketing researchers suggested that the sensory dimensions of brand experience include making strong, visual impression on the consumer; the affective dimensions of brand experience typically induce feelings and sentiments; the intellectual dimensions of brand experience are related to the potential of brand to make the customer think; and the behavioral dimensions of brand experience involves bodily experiences, lifestyle also the interaction with the brands. Also, that affective dimension has positive correlation with brand commitment, brand trust has positive correlation with brand commitment, brand trust has positive correlation with brand commitment and brand relationship quality affected brand loyalty positively (Jung and Soo, 2012; Zarantonello and Schmitt, 2012). The concept of relational experience is identified as an additional component in the research study conducted by Nysveen and Skard (2013) to explore the influence of individual dimensions of brand experience for service brands. Brand experience influences brand credibility more than brand attitude and customer-based brand equity (Shamim and Muhmmad, 2013).

Past studies confirm the relationship between brand experience and brand loyalty (Brakus et. al, 2009; Iglesias et al. 2011; Nysveen and Pedersen, 2014). Researchers also found that both brand image and brand awareness is impacted by brand experience. Bapat and Thanigan (2016) revealed that the emotional and cognitive dimensions of brand experience affect brand evaluation, further it was found that the brand evaluation influence brand loyalty in the particular case of Amul.

CONCEPTUAL MODEL

To study the impact of the dimensions of brand experience on brand satisfaction and brand loyalty, a concept model is developed. We decided to choose Titan brand, India's one of the leading producers of watches.

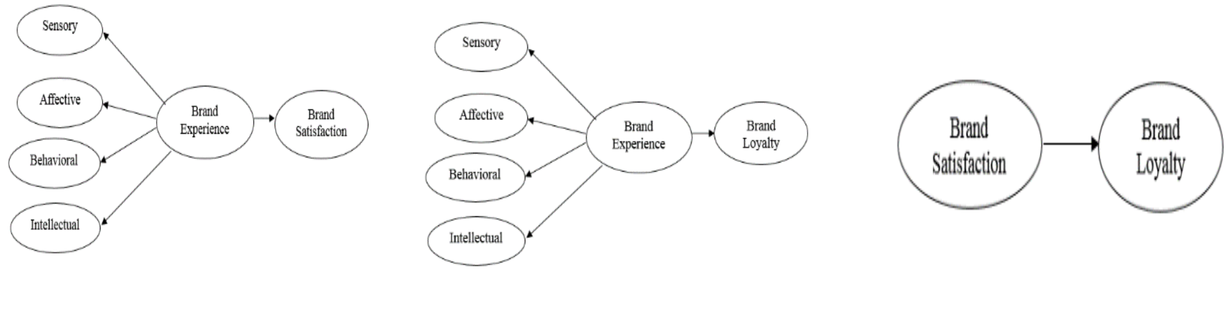

Figure 1: Conceptual Model

Brand Experience

Brakus et al. (2009) has described brand experience as "subjective, internal (sensations, feelings, and cognitions) and behavioral responses induced through brand related stimuli which is share of a brand's design and identity, packaging, communication and the environments".

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Brand Satisfaction

Brand satisfaction is defined by Grisaffe and Nguyen (2011) as the overall consumer's evaluation grounded on the buyer's experience and the purchase of goods and services. Furthermore, marketing experts advised that the past consumer experiences lead to a strong brand satisfaction (Jones & Suh, 2000; Pappu and Quester, 2006). Researchers suggested that brand satisfaction is a result of direct consumption experience, created when the gap between the perception of the product in the minds of consumers and the actual performance perceived after consumption takes place (Nam, Ekinci, and Whyatt, 2011).

Brand Loyalty

Brand loyalty plays an important role in brand equity process which creates marketing advantages such as lowering marketing cost, increasing new customer base and greater trade leverage (Aakar, 1991). Y. Liu (2007) suggested that the brand loyalty in turn leads to repeated purchase of the product or service by the consumer and expresses a positive attitude to the same brand in a long-lasting manner in the future.

Hypothesis Development

We propose the following hypothesis.

H1: Brand Experience affects brand loyalty positively

H2:.Brand Experience affects brand satisfaction positively.

H3: Brand Satisfaction affects brand loyalty positively.

METHODOLOGY

Research Design

The development of the constructs for the questionnaire were adopted from previous studies, the sources of survey items are illustrated (Table 1). The 12 measures of "Brand experience", 5 measures of "Brand satisfaction", and 5 measures of "Brand loyalty" were adapted from Brakus et al. (2009), Iglesias (2011), Bapat and Thanigan (2016) and Chaudhuri and Holbrook (2001). Therefore, it is advised that the scale is appropriate for the current study. To test the hypothesis, the current research deployed Statistical package for Social Sciences (SPSS Statistics 23) software and Microsoft Excel (2013).

Table I. Development of scales for the Questionnaire

Items	Source of Survey Items
Brand experience dimensions	Brakus et al. (2012), Iglesias (2011), Bapat and Thanigan (2016)
Brand satisfaction	Brakus et al. (2012),
Brand loyalty	Chaudhuri and Holbrook (2001), Brakus et al. (2012),

Questionnaire Design

A total of 140 questionnaires were distributed to randomly selected people in Mumbai and a sum of 139 usable responses were received. The data was collected by distributing the online survey forms which included three major variables: brand experience, brand satisfaction and brand loyalty. The questionnaire is divided into two parts: part one includes demographic-related questions measuring brand experience, and brand satisfaction, and brand loyalty. The likert scale is used ranging from (1) strongly disagree to (7) strongly agree.

Data Analysis

Respondent profile

The respondent profile is illustrated in Table II.

Scale Reliability

In the current study, the strict factor loadings for testing the reliability were followed (Brakus et al., 2009). Variables with Cronbach's score of more than 0.70 were retained, else each individual question was analyzed from the Item-Total Statics Table and the question with the largest value was eliminated. The process of elimination was continued till a significant strong Cronbach Alpha is attained. The final Cronbach alpha value of 0.706 was obtained by eliminating two questions (Table III)

Demographic	Category	Number	Percentage
Age	Below 18	3	2.1
	18-25	124	88.6
	26-40	10	7.1
	1 and abov	3	2.1
Sex	Male	77	55
	Female	63	45
Marital Status	Married	6	4
	Single	134	96
Education Level	Graduation	76	54.3
	Post-graduation	54	38.6
	Others	10	7.1

Table II. Respondent Profile
Source: Author's findings.

Table III. Eliminated Items

Iteration	Cronbach's Alpha Value	Question Eliminated	Brand experience dimension
1	0.523	I don't have strong emotion for Titan brand	Affective
2	0.623	Titan Brand doesn't appeal my senses	Sensory

Source: Constructed by the author.

Factor Analysis

Reduction of items was carried out by deploying exploratory factor analysis performed on the brand experience scale. The factor analysis used principal component analysis and varimax techniques using SPSS tool. Kaiser-Meyer-Olkin (KMO) value of more than 0.6 is regarded as an acceptable value and for Bartlett's test has a significance value of less than 0.05, which ensures that data is ready for factor analysis (Figure 2). In total three factors were formed where four items were loaded on factor one, three items were loaded on factor two and remaining three on factor three using rotated component matrix.

Brakus et al. and Walter et al. (2009) suggested that the affective and sensory dimensions were loaded on factor one and remaining behavioral and intellectual were loaded separately. Further factor analysis was performed on these three groups individually. The overall Rotated Component Matrix is shown in figure 3.

Figure 2: Brand experience Scale of Titan
Source: Author's findings.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	380.770
	df	45
	Sig.	.000

Component Matrix[a]

	Component 1	2	3
Titan brand stimulates my curiosity and problem solving.	.761		
Titan brand makes a strong impression on my visual sense or other senses.	.739		
I find Titan brand interesting in a sensory way.	.726		
I engage in physical actions and behaviors when I use Titan brand.	.718		
Titan brand results in bodily experiences.	.699		
Titan brand induces feelings and sentiments.	.692		-.486
Titan brand is an emotional brand.	.582	.451	
Titan brand is not action oriented.		.689	.413
Titan brand does not make me think.		.617	
I engage in a lot of thinking when I encounter Titan brand.	.460		-.585

Extraction Method: Principal Component Analysis.
a. 3 components extracted.

Figure 3: Rotated Component Matrix
Source: Author's findings.

Regression

Regression analysis is used to investigate the relationship between a response variable and one or more predictor variables. The Significance F value is interpreted to check if results are statistically significant. If the Sig. F value is far smaller (Sig. F < 0.05), we reject the null hypothesis. In other words, there is a relation between the two variables (Tab IV). The adjusted R square value indicates the percentage of variation on the dependent variable by the independent variable (Table VI). The p value is the interpretation of the relation between the variables, if the p value is significant (p value < 0.05) then the relationship between the variables is significant (Table V).

Table IV. Result of hypothesis testing

Sr. No	Hypothesis	Sig F	Result
1	Brand Experience affects brand loyalty positively	1.78E-14	Accepted
2	Brand Experience affects brand satisfaction positively	6.35E-05	Accepted
3	Brand Satisfaction affects brand loyalty positively	8.22E-05	Accepted

Table V. Result of regression analysis for brand experience

Sr. No	Brand Experience Dimensions	p- value for hypothesis I	p- value for hypothesis II(iteration 1)	p- value for hypothesis II(iteration 2)
1	Sensory and Affective	0.000765172	0.008453843	6.3488E-05
2	Intellectual	0.006558445	0.849133733	NIL
3	Behavioural	0.02083157	0.506608452	NIL

Table VI. Result of Adjusted R Square value for the hypothesis

Sr. No	Hypothesis	Adjusted R Square value
1	Brand Experience affects brand loyalty positively	0.377095666
2	Brand Experience affects brand satisfaction positively	0.104082149
3	Brand Satisfaction affects brand loyalty positively	0.100866752

Source of Table IV, V and VI: Author's findings.

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DISCUSSION

The data analysis suggests that there is a strong linkage between brand experience and brand loyalty (Sig F value = 1.78E-14). Also, brand experience positively affects brand loyalty for Titan brand (Sig F value 6.35E-05). All four dimensions of brand experience played a vital role in affecting brand loyalty. The “Sensory and affective” component of brand experience plays a critical role in defining the relationship between brand experience and brand satisfaction.

LIMITATIONS AND FUTURE RESEARCH

The study has certain limitations. The first limitation arises due to the fact that the study was conducted in the city of Mumbai and may not be representative of the entire population in India. Another limitation arises from the non-probabilistic nature of sampling. The study was conducted with efforts to keep the environment controlled. Despite this, external variables like noise or internal state of the respondent might have influenced the individual responses

There are certain other limitations despite the usefulness of the measurement scale aforementioned. The experiences are process oriented, therefore, measuring the experiences in diverse ways can be challenging. Also, the study has its intrinsic limitations, as it is based on a self- reported experience.

To expand on the present study, future researchers may want to run this study on a larger sample across various locations for a greater effect or to determine differences between demographic segments such as age, income, or employment status. Further research should explore various brands in a different context, furthermore contrast the antecedents and resultants of brand experience. In addition to this, future research may evaluate the differences among different kinds of brand category including leadership brands, follower brands, functional brands and prestige brands.

CONCLUSION

The current study on the brand Titan suggests that there is a strong linkage between brand experience and brand loyalty. Also, brand satisfaction positively affects brand loyalty for Titan brand. Furthermore, all the dimensions: sensory, affective, intellectual and behavioral are significantly impacting brand loyalty while brand satisfaction is strongly influenced by sensory and affective experiences in the specific case of Titan. The above findings conforms to the findings of Brakus et. al. (2009) that a strong brand experience leads to a loyal consumer base towards the brand.

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As a result, the current study contributes to academic research by systematically exploring the relationship between brand experience, brand satisfaction and brand loyalty in the Indian context.

The study also has implications for marketing and branding professionals. In today's fiercely competitive market, brand experience is a powerful tool to create differentiation in the market. Notably, Titan creates an emotional attachment and also visually appeal to its customers, leading to strong satisfaction towards the brand. It is reasonable to argue that Titan advertising campaigns, quality of the product and accompanied service create the brand experience for the customer. It is also important therefore for companies to understand the dimensions of brand experiences and focus on communication campaigns which create those experiences. Marketing practitioners need to work on creating sensible brand experiences which influence the customer's long-term memory leading to favorable brand satisfaction and loyalty.

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DANCE MOVEMENT THERAPY: AN EFFECTIVE TOOL FOR EMOTIONAL WELLBEING AT WORKPLACE

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ABSTRACT
A healthy workforce is extremely important for organisational success. In today's era of ever-increasing cut-throat competition, employees are facing numerous health issues – physical, mental and emotional. It is important for organisations to adopt measures which prevent employee burnout and stress. In fact, preventive measures to protect employee health can indeed prove to be a significant competitive advantage for any organisation. One of the major health issues, often underrepresented and ignored, is emotional wellbeing of employees. Today's organisations must take cognizance of the state of emotional health of their employees and initiate suitable steps to promote the same. Through extensive literature review, the authors suggest an innovative and effective method of dealing with this issue, which can be looked into by organisations. Dance Movement Therapy is the youngest of the creative arts therapy and is based on the premise that the body and mind are interrelated. Various studies suggest that Dance Movement Therapy can prove to be an effective tool in emotional wellbeing of a person, irrespective of age or gender. It can help in improving psychological distress and modulating concentrations of dopamine and serotonin in the body. Organisations around the world are trying their best to create a workplace that makes their employees feel happy, healthy and satisfied by adopting various activities like yoga, meditation, outbound trips, etc. This paper delves into various aspects of emotional wellbeing and suggests that Dance Movement Therapy can prove to be an alternative, innovative, fun-filled and effective way to promote emotional wellbeing at workplaces.

Keywords: Emotional Wellbeing, Dance Movement Therapy

INTRODUCTION
Throughout our evolution, emotions have held a central role in our day-to-day lives. Emotions have been defined as "intense feelings directed at someone or something" (Robbins, Judge, & Vohra, 2017). Three distinct components have been identified by (Hockenbury & Hockenbury, 1997) with respect to emotions – "a subjective experience, a physiological response, and a behavioural or expressive response". (Sternberg, 1998) describes emotions as behavioural and physiological reactions to external and internal events. According to (Nairne, 2000), an emotion is a complex psychological event that encompasses a mixture of reactions - expressive reaction (distinctive body posture, vocalization, or facial expression), subjective experience (internal feelings and thoughts), and physiological response (arousal). Wellbeing is a combination of life outside work and inside work, both today and in the future. According to (UC DAVIS, 2019), it inspires development of inner strength, stress reduction, relaxation and self-care. It is important to be able to recognise and understand both positive and negative feelings and know how to handle them. It includes the ability to learn from experiences and encourages proper decision-making skills and autonomy.

Emotional and mental well-being is essential to our overall health and success. It is largely a combination of three dimensions of wellness: emotional wellness, physical wellness, and social wellness. Among the three, emotional wellness has the largest impact. It allows people to cope with stress, work productively, realize their full potential and make valuable contributions to the world. According to (O.C. Tanner Institute, 2019), emotional well-being is a measure of a person's perception of life — whether it is satisfying and fulfilling, whether the person feels his/her best every day, and where life is headed in the future.

IMPORTANCE OF EMOTIONAL WELLBEING
According to (Forbes, 2019), workplace health and well-being programs are found to have a positive impact on employees' wellness; they can also lead to cohesiveness and overall productivity and a significant increase in team engagement. According to research, a happy and healthy workforce can reduce costs significantly, with reduced leave days caused by sudden sickness. It means that the work is healthy, safe and meaningful.

The (O.C. Tanner Institute, 2019) study shows that improved wellbeing does have a large impact on employees- the way they work, their productivity and finally the company's overall performance. As employee wellbeing increases, it benefits the entire organization; enabling teams to become more collaborative, productive, and innovative. As employees climb the wellbeing ladder, they feel highly motivated, satisfied, committed to work and also their productivity increases and absenteeism reduces.

SOME SUGGESTIONS FOR IMPROVING EMOTIONAL WELLBEING AT WORKPLACE

Employees generally struggle to inform a manager of the difficulties they are experiencing. Lack of action compounds the problem as absenteeism, with employees suffering from difficulties, depression, pain to anxiety and panic and medically unexplained chronic fatigue. These conditions are becoming increasingly common in the organisations and are evident in almost all the sectors and industries.

The primary triggers of workplace emotional stress are documented as lack of flexibility or control; bullying or interpersonal difficulties; long hours and work overload. While, it may seem that these factors are the cause of emotional stress, assuming this is as the whole picture is misleading.

The article by (Kyle Davies, 2019), suggest that, “the key to effective emotional wellbeing at work is empowerment”. As employees, leaders and managers develop their self-awareness and inner resilience, they find it easier to tap their inner flow, access their own creative resources and achieve enhanced results. The aim should be to offer an experience that help attendees understand themselves deeper in order to experience high energy. The focus of well- being workshops should be to create better management and leadership skills in the employees, develop, inner resilience, cultivate true empowerment, combat stress and burnout, help understand the connection between physical, emotional stress, psychological symptoms in order to enhance wellbeing.

The recommendations of (Surgeon General.Gov, 2019), suggest that the employers and businesses should -

- Implement changes (organizational) to reduce stress of employees, like clearly develop and define the roles and responsibilities and provide reasonable accommodations to them like adapted work stations, flexible work schedules and assistive technology.
- Include mental health services such as benefits on health plans and encourage the employees to use those services as needed.
- Provide proper training, education and outreach, to address the mental health parity in group health plans and in employment-based health insurance coverages.

DANCE MOVEMENT THERAPY AS A TOOL TO IMPROVE EMOTIONAL WELLBEING

Dance Movement Therapy (DMT) is defined by the American Dance Therapy Association (ADTA) as a holistic, movement based, psychotherapeutic approach which uses body movements to stimulate individual’s emotional, social, cognitive and physical completion in order to enhance health and well-being (Welling, 2014). Dance/movement therapy is based on the assumption that body and mind are interconnected and changes in the body affect cognition, emotions, and behaviour (Malchiodi, 2005). The study by (Sarikaya, 2017) suggests that, “dancing is one of the oldest forms of therapeutic practice and experience acknowledged to mankind”. Dance Movement Therapy is different than a dance class. According to (Psychology Today , 2017), it is a therapeutic exposure that can be used for genuine, long lasting change and “is a little like talking through your body — quite different from talking only through your head”.

Dance Movement Therapy is the psychotherapeutic use of dance and movement to support emotional, intellectual, and motor functions of the body. Dance Movement Therapy looks at the correlation between emotion and movement a form of expressive therapy.

Through its exposure, a therapist would use the movement to help a client achieve cognitive, physical, emotional and social integration. The benefits include mood management and stress reduction. It can also help in eating disorder recovery, by improving self-esteem and body image. It is found that motion and emotion are interconnected, this expression can also help improve soft skills for enhanced relationships. Movement can express aspects of a personality that can help in forming deeper connection in recovery therapy with the help of a licensed therapist. (Gleissner , 2017)

Dance Movement Therapy can be beneficial for both mental and physical help and is used for disease prevention, stress reduction and mood management. Dance Movement Therapy's physical component offers increased coordination, muscular strength, mobility and decreased muscular tension (Good Therapy, 2019).

It is one of the creative/versatile art therapies that also include music, art and drama therapy. This medium can enhance the integration of an individual's psychology and physiology. It enables creativity as a source of change, while maintaining the essence of the therapy. It is based on the essence that processing one’s unconscious, begins with awareness of the movement. It is a combination of multi-disciplinary knowledge of the psyche and the body, involving methods and theories from group and individual psychotherapy; body-motion development; nonverbal communication and developmental psychology. The three areas of focus that

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were identified over the course of DMT's development, rather explored by DMT pioneers as they create the basis for the complex tool are- The first stage of focus is the mutual influence between body, emotion and motion. The second stage the information "held" in the form of the body and in its movement based into words. Lastly, there is the area of observation models and movement analysis, which allow therapists to relate to the explicit and implicit information in an objective manner. (Zafaria & Grosub, 2016)

As a part of the journey to recovery, Dance Movement Therapy offers a means to experience the sensations and feelings of the disorder and feel safe to understand them. It can play an important role in helping to re-claim an authentic connection between one's words and actions.

DANCE MOVEMENT THERAPY - DIFFERENT FROM REGULAR DANCING

Most people believe that dancing is good for health; it improves cardiovascular endurance, balance, muscle tone and coordination. It also boosts a person's mood, a fun way that lowers the overall anxiety and stress, improves body structure. Movement in a dance therapy is more than just an exercise. It's a language. The fluidity, actions and movement are interpreted like a language. People who utilize dance therapy, utilize movement to communicate unconscious and conscious feelings through dance. The therapist interprets the movements, assesses nonverbal behaviours, body language, and emotional expressions to develop and understand interventions to address the needs of the client. Movement is the basic way dance therapists observe, evaluate and implement the interventions. (Good Therapy, 2019) //add source

According to (Psychology Today , 2017), "Some interventions include:

- Mirroring- Matching and echoing the person's movements to show empathy and validate what the person is feeling.
- Using a 'movement metaphor' or prop to help a person physically and expressively demonstrate a therapeutic challenge or achievement. For example: a therapist may give a person in treatment a white flag to help celebrate emotional surrender.

Important skills that can be acquired during the process of dance movement therapy include:

- Learning how to develop and trust your ability to be present empathetically.
- Being able to respond authentically and truthfully.
- Learning how to translate the nonverbal movements into insights that can be used in recovery."

EFFECTIVENESS OF DANCE MOVEMENT THERAPY

(Good Therapy, 2019), Research has demonstrated that dance therapy can be effective in the treatment of:

Mental Health Issues like Poor self-esteem, Disordered eating, Posttraumatic stress, Anxiety, Depression.

Physical Issues like Childhood obesity, Hypertension, Chronic pain, Arthritis, Cancer, Cardiovascular disease.

Cognitive Issues like Communication issues, Dementia.

Social Issues like Aggression, Autism, Social interaction, Domestic violence trauma, Family conflict

(Koch, Morlinghaus, & Fuchs, 2007) in their work found that dance therapy had a positive effect on participants experiencing symptoms of depression. In another interesting study by (Scharoun, Reinders, Bryden, & Fletcher, 2014), 54 students participated in a dance therapy violence prevention program and it was found that aggression among participants decreased and pro-social behaviours increased. (Dayanim, 2009), suggests that memory recall can be improved in people with dementia with the help of dance movement therapy.

CONCLUSION

Dance Movement Therapy looks at the correlation between emotion and movement and is a form of expressive therapy. It is the psychotherapeutic use of dance and movement to support emotional, intellectual, and motor functions of the body. Through its exposure, a therapist would use the movement to help a client achieve cognitive, physical, emotional and social integration. The benefits include mood management and stress reduction. Various studies indicate that Dance Movement Therapy leads to emotional wellbeing, in a fun-filled and innovative manner. Further, it has also been established that employee wellbeing leads to cohesiveness, increased productivity and improvement in the company's overall performance. Thus, Dance

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Movement Therapy can be adopted at the workplace by the employers in order to promote their employees' emotional wellbeing.

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THE ROLE OF INDUSTRIAL ESTATES IN PROMOTING ENTREPRENEURSHIP

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INTRODUCTION

Industrial Estate Scheme is one amongst self-employment schemes. Since inception, Industrial Estate Schemes have really made some strides in solving unemployment problem to some extent. The scheme has been contemplated to benefit both men and women. The scheme has been initiated to benefit industrialists belonging to Scheduled Caste and Scheduled Tribe and other backward classes and facilitating the regional development through provision of required facilities in semi urban, rural and backward areas.

Industrial estates are known with different names in different countries. They are called industrial parks, industrial tracts or industrial districts in the USA, trading estates in UK, industrial zones or industrial nuclei in Italy, industrial plaza in Canada, industrial regions in USSR, industrial sub-divisions in Puerto Richo, industrial city in Mexico and industrial estates in other places like India, China, Malaysia, Ceylon, Philippines, Singapore, Belgium, Brazil, Japan, Pakistan, Switzerland, Thailand, etc., The term 'Industrial estate' is thus more popular and more aptly conveys the wider meaning of this technique. It should, however, be noted that these nomenclatures refer both to the organizations managing the projects and to the sites and installations.

RESEARCH METHODOLOGY

The Paper is a extract of published Ph.D. Thesis of Dr.S.Radha "A Study of the Performance of Selected Industrial Estates in Rayalsaseema (Andhra Pradesh)". The research study is confined to selected industrial units in the selected industrial estates in Rayalaseema region of Andhra Pradesh, i.e., industrial estates at Madanapalle, Cuddapah, Kurnool and Anantapur. The study is based on both primary and secondary data. The main sources of data, however is field investigations carried out by the scholar. Two different schedules are drawn and pre-tested for administering on the entrepreneurs of industrial estates and officials concerned to the industrial estates.

OBJECTIVES

1. To study the objectives of Industrial Estates
2. To study the benefits of the scheme
3. To study the role of Industrial Estates in developing the entrepreneurship

THE CONCEPT OF INDUSTRIAL ESTATE

"Industrial Estate is a group of factories constructed on an economic scale and a suitable site with facilities of water, transport, electricity, steam, bank, post-office, canteen, watch and ward and first-aid provided with special arrangements for the technical guidance and common service facilities".
- P.C. Alexander

MAIN OBJECTIVES OF SETTING UP INDUSTRIAL ESTATES

"The main objective of the programme is to encourage and support the creation, expansion and modernization of SSI through provision of factory accommodation, common service facilities and assistance and servicing throughout, all stages of establishment and operation and developing sub-contracting relationships within the small scale and large scale industries and specialized manufacturing activities."

-Development Commissioner, Ministry of Micro, Small & Medium Enterprises

In general, in the industrially advanced countries, industrial estates and areas are principally used as a device for influencing the location of industry. When they are set up in relatively less developed regions of these countries, or in areas suffering from unemployed, they serve either centrally encouraged industrial dispersal or regional development policies or locally sponsored industrialization programmes.

In the developing countries, they are principally used as an incentive for industrial development, and less to influence location. Their purpose is to facilitate and support the creation, expansion and modernization of industry.

Initially, the main objective of setting up industrial estates was to stimulate the development of small scale industries. The provision of well-planned accommodation at suitable sites with facilities for water, power, transport, canteen, watch and ward, good approach roads, post and telegraph offices, telephone and banks, was expected to speed up the establishment of small scale units. The proximity of a large number of units in an

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industrial estate could also lead to the emergence of common service centers, collective purchase of raw-materials and sale of finished products and joint publicity, enabling the small units to enjoy some of the external economies available to large units. Further, it was believed that the different units in the industrial estates could buy the goods and services of one another and would thus provide complementary links amongst them.

The promotional features expected to be provided through the industrial estates programme are :

1. To provide well-planned accommodation to small scale industries at suitable sites, with facilities of water, electricity, transport, bank, canteens, watch and ward, all weather approach roads etc.,
2. To bring many units together and by that facilitate the establishment of common service centres, introduction of modern techniques, collective purchase of raw-materials and sale of finished goods, joint publicity etc., and thus enable the small enterprises to avail of external economies, by that counter acting to some extent the disadvantages flowing from the "smallness" of their size.
3. To enable the enterprises to avail of the goods and services of each other, so as to make them complementary and interdependent.
4. To attract foreign investments through promotion of industries
5. To promote export-oriented units
6. Stimulation of entrepreneurship etc.,

ENTREPRENEURIAL SUPPORT THROUGH DISTRICT INDUSTRIES CENTRE

District Industries Centre is the main promotional and coordinating agency at the District level headed by a Joint Director of Industries as General Manager under the overall supervision of the District Collector. The main forums are District Advisory Committee, District Nodal Agency, District Level Committee, Plot Allotment Committee.

1. District Advisory Committee reviews the progress of industrialisation in the District and formulate plans and schemes for future growth and development.
2. District Nodal Committee reviews and expedite approvals covering Panchayat, Municipality, Town Planning, Health and Medical, Factories, Pollution control, electricity etc.
3. District level committee is concerned with sanction of eligible investment subsidies.
4. Plot allotment committee, allots the plots and sheds in the industrial areas and industrial estates.

The role of District Industries Centre is to act as a single window in assisting entrepreneurs in obtaining various clearances and also for getting primary assistance. The institutions like Khadi Village Industries Commission, Directorate of Handloom and Directorate of Handicrafts, which are involved in grass root activity would work through the District Industries Centre and integrate their activities with District Industries Centre set up.

Benefits derived by Entrepreneurs by setting up their industrial units in Industrial Estates:

Industrial Estates are supposed to be effective means of promoting small industrial enterprises, modernizing them, raising their productivity, and thus reducing their cost and improving the quality of their products. In view of the great significance attached to the development of industrial estates, they are generally regarded as harbingers of industrial progress in India.

Multiple benefits are being accrued to industrialists due to location of their industries in industrial estates.
The following are the benefits derived by the entrepreneurs by setting up their industrial units in the industrial estates.

1. The setting up of industrial areas and industrial estates within such areas leads to a planned and orderly development of industrial units particularly small scale units.
2. There is considerable reduction in the initial capital investment which an industrial unit is required to make for starting an industry. a) If small scale units were to be set up in isolated areas, each would require to have independently certain facilities such as workshops for repair, laboratory for testing etc., involving additional investment. When several industrial units are brought together, economy in investment can be affected through common workshops, administrative buildings and laboratory. b) Moreover if ready-made sheds are made available in the industrial estates on a rental basis, the investment of entrepreneurs will be confined to margin money for machinery and working capital. On the other hand, if ready-made sheds on rent are not provided, they will have to arrange for margin money for construction of sheds as well.

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3. There can be a reduction in delays and vexatious procedures which individual entrepreneur may have to face in complying with various rules and regulations governing the location and construction of factory sheds and obtaining infrastructure facilities. All these aspects could be taken care of by the authorities setting up the industrial estates.
4. When entrepreneurship is active, the provision of readymade sheds may accelerate industrial growth, as the entrepreneurs will not have to wait for construction of sheds for setting up their units and starting production.
5. Various industrial units can easily get their requirements of raw-materials and semi-finished/finished products from other units set up in the same estates and producing such items.
6. Ancillary industrial estates, located in the proximity of large scale and medium scale industries are benefitted manually.
7. The demonstrative effect of a successful estate can encourage new entrepreneurs, who may be entertaining vague ideas on projects, to concretise their schemes.
8. Marketing of finished goods will be made easy by locating the units in an identified industrial area/estate.
9. Land cost is less in industrial estate, compared to the private land in the town at the same time. All the new units coming up in industrial estates are offered 20 per cent subsidy on land cost by Andhra Pradesh Industrial Infrastructure Corporation, if they commence production with in one year from the establishment of the unit in the estate.
10. As the industrial estates are located for from towns, to some extent, pollution problem is controlled in public places. Noise disturbance is also reduced. Units manufacturing mechanical and electrical equipment can work more in night shifts also, without disturbing public, if they are located in the estate.
11. Industrial estates can serve as a medium for taking up an area and injecting a package of inputs in that area for the growth of small scale industries.
12. Licences are easily available, because the industrial estates/industrial development areas are the areas specially identified areas for industrialisation purpose only.
13. Most of the stress and strain will be relieved and time saved in obtaining permits for industries, as they are located in industrial estates.
14. Skilled and unskilled labour, both are available comparatively easier to the industrial units located in the industrial estates because of the conglomeration of the industrial units.
15. Large number of incentive schemes are offered by the Government to the scheduled caste and scheduled tribes entrepreneurs, if they start their units in the industrial estates.
16. Entrepreneurs who have set up their industrial units in industrial estates are also offered financial assistance under the lead bank scheme comparatively easier, as the District Collector (District Commissioner) takes special interest for the purpose.
17. Because of the conglomeration of a number of industrial units in the industrial estates there will be a number of forward and backward linkages established.
18. There will be good liaison among the entrepreneurs of units in industrial estates and Governments.
19. All the industrial units set up in the industrial estate can also form into an association and effectively present their problems/grievances to the concerned authorities for the redressal of their grievances.
20. Because of the setting up of the branches of commercial banks and post offices in the industrial estates, flow of funds to the industrial units in the estates will be speed up. Industrialists and the workers can best utilize these facilities without loss of time. There is a saving in investment initially and also on the whole etc.,

CONCLUSION

In order to make these self employment oriented schemes successful, Central and State Governments have declared number of incentives, subsides etc., to encourage entrepreneurship. Industrial Estates Scheme is playing a vital role in promoting entrepreneurship among unemployed youth. The scheme will provide proper impetus, inspiration amongst youth and help to take them to path of progress and development and in turn build up their future.

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ENVIORNMENTAL ENERGY CONDITION: SUSTAINABLE OVERVIEW

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INTRODUCTION

Energy is central to a range of services supporting human development, from modern medical care, transportation, information and communications to lighting, heating, cooking and mechanical power for agriculture. Equitable and sustainable development requires making energy available for all, controlling emissions and shifting to new cleaner energy sources.

Is there a trade off between expanding energy provision and carbon emissions? Not necessarily we argue that this relationship is wrongly characterized. There are many promising prospects for expanding access without a heavy environmental toll. Off grid decentralized options are hectically feasible for delivering energy services to poor household and can be financed and delivered with minimal impact on the climate, providing basic modern energy services for all would increase carbon dioxide emissions by only an estimated 0.8 percent taking into account broad policy commitment already announced.

Global energy supply reached a tipping point in 2010 with renewable accounting for 25 percent of global power capacity and delivering more than 18 percent of global electricity. He challenge is to expand access at a scale and speed that will improve the lives of poor women and men now and in the future.

OBJECTIVES OF THE RESEARCH PAPER

1) To study the Environmental energy deprivations in global level.
2) To study the making Environmental energy cleaner in global level
3) To study the energy and climate change investments in global level.

RESEARCH METHODOLOGY

The present paper mainly based on secondary data the require data have been collected from various energy related global report, human development reports books, journal and authentic website, etc.

ADDRESSING ENERGY DEPRIVATIONS

Some 1.5 billion people, more than one in five, lack access to electricity, and 2.6 billion cook with wood, straw, charcoal or dung. Major energy inequalities persist across regions, countries, gender and classes. Acknowledging that energy distribution cannot be considered apart from political and social exclusion, the 65th United Nation General Assembly proclaimed 2012 as the International Year of Sustainable Energy for All.

One multidimensionally poor person in three (32 percent) lacks electricity, and there is a strong regional pattern to this deprivation. More than 60 percent of the multidimensionally poor in Sub-Saharan Africa lack electricity, compared with less than 1 percent in Europe and Central Asia. Progress in electrification has been slow in Africa. Electricity generation capacity per person in Sub-Saharan Africa today is similar to levels in the 1980s but just a tenth that in South and East Asia. And rural electrification has stagnated at below 10 percent- while growing to 50 percent for developing countries as a whole.

Electrification can reduce poverty by increasing productivity, employment and time spent in school and reducing environmental pressures. For instance, in South Africa electrification is associated with a 13 percent greater likelihood of women participating in the labour market, while in Viet Nam it increased income, consumption and schooling outcomes. Bhutanese villagers attest enthusiastically to the difference electricity makes in their lives, citing the ability to work in the evenings and cook without wood, which reduced respiratory problems and time spent fetching fuel.

Expanding energy access and mitigating climate change can be presented as trade-offs. For instance, the World Bank's recent $3.75 billion loan to South Africa to build one of the world's largest coal fired plants will expand access, but the project raised concerns about greenhouse gas emissions and environmental degradation as well as carbon lock-in when the longevity of infrastructure prolongs the use of obsolete technologies.

But the prospect of win-win-win options enables us to go beyond trade-offs. Recent World Energy Outlook estimates indicate that providing everyone with basic modern energy services would increase carbon dioxide emissions only 0.8 percent by 2030. Off-grid and decentralized options are important and technically feasible. While difficult to quantify, the number of rural households already served by renewable energy is estimated in the tens of millions, through such schemes as micro-hydropower in villages and country-scale mini-grids, an important source of energy in Brazil, China and India.

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There have been some successes in extending energy access to the poor, including through decentralized energy systems. The challenge is to make such innovations happen at a scale and speed that will improve the lives of poor women and men now and in the future. Governments can do more to support entrepreneurship and capital acquisition for alternative energy startups. As Latvia and other countries have shown, the right legal framework can boost growth in the nonrenewable energy sector and limit emissions from traditional energy sources.

Increasing efficiency is important too. And innovations are proceeding, from improved stoves- which have reduced fuel-wood requirements some 40 percent in parts of Kenya and dramatically cut pollution levels and improved child health in Guatemala- to more energy-efficient buildings- which can reduce heating and cooling loads.

MAKING ENERGY CLEANER

Any long-run strategy for broadening energy access must include actions to promote cleaner energy. There are encouraging signs. By 2010 more than 100 countries- up from 55 in 2005- had enacted some policy target or promotion policy for renewable energy, including all 27 EU members. Many countries specify a target share of renewable in electricity production, typically 5-30 percent, but within a range of 2 percent to 90 percent.

In several countries renewable constitute a rapidly growing share of total energy supply. The share is 44 percent of energy in Sweden, one of the better performers. As of 2008 Brazil produced almost 85 percent of its electricity from renewable, and Austria 62 percent. And hydropower accounts for close to 70 percent of electricity generated in Sub-Saharan Africa (excluding South Africa).

According to the Renewable Energy Policy Network for the 21st Century. Global Energy Supply reached a tipping point in 2010, as renewable accounted for a quarter of global power capacity and delivered almost a fifth of electricity supply. Virtually every renewable technology has seen consistently strong growth. Some highlights.

- Wind. Despite the 2008 global economic crisis, new wind power installations reached a record 38 gigawatts in 2009, a 41 percent increase over 2008 and equivalent to nearly a quarter of total global installations.
- Solar. Grid-connected solar photovoltaic systems have grown at an annual average of 60 percent over the past decade, increasing 100- fold since 2000, with major expansions in the Czech Republic, Germany and Spain. Unit prices have declined sharply- some dropping 50-60 percent, to less than $2 a watt. Generous feed-in tariffs are one reason. An estimated 3 million households in rural areas get power from small solar photovoltaic systems, and an estimated 70 million households worldwide have solar hot water heating.

Since 2004 global renewable energy capacity for many technologies has grown 4-60 percent a year, spurred by new technology, high and volatile oil prices, climate change concerns, and local, national and global policy developments.

Developing countries are adopting renewable energy and now have more than half of global renewable power capacity. China leads the world in several indicators of market growth, including wind power capacity and biomass power, while India stands fifth in wind and is fast expanding such rural renewable as biogas and solar. Brazil produces much of the world's sugar-derived ethanol and is adding new biomass and wind power plants.

The continuing roll-out of renewable energy sources will require large private investments, but corruption and lack of regulation can slow the momentum. A recent transparency international study, for example, reported that almost 70 percent of potential energy investors in North Africa consider regulatory risk, including corruption, a serious impediment to investment. Technical limitations must also be overcome. For example, intermittency raises capital costs for wind and solar power and requires supplementation by other sources. Improved storage technologies are also needed.

Currently, more than 90 percent of clean energy investments are in the G-20 countries. To expand equity and sustainability in clean energy globally, concerted efforts are needed to improve conditions in other countries that would enable future investments.

ACCESS TO ENERGY AND CLIMATE CHANGE INVESTMENTS

As this report has already noted, providing clean energy to the 1.5 billion people who lack electricity and the 2.6 billion who rely on traditional biomass for cooking is a major win-win-win. Clean energy offers the potential to alleviate poverty, reduce health impacts from indoor air pollution and drive social and economic development, while mitigating energy's impact on the climate.

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International financial institutions have overseen sweeping reforms of the energy sector in many parts of the world, with a view to opening markets and guaranteeing equitable access to funds. And countries have positioned themselves to mobilize and attract private investments to the energy sector. But policy makers have yet to steer energy finance towards tackling energy poverty or climate change on a larger scale, especially in places less attractive to the private sector.

Redirecting energy finance will requite greater political will and exceptional leadership. Moreover, addressing energy poverty needs to stay at the head of the agenda because doing so is central to maintaining public support and development assistance for achieving the Millennium Development Goals and beyond.

A key dimension of climate policy discussions relates to the size, direction and source of financing. The World Bank recently outlined the difficulties in tracking such investments, including limited and inconsistent information in reporting systems, the ambiguous purpose of some flows, the confidential nature of some transactions and double counting. Costing is difficult, in both theory and practice, and the scope of the estimates differs along with the methods. Underlying assumptions matter- especially those regarding the discount rate. So do assume consumption and production elasticity's to changing prices. With these caveats in mind, we review the available evidence and find;

- Recent estimates of the investments needed to reduce the concentration of greenhouse gases (mitigation costs) range widely, from 0.2 percent of annual global GDP to 1.2 percent by 2030.
- Estimating adaptation costs is even harder, and it is difficult to distinguish them from related development investments. This report's updated estimates of annual investment requirements for adaptation are of the order of $105 billion, within the $49-$171 billion range proposed by the United Nations Framework Convention on Climate Change by 20303. Other estimates, which account for the costs of adaptating to the impact of climate change on ecosystems, are two to three times higher.
- Estimates of total annual mitigation and adaptation costs to address climate change by 2030 range from $249 billion to $1.371 billion. Why the large difference? Because the costs of integrating renewable energies are context and site-specific and thus difficult to estimate globally.

The amounts needed are clearly large, if uncertain. But they are below current spending on defense, on recent financial sector bailouts and on perverse subsidies, indicating the scope for reassessing priorities. In 2009 global military expenditure neared 3 percent of world GDP, while some countries spent much more, including the United States (4.7 percent of GDP) and the Russian Federation (4.3 percent of GDP). The bailouts in the wake of the recent financial crisis were close to $700 billion in the United States under the Troubled Asset Relief Program, while EU commitments were close to $1 trillion (about 6 percent of annual GDP of both cases).

There is enormous scope for reducing environmentally harmful subsidies. Uzbekistan, for example, spends over 10 times more on fossil fuel consumption subsidies than on health (32 percent of GDP, compared with 2.5 percent), while Iran spends 20 percent of GDP on fossil fuel consumption subsidies, compared with less than 5 percent on education.

Are developed countries meeting the financing commitment implied by their "common but differentiated responsibilities" under the Framework Convention on Climate Change? No. Almost $32 billion has been pledged for climate change actions (about 19 percent of total official development assistance). But the pledges fall well short of estimated needs, and disbursements fall well short of pledges; most of the "new and additional" funds pledged at the 2009 UN climate change conference in Copenhagen have not been delivered, and less than 8 percent of pledges for climate change were disbursed in 2010. Governments have yet to agree how to track spending or determine whether funding is truly additional-accurate monitoring requires an aid baseline.

APPENDIX

Table No. 01: Large Regional Differences is the Share of Multidimensionally Poor People Lacking Electricity (Percent)

Region/Countries	Percent
Europe and Central Asia	0.4
East Asia and the Pacific	3.3
Latin America and the Caribbean	11.1

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South Asia	27.7
Sub-Saharan Africa	62.3

Source: HDRO

Note: Excludes very high HDI countries.

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A STUDY OF GROWING IMPORTANCE OF RENEWABLE SOURCE OF ENERGY FOR GROWING INDIA

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ABSTRACT

This paper presents a review about conventional and renewable energy scenario of India. The ordinal terms of Consumption, Production and Supply are acquainted. In India most of the power generation is carried out by conventional energy sources, coal and mineral oil-based power plants which contribute heavily to greenhouse gases emission. Setting up of new power plants is inevitably dependent on import of highly volatile fossil fuels. Thus, it is essential to tackle the energy crisis through judicious utilization of abundant the renewable energy resources, such as biomass energy, solar energy, wind energy, geothermal energy and Ocean energy. India has obtained application of a variety of renewable energy technologies for use in different sectors. This paper presents current status, major achievements and future aspects of renewable energy in India.

INTRODUCTION

India is a rapidly growing economy which needs energy to meet its growth objectives in a sustainable manner. The Indian economy faces significant challenges in terms of meeting its energy needs in the coming decade. The increasing energy requirements coupled with a slower than expected increase in domestic fuel production has meant that the extent of imports in energy mix is growing rapidly. India is among the top five Green-house-gas (GHG) emitters globally.

The topic of the importance of energy sources is a conversation that will continue over the next few decades as more people begin to realize the value of utilizing renewable energy as opposed to getting energy from sources that don't naturally regenerate. Nonrenewable energy sources include fossil fuels that come from beneath the ground and take thousands of years to form. Renewable energy sources regenerate quickly and can supply a region with its long-term energy needs far into the future.

Renewable energy sources offer viable option to address the energy security concerns of a country. Today, India has one of the highest potentials for the effective use of renewable energy. India is the world's fifth largest producer of wind power after Denmark, Germany, Spain, and the USA. There is a significant potential in India for generation of power from renewable energy sources—, small hydro, biomass, and solar energy. Greater reliance on renewable energy sources offers enormous economic, social, and environmental benefits.

STATEMENT OF THE PROBLEM

The importance of energy sources, such as renewable versus nonrenewable ones, remains undeniable as humans continue into the 21st century. When crude oil, a form of nonrenewable energy, will disappear in about 50 years, people will need alternative energy sources to power their homes and their vehicles. This presents a clear argument in favor of the importance of developing nonrenewable energy sources sooner rather than later.
Assumptions by researchers estimate that in 113 years all the coal will be gone. Natural gas will disappear in 52 years, and crude oil will mostly disappear in 50 years. These assumptions point to the importance of nonrenewable energy sources.

OBJECTIVES OF THE STUDY

1. To understand the growing importance of renewable sources of energy for developing india.
2. To suggest various alternative sources of energy.

COMMERCIAL FUELS AND CLIMATE CHANGE

Fossil fuels have a serious impact on the environment as noted by climatologists across the globe. It takes money to extract them from the ground, process them for use and transport them to the end consumer. Fossil fuels add $C0_2$ and other greenhouse gases to the air during each one of these stages. They also stay trapped in the atmosphere and affect the global climate. Other problems include groundwater contamination from fracking, increased earthquakes in fracked regions, and sinkholes that occur due to oil drilling . Climatic changes, as a result of global warming caused by greenhouse gases, mainly carbon dioxide (CO2) produced during the burning of fossil fuels, have been causing significant changes in the ecosystems and leading to nearly 150,000 additional deaths every year . This rise is mainly caused by the unsustainable use of fossil fuels and the changes in the use of the land.

Why Renewable Energy ? Why Now?

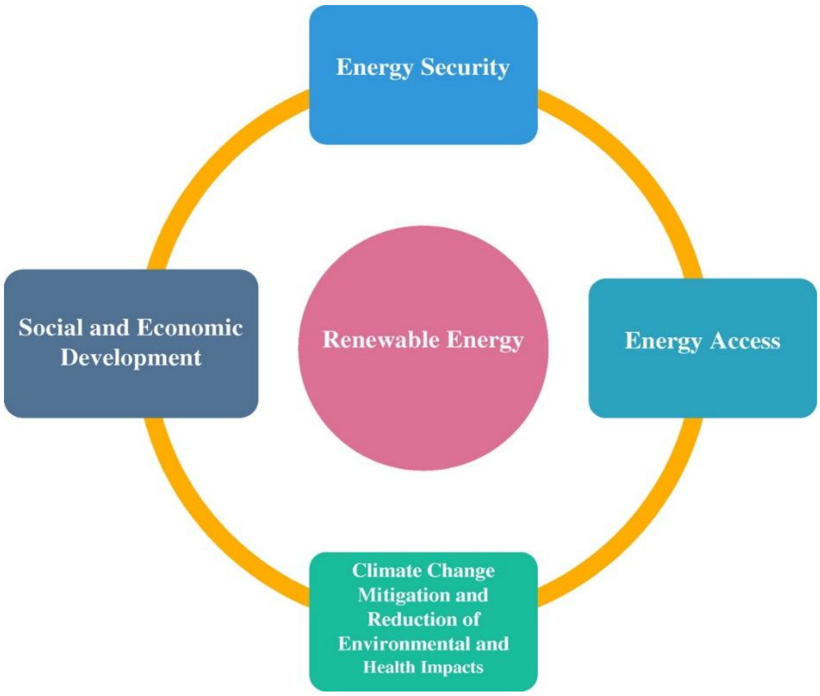
All of the countries in the world are taking a new interest in renewable energy for several reasons. First, electricity from renewable energy produces fewer greenhouse gas emissions, which are associated with changing climate, than electricity produced from burning fossil fuels. Similarly, renewable energy generally adds fewer other pollutants to the air, including the following:

- Sulfur dioxide and nitrogen oxides that form acid rain.
- Particulate matter, which along with ground level ozone forms smog on hot, sunny summer days
- Mercury, which can be transformed in the environment to become highly toxic to people and animals.

The supply of renewable energy is not only virtually unlimited (at the right price); it also offers the possibility of relatively stable prices. In the late 1990s and early years of the twenty-first century, all countries in the world watched as the prices of oil and gas soared, plummeted, and then soared again, in part because of the weather and in part because of world politics. Increasing the use of locally generated renewable energy can help protect us from dramatic price swing.

RENEWABLE ENERGY AND SUSTAINABLE DEVELOPMENT

To sustain economic growth and raise living standards, energy shortages could be met by increasing supplies. But there are two other important considerations: environmental sustainability and social development. The current pattern of economic growth has caused serious environmental damage – polluting the air, creating large quantities of waste, degrading biological systems and accelerating climate change – with many of these effects coming from the energy sector. At the same time, it is also vital to consider the impact on social development. The lack of access to energy services aggravates many social concerns, including poverty, ill-health, unemployment and inequity. In modern economic sectors one of the main sources of energy is oil. Although the world's largest oil consumer is still the United States, four Asian countries are not far behind; China comes second, Japan third, India fourth and the Republic of Korea sixth. Natural gas is also increasingly important its fuel efficiency makes it an attractive choice for new power generating plants and for the industrial sector. Other environmental concerns include water pollution and the disposal of waste, particularly nuclear waste. In the rural areas one worry is the overexploitation of environmentally sensitive areas. Many people in rural areas rely on biomass fuels for cooking, heating and lighting. Overuse of these can lead to degradation of watersheds, and loss of biodiversity and habitats. About 70% of total greenhouse gas (GHG) emissions are related to energy, mainly from the combustion of fossil fuels for heat, electricity generation and transport. Countries have many options for reducing GHG emissions-at minimal, zero or even net negative costs.



INDIA'S MAJOR ACHIEVEMENTS ON RENEWABLE ENERGY DEVELOPMENT

- Over 4200 MW grid power from wind, small hydro, biomass and solar energy. 3600 remote villages/hamlets, including those in Sunderbans, Bastar, Ladakh and the North East electrified through solar energy.

- Largest solar–steam cooking system for 15,000 persons/day setup at Tirupati Tirumala Devasthanam.
- 7 lakh square meter collector area solar water heating systems installed.
- 3.5 million biogas plants installed for cooking and lighting applications.
- 35 million improved wood stoves in rural homes.
- Integrated Rural Energy Program implemented in 860 blocks.
- 280 Energy Parks set-up in educational institutions for demonstration of renewable energy systems and devices.
- Rs.25, 000 million direct subsidy given so far to beneficiaries/users of renewable energy systems and devices, including subsidy for grid connected renewable power projects.
- Rs. 32,000 million loan provided so far by Indian Renewable Energy Development Agency Limited for 1600 renewable energy projects.

ADVANTAGES OF RENEWABLE ENERGY

Using renewable energy over fossil fuels has a number of advantages. Here are some of the top benefits to going green:

1. Renewable energy won't run out

Renewable energy technologies use resources straight from the environment to generate power. These energy sources include sunshine, wind, tides, and biomass, to name some of the more popular options. Renewable resources won't run out, which cannot be said for many types of fossil fuels – as we use fossil fuel resources, they will be increasingly difficult to obtain, likely driving up both the cost and environmental impact of extraction.

2. Maintenance requirements are lower

In most cases, renewable energy technologies require less overall maintenance than generators that use traditional fuel sources. This is because generating technology like solar panels and wind turbines either have few or no moving parts or don't rely on flammable, combustible fuel sources to operate.

3. Renewables save money

Using renewable energy can help you save money long term. Not only will you save on maintenance costs, but on operating costs as well. When you're using a technology that generates power from the sun, wind, steam, or natural processes, you don't have to pay to refuel. The amount of money you will save using renewable energy can vary depending on a number of factors, including the technology itself

4. Renewable energy has numerous health and environmental benefits

- Renewable energy generation sources emit little to no greenhouse gases or pollutants into the air. This means a smaller carbon footprint and an overall positive impact on the natural environment. During the combustion process, fossil fuels emit high amounts of greenhouse gases, which have been proven to exacerbate the rise of global temperatures and frequency of extreme weather events. The use of fossil fuels not only emits greenhouse gases but other harmful pollutants as well that lead to respiratory and cardiac health issues. **5. Renewables lower reliance on foreign energy sources**
- With renewable energy technologies, you can produce energy locally. The more renewable energy you're using for your power needs, the less you'll rely on imported energy, and the more you'll contribute to U.S. energy independence as a whole.

SOURCES OF RENEWABLE ENERGY

Energy is an inevitable requirement where we want development to take place. All these power generation techniques can be described as renewable since they are not depleting any resources to create the energy. Renewable sources of energy are the ones which can be generated continuously in nature and are inexhaustible. Following are the energy sources:

1. Biomass

Biomass or bio-energy, the energy from organic matter for thousands of years, ever since people started burning wood to cook food. Wood is still our largest biomass energy resource even today. Other sources of biomass can be used including plants, residues from agriculture or forestry and the organic components. Plants and animal matters are used for production of fibers chemicals or heat. The net emission of carbon dioxide will be zero as long as plants continue to be replenished for biomass energy purposes. Burning of plant or animal matters

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causes' air and water pollution. The burning of dung destroys essential nitrogen and phosphorus. Therefore, it is more useful to convert the biomass into biogas or bio fuels.

2. Biogas

Biogas is a mixture of methane, carbon dioxide, hydrogen and hydrogen sulphite, the major constituents being methane. Biogas is produced by anaerobic degradation of animal and plant wastes in the presence of water. Anaerobic degradation is to break down the organic matter by bacteria in the absence of oxygen. It is a non-polluting, clean and low cost fuel which is very useful for rural areas.

3.**TidalEnergy**

Tidal energy is not a very popular energy source, but has immense potential of becoming one in the near future. Tidal energy can be generated in two ways, tidal stream generators or by barrage generation. The power created through tidal generators is generally environmental friendly and causes less impact on established ecosystems. It is similar to the wind energy. Tidal energy is the only form of energy that derives directly from the motions of the Earth-Moon system. The tidal forces produced by the Moon-Sun in combination with Earth's rotation are responsible for the tides.

4.WindEnergy

Wind energy is a conversion of wind energy by wind turbines into a useful form, such as electricity or mechanical energy. Wind farms are installed on agricultural land or grazing areas, have one of the lowest environmental impacts of all energy sources. The principal application of wind power today is the generation of electricity, historically; it has been used directly to propel sailing ships or converted into mechanical energy for pumping water or grinding grains.

5.GeothermalEnergy

Geothermal energy is the heat from Earth. It's clean and sustainable. Resources of geothermal energy range from the shallow ground to hot water and hot rock found a few miles beneath the Earth's surface and down even deeper to the extremely high temperatures of molten rock called magma. The steam or hot water comes out of the cracks in the Earth and when it doesn't find any way to come out, holes are drilled with pipes in it to gush the hot water out due to high pressure which turn the turbines of a generator to produce electricity.

6.HydroElectricity

This is the most widely used form of renewable energy. The gravitation force of falling water is the key point in hydroelectricity generation. Small scale hydro or micro-hydro power has been an increasingly popular alternative energy source, especially in remote areas where other power sources are not viable. The hydro power sites has a few major environmental problems like water logging and siltation, Causes loss to biodiversity of fish population and other aquatic animals..

7.SolarEnergy

The sun offers an ideal energy source, unlimited in supply, expensive, which does not add to the earth's total heat burden and does not produce air and water pollutants. Solar installations in recent years have also largely begun to expand into residential areas with government offering incentive programs to make "green" energy a more economically viable option.

CONCLUSION

Energy is a requirement in our everyday life as a way of improving human development leading to economic growth and productivity. The return-to-renewables will help mitigate climate change is an excellent way but needs to be sustainable in order to ensure a sustainable future for generations to meet their energy needs. Knowledge regarding the interrelations between sustainable development and renewable energy in particular is still limited. The aim of the paper was to ascertain if renewable energy sources were sustainable and how a shift from fossil fuel-based energy sources to renewable energy sources would help reduce climate change and its impact

The study brought to light energy access, social and economic development and climate change mitigation and reduction of environmental and health impacts. There are challenges that tend to hinder the sustainability of renewable energy sources and its ability to mitigate climate change.

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A COMPARATIVE STUDY OF INTERNATIONAL FINANCIAL REPORTING STANDARD AND INDIAN ACCOUNTING STANDARD

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ABSTRACT

Accounting Standard

An accounting standard is a principle that guides and standardizes accounting practices. The Generally Accepted Accounting Principles (GAAP) is a group of accounting standards widely accepted as appropriate to the field of accounting necessary so financial statements are meaningful across a wide variety of businesses and industries. An accounting standard is a guideline for financial accounting, such as how a firm prepares and presents its business income, expenses, assets and liabilities, and may be in accordance to standards set by the International Accounting Standards Board (IASB).

International Financial Reporting Standards (IFRS)

The International Financial Reporting Standards, usually called the IFRS Standards, are standards issued by the IFRS Foundation and the International Accounting Standards Board (IASB) to provide a common global language for business affairs so that company accounts are understandable and comparable across international boundaries.

Indian Accounting Standard (Ind AS)

Indian Accounting Standard (abbreviated as Ind-AS) is the Accounting standard adopted by companies in India and issued under the supervision and control of Accounting Standards Board (ASB), which was constituted as a body in the year 1977. ASB is a committee under Institute of Chartered Accountants of India (ICAI) which consists of representatives from government department, academicians, other professional bodies viz. ICAI, representatives from ASSOCHAM, CII, FICCI, etc.

INTRODUCTION

Research in common parlance refers to a search for knowledge. Once can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out truth which is hidden, and which has not been discovered yet. Though each research study has its own specific purpose. The present study is an attempt to understand the implications of changing importance of IFRS in the situation and the process of migration in adopting IFRS. The purpose of the study is to make an in-depth study of global financial reporting language i.e. IFRS.

SCOPE

- The study helps to find out the positive impacts and the limitations of the international standards that govern financial reporting of companies.
- The study describes how the phased adoption of the IFRS is handled and its impacts and benefits.
- The study highlights a comparison between the original IFRS and the converged IFRS, i.e., the Ind AS that has been adopted.
- The study contains information about the first-time implementation of the IFRS/Ind AS and the transitional phase, thus enabling the understanding of differences between requirements under the previous Indian GAAP and the relevant Ind AS.

OBJECTIVES

- To understand the relevance and importance of IFRS in the present scenario and the adoption of the same.
- To understand how the IFRS, Ind AS, and IAS operate.
- To understand the prospects of IFRS; how adoption of the same will affect and impact the Indian corporate scenario.
- To study the benefits and impacts of implementation of IFRS.
- To depict a comparative analysis of the IFRS and the Ind AS (Carve ins and Carve outs).

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- To understand the work done by institutional standard setters viz. the
- Accounting Standards Board (ASB) of India, the Financial Accounting Standards Board (FASB) of US and the International Accounting Standards Board (IASB).

SIGNIFICANCE OF THE STUDY

This research analyses the various relevant matters concerning the adoption of IFRS in India as well as in other countries of the world. It also deals with the difference in the converged IFRS (Ind AS) and the previous Indian GAAP. There are significant differences between IFRS and I-GAAP, because Indian standards remain sensitive to the legal and economic environment. Following are the different advantages based on the contribution provided by the IFRS.

- It helps us understand how the different international standards operate and their convergence in different countries and their impact on the financial reporting of the companies of the same.
- It further broadens the understanding of the previous set of international standards, i.e., IAS, and how they're different from the current standards issued by the IASB.
- The research work will improve the analytical power of the researcher and knowledge regarding various tools and techniques.

LIMITATIONS OF THE STUDY

- **All the IFRS and Ind AS haven't been studied in detail.**
  Only an overview of the comparison has been facilitated through this research. A detailed investigation of each converged IFRS hasn't been drafted.
- **Less importance placed on Primary Data.**
  Relevance has been given to Secondary data, rather than primary data. All information haven't been directly arrived from the source.
- **Absence of quantitative tools for analysis.**
  The study involves no quantitative tool for analysis as the study is qualitative in nature.
- **Problem with Literature Review.**
  The literature reviews being based on scanty research work may not provide the needed thread to achieve step by step progress of research in this area of research.

RESEARCH HYPOTHESIS

For the present study the researcher has formulated two Hypothesis i.e., Null Hypothesis and Alternative Hypothesis. Both Hypothesis are tested with the help of statistical tools. The statements of Hypotheses are as under:

H0: Better Comparability of financial statement will not be the major reason for adopting IFRS.

H1: Better Comparability of financial statement will be the major reason for adopting IFRS.

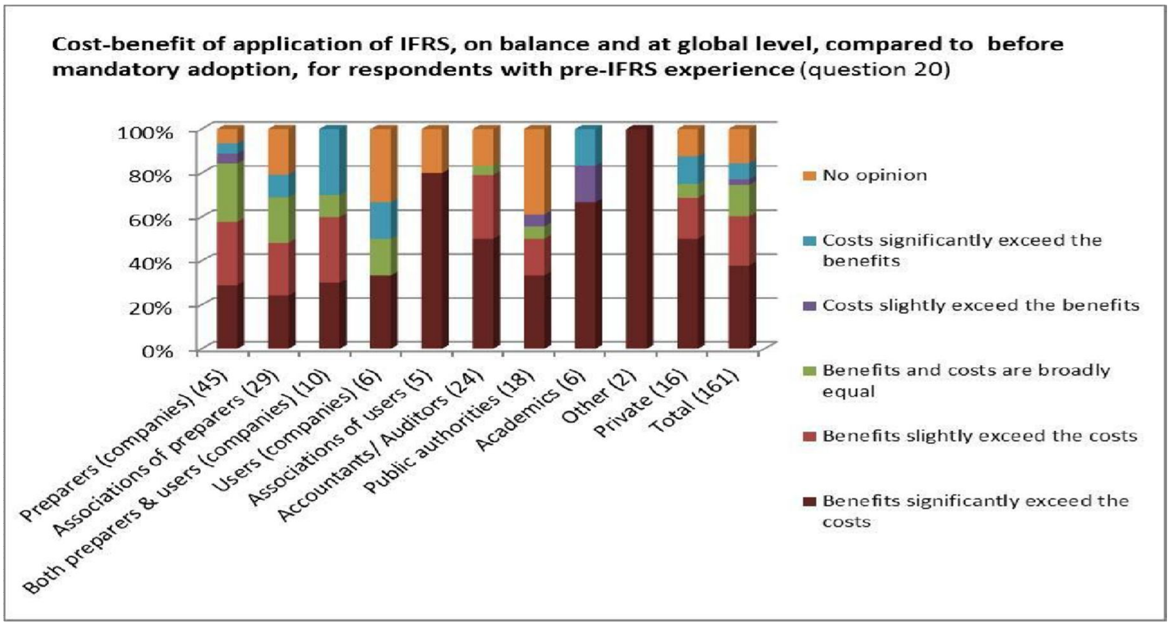
This study will primarily investigate the scope and need of a Social Enterprise.

It is about studying the perceptions of various group involved and understanding their thought process towards this concept. This research also studies the investment patterns of a corporate, the consumer behaviour towards the products of a social enterprise and the various challenges faced by a social entrepreneur.

TECHNIQUES AND TOOLS USED

- **Self-Study**
  This involved a detailed study on the concerned topic and a general analysis with respect to the same.
- **Documents and Records**
  This consisted of examining existing data in the form of databases, reports, financial records, newsletters, etc. This is an inexpensive way to gather information but may be an incomplete data source. All of it has been gathered from the world wide web.

DATA ANALYSIS, INTERPRETATION AND PRESENTATION
IMPACT OF IFRS ON FINANCIAL REPORTING



ANALYSIS AND INTERPRETATION (IMPACT)

Before IFRS, true transparency in numbers among companies worldwide simply did not exist, or was deemed possible. As a result, cross-border investments were curtailed, as was the growth of the overall global economy, particularly in emerging-market countries. In the past, investors generally chose to put their money in companies and countries where they would be most comfortable with truthfulness in accounting practices and systems and the signoff of accounting firms standing behind those numbers.

With the implementation of IFRS, this is set to change. The impact of IFRS is such that there is more transparency, relevance, comparability, and efficiency in financial reporting.

BENEFITS

The relevance of the IFRS can be mentioned as a substantial advantage due to the following reasons:

1. The new IFRS reflects on **economic substance more than legal form**. This helps the companies and other stakeholders to have true and fair view of the companies' transactions.
2. The way IFRS **reflects gains and losses in a timely manner** puts IFRS in a more reliable and credible position than the GAAP in terms of reporting standards.
3. The **balance sheets prepared under IFRS tends to be more useful** due to its layout and the consistency, and the level of complexity compared to GAAP that tended to be more detailed.
4. The manipulation by managers by creating hidden reserves is not allowed any more under new IFRS, so **less manipulative and more shareholders oriented**
5. Moreover, other benefits as mentioned during the interview are cost saving with new IFRS especially for multinational corporations.

COSTS / PROBLEMS

Opponents of IFRS consider the argument "greater comparability will be reached by switching to IFRS' as flawed. They argue that even if IFRS was implemented, there would still be differences in financial reporting, and financial statements would not be identical, because of the **differences in national laws, economic conditions, and objectives.**

Environmental factors such as culture, language, and legal system affect how IFRS is applied. The differing backgrounds of people in numerous countries applying IFRS means that **interpretative differences** will arise because of different historical practices.

It is argued that if some countries interpret IFRS differently than other countries, then how would that lead to comparability between financial statements of those two countries?

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COMPARISON OF IFRS AND IND AS

1. Ind AS uses some terms that differ from IFRS. For example, the term “balance sheet” is used instead of “statement of financial position,” and the term “statement of profit and loss” is used instead of “statement of comprehensive income.” The words “approval of the financial statements for issue” are used instead of “authorization of the financial statements for issue” in the context of financial statements considered for the purpose of events after the reporting period.

2. Under IFRS 1, transitional provisions in other IFRS do not apply to a first-time adopter’s transition to IFRS, unless otherwise permitted by IFRS. Ind AS standards do not contain transitional provisions of corresponding IFRS/IAS standards.

3. Notification/applicability of certain standards/appendices of Standards such as IFRIC 12 (Appendix A to Ind AS 11), Standing Interpretations Committee (SIC) 29 (Appendix B to Ind AS 11), IFRIC 4 (Appendix C to Ind AS 17), IFRS 4 (Ind AS 104), and IFRS 6 (Ind AS 6) has been deferred to a later date. However, Ind AS 8 states that an entity may consider the most recent pronouncements of IAS 8 in deciding the accounting treatment for transactions not covered by Ind AS.

4. The conceptual framework for financial reporting has not been notified under Ind AS. However, certain Ind AS (e.g., Ind AS 1 and Ind AS 8) refer to the framework. Further, differences may arise, depending on the manner in which the Companies Amendment Bill is legislated, particularly with regard to provisions relating to Section 100, Section 78, Schedule VI, Schedule XIV, consolidation requirements, etc. In addition, differences may arise due to future changes introduced in IFRS and the manner in which they are incorporated in Ind AS.

CONCLUSIONS

In the present era of globalization and liberalization the world has become an economic village. Accounting plays a very important role in the economic growth of a country as it is the financial language in which transactions and their effects are expressed.

Various nations across the globe are pursuing convergence of their national accounting standards with International Financial Reporting Standards (IFRS). It is very imperative to have a single globally accepted financial reporting system since a number of multinationals companies are engaging in cross-border business transactions. They are getting themselves listed on stock exchanges of different countries. Capital markets are thus becoming integrated.

The use of different accounting frameworks in different countries which require different treatments and disclosures for same transactions shall create confusion amongst users of financial statements. So, this calls for the need to adopt unified standards such as IFRS that can help economy, industry and accounting professionals.

As far as India is concerned, IFRS convergence is the demand of the day. It is very much clear that transition from Indian GAAP to IFRS will face many difficulties, but at the same time looking at the advantages that this adoption will confer, the convergence with IFRS is strongly recommended.

FINDINGS

1. Adoption of IFRS will encourage in transparent and reliable preparation and presentation of financial statements.

2. These standards would enable comparability of financial information which will boost investor confidence.

3. It will provide easy access to global capital markets and at low cost.

4. These will provide impetus to cross border mergers and acquisitions, affiliate partnerships and ventures with foreign establishments.

5. The adoption of IFRS changes business processes and operations and IFRS adoption creates major opportunities for transformation in the finance function.

6. There will be developmental changes in information technology when IFRS is adopted.

7. Differences between IGAAP and IFRS may perhaps result organization decision/financial performance of the enterprise. That result has to be assessed and also phase-wise setup might be taken on.

8. Deficiency of auditors together with IFRS know-how means the auditing charges is going to be increased, therefore more research-based training must connect this gap.

9. To small and medium-sized entities, there are generally several benefits in adopting the new set of accounting standard. As the accounting rules in IFRS for SMEs are prepared in a simplified format, it is easier for entities to read and understand. The IFRS for SMEs provides users of accounts the improved comparability. Entity's financial statements that prepared in different jurisdictions are easier to be compared.

10. In India nationwide rules, guidelines as well as expectations ought to be altered to experience the required purpose regarding convergence with IFRS. This is it being performed by means of ICAI. This adoption regarding IFRS will increase comparability regarding combined company accounts and degrees of transparency for many companies.

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HIGHER EDUCATION: THE PAST AND THE PROSPECTS

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The halls of learning, in the past, were supposed to be frequented by the scholars who looked down upon the working masses outside the periphery of the university which was considered a cloistered community of academicians seeking knowledge for the sake of knowledge. The world of intellectuals was markedly separated from the world of the laymen. In the caste ridden Indian society wherein right to education was determined by social and gender hierarchy, intellectual world remained an elitist sphere longer than in its western counterparts. That the university should relate itself to society, that the scholar should address issues concerning society at large, that pursuit of knowledge should be accompanied by the endeavour to bring in social change and that in this lies the growth and improvement of the university itself was acknowledged by the intellectual community with the impact of industrialisation and modernisation.

Apart from production and construction of knowledge, the universities have to consider themselves responsible for dissemination of knowledge for social progress. Universities should train students not just to seek a degree that earns them a living and material wellbeing, but also offer them the capacity through their knowledge to reflect creatively and sensitively on social and human conditions and on how they could apply their intellect to bring about a positive change for general good. In other words the university and its scholars have to shed their self-centredness and take it upon themselves the responsibility of playing a constructive role in social and national life. The report of the University Education Commission headed by Dr S. Radhakrishnan, in 1948-49, underlined this transformative responsibility of the University and the need to reform education itself for this purpose:

The most important and urgent reform needed in education is to transform it, to endeavour to relate it to the life, needs and aspirations of the people and thereby make it the powerful instrument of social, economic and cultural transformation necessary for the realisation of the national goals. For this purpose education should be developed so as to increase productivity, achieve social and national integration, accelerate the process of modernisation and cultivate social, moral and spiritual values.

The question is: Have the universities in all these years performed their social responsibility? Have we, in the far end of the second decade of the 21st century, been able to ‘transform’ education enough to enable it to make university graduates sensitive to the social surroundings and to the overall human conditions, to equip them to confront life with the utmost inner strength that should come with knowledge? Are students and teachers integrated and sensitive enough to work towards a just, rational and egalitarian social order wherein differences and diversities, both natural and cultural, are respected, honoured and allowed to co-exist? Can the world outside look upon the university with hope for resolving issues confronting it? Do the halls of learning generate values that spread respect for humanity and human beings? Do the universities talk of the universe and the universal good? Unfortunately the answers to all these questions are not in the affirmative. In fact, the general observation is that the higher the level of education greater is the extent of parochialism amongst the literates; the higher the education narrower is the vision. In principle, we have accepted the need for and right to education for all. We do seem to be making, sparsely though, efforts to implement it. However in practice, education simply does not seem to reap the fruits it should bear; it does not seem to serve its purpose.

What, therefore, can be done to make education transformative and contributory so that the educated become humanistic, generous and inclusive? It is desirable, first of all, to recognise that we should educate ourselves and the young ones not simply to attain economic independence and stability; that the purpose of education is not just personal and utilitarian but social and national as well; that through education we should seek to serve the society that has arranged to educate us and the nation that needs to be built on high noble, moral and ethical foundation; that education has to teach us to respect life and acknowledge human dignity; that it has to equip us to confront the challenges of life in a stressful world; that an educated mass should accept and respect natural and cultural diversities and live in harmony in a world full of such diversities.

The world today is interconnected as well as interdependent. There is on the one hand significant economic and technological advancement, but on the other, social milieu is surrounded by growing vulnerability, inequality, violence and intolerance. The present world, thus, is torn between these opposite forces resulting in a number of complex tensions. With such present the future has even greater and more devastating challenges before the human community. In such a situation education that is founded on and preaches cooperative learning, inclusive approach, shared responsibility and an overall humanist vision could be a solace. Designing and implementing

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such education is a huge and gigantic challenge. Education policies therefore have to be transformed and made "*conflict-sensitive…inclusive, both in their formulation and their implementation, if education is not simply to reproduce inequalities and social tensions that may be catalysts of violence and political instability. Human rights education has an important role to play in raising awareness about the issues that give rise to conflict and the means to its just resolution. Such education is important to promote the key principle of non-discrimination and the protection of life and human dignity of all in times of violence and crisis. This requires a guarantee of safe, non-violent, inclusive and effective learning environments for all.*" (Rethinking Education: Towards A Global Common Good? 25)

Educational policies earlier too have taken into consideration the interconnection and interdependence of education and social-human issues and reality. In 1977, for instance, the University Grants Commission in its 'Policy frame on Development of Higher Education' introduced "Extension" as the third objective of higher education in India, apart from the other two traditional objectives, viz, "Teaching" and "Research." The Policy states, "*If the university system has to discharge adequately its responsibilities to the entire educational system and to the society as a whole, it must assume extension as the third important responsibility and give it the same status as teaching and research*."

Here we come back to the discussion of the point made at the outset in this paper about the relatedness of education in universities with the matters in the universe. Relatedness of knowledge renders meaning to teaching and research and this relatedness can be sought only by approaching the real world outside the university. This is not to deny the significance of classroom learning. The classroom does have prime relevance in the process of generation of knowledge. However applying knowledge to social and human realities thereby gaining greater knowledge in return is done in extension and it is with this that the process of education comes a full circle. Through extension the knowledge seeking community would try to reach out the society outside the walls of the university, to apply knowledge to public needs so that improvement of society as well as of education is attained. Departments of sciences, social sciences, humanities and languages could, as attempts at outreach programmes, can undertake projects that would contribute to the socio-economic, political, cultural, psychological and overall humanist development of society. The need is to connect study and service as part of school, college and university education. As part of their study programmes students could be made to undertake projects impacting and bringing about actual social development while at the same time offering students practical knowledge and involving them in the process of change and development. Sufficient time should be allotted to students to complete such projects; they should be given an allowance to carry out these studies; their observations should be considered seriously in national development projects as well as for updating the curricula. This type of outreach programmes would make the teaching-learning experience more realistic and rooted in real life.

Education and learning are not merely for acquiring skills and knowledge. It is something beyond it. It is learning to interact with the surroundings, to improve it and in turn become more enriched and knowledgeable. Extension activities should be seen as social service that could offer a better understanding of humanity and one's own human status, a service that could make students sensitive to themselves and others and offer moral, ethical dimension to their intellectual achievement. Extension is an active, involved application of knowledge for the betterment of humanity and human society. Schools, colleges and universities cannot shirk their social responsibility. Particularly colleges and universities now have to adopt extension service as an important responsibility in the interest of the people of the country and its own future progress.

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FACILITATING E-LEARNING USING IMAGE CLASSIFICATION AND OTHER MACHINE LEARNING TECHNIQUES IN A GAMIFICATION MODEL

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ABSTRACT
E-learning has become a very important factor in propagating information to students effectively and efficiently. With the ubiquity of smartphones it has become more and more accessible and will continue to be. Using the gamification model, the students can further be hooked by providing interactive tests, teaching patterns and give them motivation in forms of points, scores or leaderboards which they would be familiar with from other games. Thus, development of a student oriented e-learning application could help facilitate exchange of knowledge among younger, school students, which could include such capabilities as image classification and machine learning algorithms. Using image classification, the students could look up objects in their physical surroundings and quickly gain information about that object from within an application. With the help of machine learning techniques, the students' learning pattern can be determined and analyzed based on their test scores in different subjects and recommendations for improving their scores further can be made.

Keywords: e-learning, image classification, gamification, createml, machine learning

INTRODUCTION
Smartphones have played an important role in improving the connectivity of people with the internet and the wealth of informational resources that it presents them with. With the help of mobile applications there have been unforeseen uses of the smartphone from using it as a multimedia creation device, gaming device, productivity device and so on. One major category of applications is the education category. More and more institutions are moving towards this trend by setting up their own application and their own learning management systems (LMS) to help their enrolled students to learn better. The LMS helps the educational institutions, or any other institute with a similar e-learning application, to present them the required information and educational resources to their students and constantly keep updating it in order to provide with newer problem sets and updated texts.

Using a gamification model, the students can be motivated to learn in a more fun way by awarding "points" instead of marks for their tests, scoring them based on their average of the tests taken, help them learn more interactively through a variety of sections which focus more on visual media than written text, etc.

With the rapid advancements in technology, one cannot ignore the potential use of machine learning and artificial intelligence techniques in education and e-learning field. Image classification allows users to search for an image, match it with an existing repository of images and get information about the contents of and within that image.

This paper describes implementation of the above techniques in a smartphone application with major focus on the image classification model and gamification method to help students, especially younger students, be more involved in the learning experience.

LITERATURE REVIEW
There have been quite a few studies on these concepts individually before. Deterding, Sebastian, et al [7] have described 'Gamification' as an informal term for using aspects of virtual games such as video games in other general environments in order to make such environments more engaging for the stakeholders participating in them. Some prominent studies on gamification present the framework for propagating knowledge resources and giving an idea of how such a system would impact the stakeholders. Zhu et al. [2] have presented with a framework for smart education which shall be discussed in more detail further within the context of the proposed application.

According to Chatti, et al. [3], "The knowledge-pull approach to learning is based on providing learners with access to a plethora of tacit/explicit knowledge nodes and giving them control to select and aggregate the nodes in the way they deem fit, to enrich their personal knowledge networks".

Based on these works, Zaid et al. [1] have presented with their version of smart learning framework by integrating the gamification model.

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Chen [4] has proposed a method to use data from e-learning platforms already available and use data analysis methods to identify the level of students' engagement with various subjects and provide with predictions about their further activities.

Mothukuri et al. [5] have also discussed and proposed a way to improve learning methods by analyzing data from the LMS and provide instructors with relevant information about the progress of their students.

MAKING EDUCATION ENGAGING

As discussed before, the smart learning framework presented by Zaid et al.[1] builds on the existing smart learning framework and includes a gamification based framework in addition. The elements of this framework are as follows:

- Smart Learners
- Smart Devices
- Smart Learning Environment
- Smart Pedagogies
- Gamification Engine
- Stakeholders

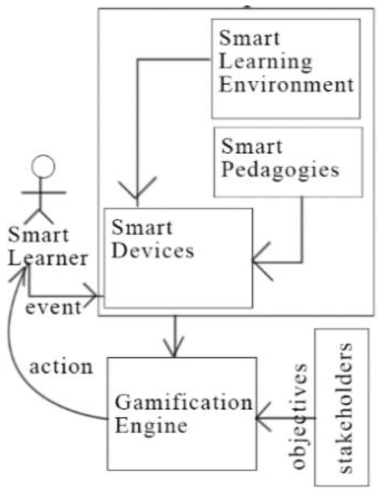

Fig-1: Model For Smart Education using Gamification.

In addition to using the gamification based framework, a system to make students interested in the learning process would be the rewards that the receive as a result of interacting with the application in a meaningful manner, as put forth by Nicholson [8]. The proposed smartphone application is to be built with this framework in mind where the main focus is on how engaging learning can be made for younger students.

IMAGE CLASSIFICATION AND OTHER MACHINE LEARNING APPROACHES

The proposed method for image classification uses the data driven approach for classifying the images. The training set of images containing the various classes in form of labelled folders is fed into the image classifier and the model is then ready for validation and evaluation. The validation set is generated automatically by Xcode by selecting 5% of the training data and the accuracy is matched. The model can now be tested for previously unseen images. The model created for the proposed example contains the image set of various fruits as a starting point for creating the classifier. The training and validation performance results of the model are as follows:

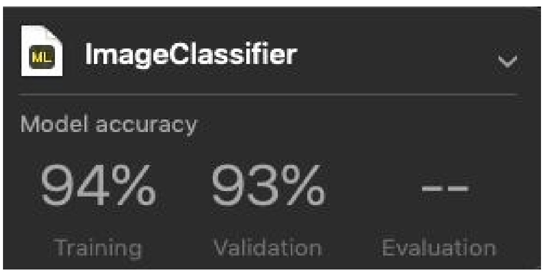

Fig-2: Training and Validation Accuracy for the developed model.

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With a fairly high training and validation accuracy, a testing data set containing approximately 5,000 images of various fruits not shown before to the model was created. Thus, the train-test split was 80% train data and 20% test data. The testing accuracy of the model is as follows:

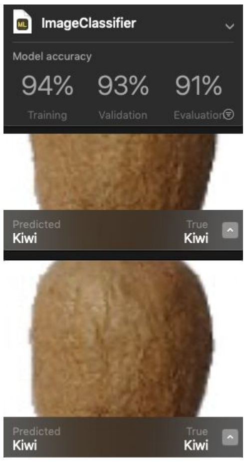

Fig-3: Model's evaluation accuracy.

Thus, with a fairly accurate model such as this one with a substantial amount of data it can be implemented in an application to test real world images and objects quite confidently.

PROPOSED APPLICATION

The proposed application will be installed on the smart devices i.e. students' smartphones and will be accessed by the smart learners and backed by smart pedagogies and a smart learning environment. The gamification approach best suited for such an application would be a task-based approach where the students take quizzes as a part of their curriculum. Thus, it fits in with the gamification framework as discussed before. It is an iOS application which consists of three major sections which are:

1) **Home**: Where students can learn about new topics divided into several categories to pick from.
2) **Tests**: Where students can take tests based on different topics within the application.
3) **Activity**: Where students/parents/teachers can monitor and track the progress based on test scores and give proactive suggestions of how the students can improve their performance.

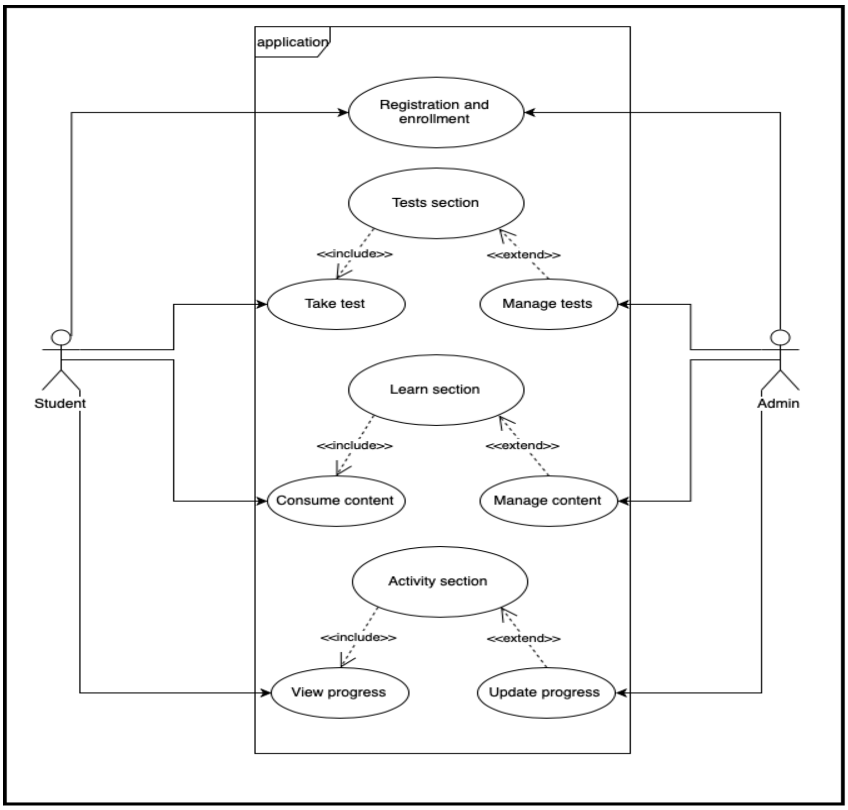

Fig-4: Use case diagram for the application

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The Home section houses the different categories for the students to learn about a particular topic. Each topic has a set of subtopics which the student can browse through. In addition, there is an option called “Live Lookup” where the students can either click a photo with their smartphone camera or pick an image from their on-device photo gallery. The photo is then analyzed by the image classifier and the student is presented with a card that shows the prediction of the classifier and the probability of its accuracy. Along with that, a hyperlink right below the card directs the student to the information about the topic.

For example, if a student clicks a photo of an apple, the result displays the prediction and gives the option for the student to “learn more” about the image they just clicked or selected.

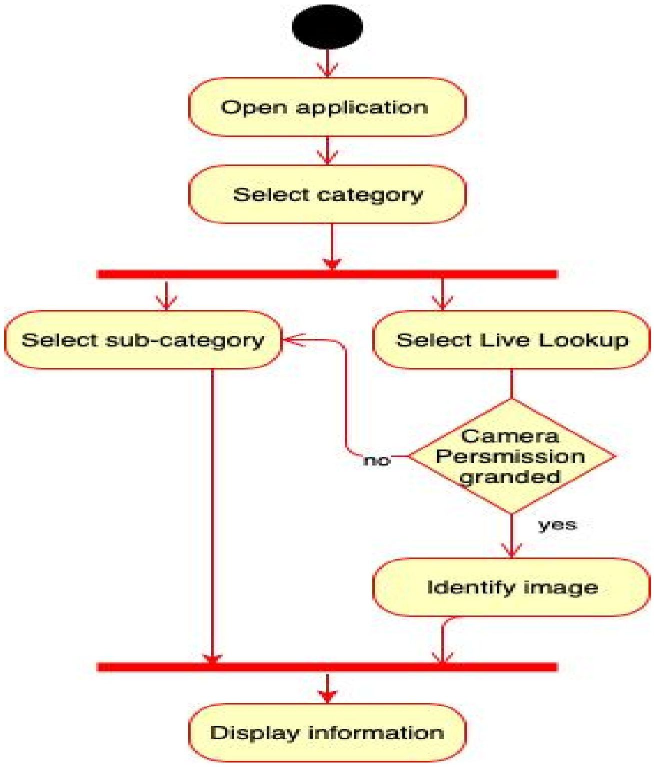

Fig-5: Activity diagram for “Learn” section

Results of the Live Lookup lead to the information about the object which has just been classified. The educational institutions can hook up their own LMS or central learning repositories and handle the information displayed such that the data is accurate and in line with the syllabus and there is minimal probability of students learning from malicious sources. The information can be in the form of written and/or spoken text or in the form of video lectures or animations explaining the topic, whichever approach the institution deems appropriate for particular age groups.

Using the previously discussed algorithms for students’ learning pattern recognition and recommendation engine in other works, the Activity section of the application can be populated with relevant information. Algorithms determining the students’ engagement with each topic and their comparison with the test scores can lead to understanding how well a student has learned a particular topic and based on that the recommendations for next steps can be displayed on this page.

The **key assumptions** for this application are that i) the educational institute has a backend with their learning management system (LMS) or any suitable repository with their educational resources with their course contents in place, ii) the institute registers the students initially during the admission process onto this application platform and keeps a track of their academic record thereby updating the course topics available to the student as they progress each year, iii) the institute maintains the students’ progress in their database management system (DBMS) or any suitable data storage facility at the backend based on which the recommendations can be made and the algorithms for data analytics can be implemented.

This application is aimed mainly at preschool and primary school children who could benefit from a more engaging, gamification-based approach towards learning. The variety of topics can be tailored to a particular student by registering them in the system and keeping a record of their educational progress in the database. The categories then can be linked to a particular student based on the subjects they have in the curriculum at that particular period of time.

LIMITATIONS AND FUTURE SCOPE

As of now the application has quite limited functionality. The algorithms for detecting the students' progress are at quite a basic level just measuring a threshold level based on the performance of their test scores and the recommendations are based on those scores.

In future, more sophisticated machine learning algorithms using extensive data analytics could be implemented to improve the accuracy and effectiveness of the suggestions and recommendations for improving the academic performance of the students. Using character recognition, a feature could be implemented to help students to develop their handwriting and use their phones or tablets as a scribble pad. To help with schools that offer multiple languages for their mode of teaching, the application could have multilingual support in case it is an absolute necessity.

CONCULUSION

Thus, the ubiquity of smartphones and rapid advancements in technologies such as machine learning show tremendous potential to help facilitate e-learning for younger students. Smartphones are becoming more and more accessible to people of various age groups and the mobile applications thereof are capable of using the smartphone as an incredible tool and a capable instrument.

Therefore, by using the gamification framework and integrating image classification and basic machine learning algorithms, the proposed application with features such as Live Lookup can potentially help young students learn in a more engaging, intuitive, effective and pleasant manner compared to the alternatives. The students can interact with the environment through their smartphones and learn about the topics they are interested in while at the same time give an idea about the topics where they need to apply themselves more in order to learn better and what topics do they feel comfortable with in order to develop their skills from an early age.

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INVESTMENT STRATEGIES OF MILLENNIALS IN HYDERABAD

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ABSTRACT
Investments play a significant role in the lives of individuals as well as economies. The current workforce comprises of a majority of the millennial generation. This genesis is entering the work force and in the next few years will be the reason for several economic changes. Researches conducted over the past few years have shown that millennials are proficient at saving money but not so much at investing due to their lack of financial literacy.

However, seldom is it seen that there is a study on the correlation of the financial knowledge and risk willingness of millennials, the role of gender and investments and a study on financial goal selection of millennials. This study aims at filling in these gaps by proposing a correlation model as well as a p-value test model. Based on the results there is (i) no significant impact between genders and investment knowledge as well as risk willingness. (ii) There is also a positive correlation between financial knowledge and risk willingness possessed by millennials. Thus, financial service providers are able to predict the requirements of millennial clients and assist in formulating efficient portfolios for them.

INTRODUCTION
Money plays a critical role in the lives of individuals and investing that money is a significant activity. The individuals being discussed are ‘Millennials’ [ages 22-37] who will comprise a majority of the world’s population over the next few years. Implying that they will be the leading participants of the financial markets Investments are a commitment towards funds which have been saved from current consumption with the hope that some benefits can be reaped in the future. It is a reward received for waiting for money. By determining the investment strategies, financial advisors can formulate suitable strategies for their current customers. Hence, it is important to understand the investment profile of millennial clients.

MILLENNIALS
PEW Research Center [committed to measuring public attitudes on key issues and documenting differences in those attitudes across demographic groups.] has conducted several studies and developed the following age bars:

- **The Silent Generation:** Born 1928-1945 (73-90 years)
- **Baby Boomers:** Born 1946-1964 (54-72 years)
- **Generation X:** Born 1965-1980 (38-53 years)
- **Millennials:** Born 1981-1996 (22-37 years)
- **Generation Z:** Born 1997-Present (0-21 years)

Millennials are also known as Generation Y or the ‘Net Generation’. They succeed Generation X and precede Generation Z.

MILLENNIALS AND INVESTING
Every generation has the power to dramatically impact the economy. However, the actions being anticipated from the millennials promise to carry a special impact. This generation, is the biggest, youthful, cultivated, ethically diverse and economically active set of individuals. Since they are entering the workforce, they are fondly being termed as ‘Powerhouse of the global economy’.

Numerous studies indicate that millennials are very good at secreting their money for the future. Though, some studies also show that the generation is guarded about investing those savings.

Millennials form 34% of the population in India and 46% of the work force being around 440 million in number. They are a contradictory generation; they have the impulse to be unique yet in the area of investments, tend to follow the masses.

They are not so fondly addressed as the ‘Urban Poor’; metro-dwelling individuals with assumed pressures surrounding them, a majority of their salaries are spent in keeping up with their lifestyles and appearances.

Generation X and millennials share the following views when it comes to investing:

- Understand the significance of consulting a financial advisor.
- Trustworthiness towards the institution where investments are made.

The earlier generations would park their funds in bank deposits, insurance, bullion and post office savings. This risk averse attitude of prior generations trickled down to the millennial generation. The logical way to alter this behavior to increase the affinity towards risk. With millennials today opting for investment options such as mutual funds and stocks over generic bank deposits, it comes as a positive sign.

Millennials should retain the following points when it comes to finances in order to ensure that their investments will always harvest the best:

- Power of compounding
- Increase in savings as per growth
- Avoid succumbing to social media pressure
- Acquire skills, do not focus on investing only

Investing is gaining popularity amongst millennials for the following reasons:

- Retirement Planning: to have enough savings such that one’s lifestyle is not compromised post retirement.
- Tax Benefits: in order to reduce the burden of tax on tax payers
- Capital Growth: strategies that focus on increasing the capital of investors
- Future Planning
- Returns on investments: Interests, capital gains and dividends

Since the millennial generation consists of individuals already in the work force or those gearing to enter the work force, all of them may not have the financial knowledge befitting to manage an efficient portfolio. Thus, there are certain influencers to their financial or investment taking decisions. They are:

- Independent awareness
- Personality and emotions
- Financial knowledge possessed
- Physical and mental health
- Friends and family
- Financial advisors
- Social media

Financial goals of millennials can be segmented based on years set aside to achieve the goals;

- Short-term goals - 0-3 years
- Intermediate goals – 3-6 years
- Long-term goals - beyond 6 years

Once the duration is decided, the next step would be to prioritize savings as well as keep a constant track on the progress being made to achieve the stipulated goal.

Millennials are spoilt for choice when it comes to selecting investment options. Some of the most preferred ones are:

- Insurance
- Shares
- Debentures
- Option Trading
- Public Provident Fund

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- Fixed Deposit
- Real Estate
- Mutual Funds
- National Savings Certificate

SCOPE

The study will assist millennial investors by bringing in awareness in several investment strategies and how appropriate and equitable investments will be able to assist them in constructing an efficient portfolio over time.

STATEMENT OF THE PROBLEM

Studies conducted have exhibited that millennials are competent in saving but not investing. In the current competitive environment, spreading awareness with respect to the attitudes of investors as well as preferred financial services is a challenge.

Not only is there an absence of awareness amongst most millennial investors, there is also a lack of planning. Thus, there is a severe need to strategize the investments according to timed goals.

In view of the above, an attempt to study the financial knowledge and risk willingness amongst millennials has been carried out.

OBJECTIVES OF THE STUDY

- Analysis and understanding of investment preference of millennials in Hyderabad.
- Exploration of investment alternatives in current financial markets
- Understand satisfaction level of investors from their portfolio
- Analyze and report if there exists any bias between genders with respect to financial knowledge and risk willingness
- Comprehend financial goals of investors

LIMITATIONS OF THE STUDY

- The study is confined to the city of Hyderabad, Telangana
- Few respondents were not willing to express their opinions on their investments and have expressed a common view
- Only 129 respondents have been taken for this study

REVIEW OF LITERATURE

1. Alicia H. Munnell and Wenliang Hou (2018), they have examined the status of millennials across several socio-economic backgrounds and compared them to earlier generations. The paper shows a comparison between millennials and earlier generations on the following grounds: education, life events, labor market, debt and wealth management.
2. Accenture (2017) discusses millennials in the age of technology with respect to investing. 20% of millennials work with an advisor as traditional models may not give them suitable returns. It also discusses home female millennials are taking charge of their finances.
3. Dr. T. Tamil Selvi (2015), a study on investor objectives in the city of Coimbatore and their attitudes towards investment opportunities. Their approach towards various avenues has been ranked and suitable suggestions have been provided to investors based on ranking and analysis.
4. Carlo de Bassa Scheresberg, Paul J. Yakoboski and Annamaria Lusardi (2014), analysis of factors associated with personal finances of millennials and a forecast of critical issues which the following generation will have to cope with. Provides strategies that address actions available to financial service industry in order to serve millennial investors.
5. Gary R. Mottola (2014), this study found that millennials were struggling financially due to challenging financial deeds, low level of financial literacy and concern over debts. Despite strain the generation displays satisfaction on par with previous generations.

ANALYSIS AND INTERPRETATION

Data analyzed for this study was collected by circulating a questionnaire amongst the millennials in Hyderabad.

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Table Their responses have been recorded and tabular understanding as well as simple correlation and p-value tests have been utilized in order to conclude the study.

Table-1: Gender of Respondents

S.No.	Gender	No. of Respondents	Percent
1	Male	66	51%
2	Female	63	49%
Total		**129**	**100%**

Rank 1: *Low*

It can be observed that out of 129 respondents, 51% are male and 49% are female.

Table-1: Age of Respondents

S.No.	Age	No. of Respondents	Percent
1	22-27	90	70%
2	28-33	19	15%
3	34-37	20	15%
Total		**129**	**100%**

The millennial age range has been broken down and segmented into three different age ranges. It is clear from the table presented that 70% of respondents are between the age 22-27, 15% are between the age of 28-33 and 15% are between the age of 34-37.

Table-2: Income of Respondents

S.No.	Income Level Per Annum	No. of Respondents	Percent
1	Under Rs. 2,50,000	41	34%
2	Rs. 2,50,000- Rs. 5,00,000	27	23%
3	Rs. 5,00,000- Rs. 10,00,000	21	17%
4	Above Rs. 10,00,000	31	26%
Total		**120**	**100%**

Out of 129 respondents, only 120 chose to respond to this question out of which 34% are earning an income of under Rs. 2,50,000 per annum, 23% are in the second segment, 17% are in the third and 26% are in the fourth segment.

Table-3: Investments preferred by Millennial Respondents

S.No.	Investment Option	No. of Respondents	Percent
1	No Investment	3	0.83%
2	Debentures	6	1.65%
3	Others	9	2.48%
4	Bullion	12	3.31%
5	Stock Futures/Options	14	3.86%
6	Insurance Policies	29	7.99%
7	Public Provident Funds	34	9.37%
8	Shares	56	15.43%
9	Real Estate	63	17.36%
10	Fixed Deposits	66	18.18%
11	Mutual Funds	71	19.56%

An inclination is seen mostly towards mutual funds, fixed deposits as well as real estate amongst millennial investors.

Hypothesis 1

H^0: Gender of millennials has no positive relation with financial knowledge possessed by them
H^1: Gender of millennials has a positive relation with financial knowledge possessed by them

The result shows that the correlation between gender of millennials and the financial knowledge possessed is negative. The Pearson Correlation is **-.029**. Thus, the test succeeds in **accepting** the null hypothesis. The p-value **0.822** derived is greater than the significance level of 0.05. thus, the test succeeds in **accepting** the null hypothesis.

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Hypothesis 2
H0: Gender of millennials has no positive relation with risk willingness.

H1: Gender of millennials has a positive relation with risk willingness.

The result shows that the correlation between gender of millennials and the risk willingness is negative. The Pearson Correlation is **-.068**. Thus, the test succeeds in **accepting** the null hypothesis. The p-value derived **0.597** is greater than the significance level of 0.05. thus, the test succeeds in **accepting** the null hypothesis.

Hypothesis 3
H0: There is no association between the financial knowledge of the investor and their risk willingness
H1: There is an association between the financial knowledge of the investor and their risk willingness

The result shows that the correlation between financial knowledge possessed by millennials and risk willingness is positive. The Pearson Correlation is .**219**. Thus, the test succeeds in rejecting the null hypothesis. The p-value derived **0.13** is less than the significance level of 0.05. thus, the test succeeds in rejecting the null hypothesis

4: Financial Knowledge and Risk Willingness ranking

Financial Knowledge		Risk Willingness	
Rank	**No. of Respondents**	**Rank**	**No. of Respondents**
1	2	1	5
2	0	2	16
3	16	3	69
4	33	4	32
5	78	5	7

The descriptive studies show that financial knowledge is high amongst millennials [60.47%] and their risk willingness is moderate [53.49%]. Their average scores in the measured dimensions range between 2.5 to 3.5.

CONCLUSION

The hypothesis tests produce results which provide insights with respect to the relation between gender of millennials and the financial knowledge they possess. In case of correlation testing, the null hypothesis is accepted implying that there is no relation between gender and financial knowledge. Further, carrying out a p-value test results in the p-value being greater than 0.05 significance level additionally proving that there is no positive relation between gender and financial knowledge.

Second hypothesis discusses the relation between gender and risk willingness of the millennial. In this case too, the correlation testing accepts the null hypothesis; even the p-value test gives the same result proving that there is no positive relation between gender of millennials and their risk willingness.

The final hypothesis test is conducted between the financial knowledge possessed by a millennial and their risk willingness. The correlation rejects the null hypothesis. The p-value also rejects the null hypothesis thus, accepting the alternate hypothesis which states that there is an association between financial knowledge possessed by millennials and their risk willingness.

The findings of the study are consistent with the findings in the literature in the field. It has confirmed the various objectives and hypothesis'. Most importantly it confirms that millennials are generally risk averse, as suggested in current literature.

The conclusions above do hold meaningful implications. However, there are limitations to this study and methodology which can be improved for future research.

LIMITATION TO FINDINGS

The largest limitation to this study is the small sample size. Due to the small sample size, the findings of this study may not be applicable to the larger population.

Furthermore, the methodology of this study relies on simple correlation and p-value testing. They do provide meaningful insights of the data collected; but with more complicated models of analyses, the result may be more steadfast.

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HEALING PRACTICES AND WELLNESS OF SOCIETY: A QUALITATIVE STUDY

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ABSTRACT

Wellness begins with healing, and personal well-being is essential for leading a healthy life. Human beings are social beings who conceive isolation as a state of escapism when physically, mentally and emotionally affected. Therefore, well-being is a combination of a healthy body, mind, spirit and emotions. Every society has been practicing its own indigenous holistic approach to therapy for wellness. These practices hold the concept of nature, energy and belief in the approach strongly. From faith therapy to Reiki and touch therapy to energy healing, these practices are known by different names. These are also known as alternative therapy and complementary therapy, which has helped patients with severe medical condition, such as cancer, during their course of medical treatments and after care. The most important element here is to "believe" in the therapy or the healing practice, that in turn results in positive signs of overall well-being. There are workshops and classes, conducted by the healing communities, to spread awareness about self-healing techniques for the day-to-day wellness as well.

The objective of the study is to trace the relation between healing practices and well-being of society. The research questions cover two aspects. 1)Does the individual take up a healing course willingly? 2) Do the individuals offer their healing techniques to unknown people, and society at large?

The present research uses qualitative methods to study individuals who have learned and practice the technique of energy healing.

Keywords: Holistic Healing, Energy Healing, Complementary Therapy

INTRODUCTION

There is a deep relation in the way mind and body of a human being responds to the image of overall wellness projected in the society. The fast pace of life, erratic schedules and faulty habits often affect the individual physically, mentally and emotionally. This also calls for a need to 'heal' not only bodily but also at the mind, spirit and emotional levels. This means, healing is a holistic concept. Oxford Online Dictionary defines healing as a process of making or becoming sound or healthy again.

Healing practices are indigenous to societies and the traditional ways involve the five elements of nature – space, air, earth, fire, water (Chinese philosophy: wood, metal, earth, fire and water) - and drawing energy from natural sources to restore the well-being of an individual.

Whether it is meditation, yoga, visualisation or faith therapy, Reiki, energy healing, such practices are known by different names world over. Theses holistic therapies are also known as alternative therapy and complementary therapy, which has helped patients with severe medical condition, such as cancer, during their course of medical treatments and after care. Research studies have revealed that many medical practitioners, especially the nurses are trained in touch healing therapy, like Reiki, to nurse the ailing patients.

The signs of recovery and "feel good" factor come with the "belief" in healing practice. Evidently, the healing therapies are supportive in the well-being of individual and daily practices has led to health and wellness.

DEFINITION

Holistic Healing: Holistic medicine is a form of healing that considers the whole person - body, mind, spirit, and emotions - in the quest for optimal health and wellness. According to the holistic medicine philosophy, one can achieve optimal health, by gaining proper balance in life. (website: webmd.com)

Complementary Therapy: Complementary therapies are ones used alongside conventional medical treatments. A wide range of treatments exists under the umbrella term of 'complementary therapy', which makes it difficult to offer a blanket definition. Some therapies or modalities are based on principles that are not recognised by conventional medicine, but have an established evidence base and have been proven to work for a limited number of health conditions. Complementary therapy is known by many different terms, including alternative therapy, alternative medicine, holistic therapy and traditional medicine. (website: betterhealth.vic.gov.au)

Energy Healing: Energy is the underlying infrastructure of the body. The body does not create the energy system, it is the energy system that creates the body. The energy field is an intelligent system that regulates health and healing. The health (or lack thereof) of the energy system is mirrored in the health of the mind, body and spirit. Good health is the result of a balanced energy field, with a smooth flow of energy and proper alignment of thoughts, speech and deeds. When the body is unhealthy, the energy fields that correspond to that particular ailment need to be identified and corrected. (website: energyhealingcertification.com)

OBJECTIVE AND RESEARCH QUESTIONS:

The objective of the study is to trace the relation between healing practices and well-being of society.

The researcher seeks to find answers to the questions:

1. Does the individual take up a healing course willingly?
2. Do the individuals offer their healing to unknown people, and society at large?

LITERATURE REVIEW

Alternative health care therapies are increasingly widespread since they seek to stimulate the body's healing forces in order to promote humanised care, promoting health recovery while supporting practices that have been simultaneously occurring. (quoted from *Reiki Therapy in Family Health Strategy: perceptions of nurses*).

The concept of traditional healing is holistic, and it aims at the overall well-being of the person. It takes body, self and society within a framework of dynamic equilibrium. The holistic approach takes into consideration the values, passions, beliefs, social interaction, and spiritual orientation of a person in their healing practices. The traditional healers often know intuitively about the close symbiotic relationship between the mind and the body. (quoted from Dalal, Ajit K's research)

In *Folk Wisdom and Traditional Healing Practices: Some Lessons for Modern Psychotherapies*, Dalal mentions that general traditional healing 'often takes place as a social activity. People share their problems and consult the healer in full public view, which means everybody knows everyone's problem and it becomes a participatory venture to help out the person'. The author further, quotes clinical psychologists Frank and Frank (1991), "The apparent success of healing methods based on different or incompatible ideologies and methods compels the conclusion that the healing power resides in the patient's state of mind, not in the validity of a particular theoretical scheme or technique." Healers and their healing techniques is largely a by-product of the interaction between the healer and the person, particularly the way subliminal messages are received and interpreted (Dalal, 2007).

From a conceptual, theoretical perspective, the distinction is essentially arbitrary, and readily understandable as simply reflecting intervention patterns at different levels of a hypothetical great chain of being, energy and/or consciousness that ranges from matter to body to mind to soul to spirit (Wilber, 2000). (quoted in *Indigenous patterns of energy healing with special reference to Africa, India and China*)

Magdalena Sokołowska (1922-89), medical sociologist of Polish origin, who had reflected on complementary medicine in treatment (CAM) had argued with regard to WHO postulates 'the convergence of the two treatment traditions (lay and professional) were the low costs of "indigenous medical practice" and the cultural and mental proximity which facilitates work for local communities. The 'reported discussions emphasised the need to respect the fact that from the plurality of the patient's suffering should follow his right to "freely choose his therapist and treatment techniques, including those that currently are not accepted by medicine".'

METHODOLOGY

The study is qualitative research, and the researcher has attempted mini-ethnography, with purposive techniques. For the purpose of this paper, the researcher joined the workshops conducted by healing community propagating "soul, mind and body healing". Later, she became a member of two different groups who were fractions of the main group, which offered healing regularly.

Details of Healing Workshop: The researcher met a friend who was learning as well as promoting the concept of energy healing. At her behest, the researcher attended a one-day workshop. The aim of the workshop was to teach techniques of energy healing to bring a coordination between body, mind and soul. The Master (two female and one male), as the expert practitioner is addressed, elaborated upon the benefits of practicing daily to achieve health benefits as well as pursuing "what you want". The energy healing techniques shared in the workshop has its roots deeply ingrained in Chinese holistic practices, and propagated the idea "you can heal yourself".

The session began with invocation prayer (with no restrictions on any specific religion) and welcome address, followed by lectures and demonstrations on energy healing techniques. Practical interactive session was the highlight, where the members had to apply their learning of energy healing on one-to-one basis, and within the groups. Knowledge on distance or remote healing techniques were also discussed with the participants.

The Masters shared their experience with regard to visiting hospitals, trauma care centres, and such other non-profitable institutions to offer healing and spread awareness about the benefits of self-healing.

There were lunch and tea breaks, which according to the Masters is very essential to replenish "energy". Post lunch, the Masters demonstrated the techniques of healing on ailing participants.

The session ended towards late evening and it was expected from the participants to take the pledge to serve the society, though no compulsions were laid. As a token, a book on the thoughts and philosophy of Original Master teacher was gifted to the participants.

OBSERVATIONS AND QUALITATIVE FINDINGS

The gathering of 58 people, from different walks of life, had fewer male members to female. While there were students whose reason for attending the workshop were "for concentration", "writing exams and passing with good results"; mothers in the group expressed concern over their children's health and education, primarily. The senior citizens in the group attended to find "cure" in their pertinent old-age related health issues. There were some participants who were attending the workshop for "having seen great benefits" in their life from the practice.

Few newcomers, including the researcher, were attending the workshop out of "curiosity".

Many participants came with the request of healing for either an ailing family member or a friend, or a known neighbour. There were healing requests to "remove obstacle" and "make it happen" type of cases. Few of the participants expressed their desire and requested everyone present to offer healing to unknown people, such as "victims of flood in Kerala", "Forest fire victims of US" among others.

The researcher observed that in the Session's welcome address, the Masters used "Welcome to the Soul Healing family", a friendly expression which immediately helped to connect. The frequent smiles, unrestricted flow of emotions – tears of joy as well as sorrow, and constant support from unknown people in the group had a subliminal effect on the self and the outlook towards groups.

Follow Up: The researcher also attended two other workshops on the same energy healing concept conducted by the fractions of the other Masters with six to 17 members. These sessions were conducted in the same structure, except the fact that smaller groups were more intimate and primarily offered healing in group to the well-being of "family and friends".

The groups stay connected via online medium and thus actively use social media networks, email and chat groups through devices including mobile phones. They use the platform to share new learnings, results of healing as informed by the "person seeking healing", cases to be offered healing, praying for the departed soul, and at times healing for themselves.

CONCLUSIONS

Healing and society have a deep-rooted relation due to the people who make up the society. The statement agrees upon the functionalism theory of sociology that 'society is a system of interconnected parts that work together in harmony to maintain a state of balance and social equilibrium for the whole' (Haralambos, 1980).

There are definite results to the wellness and aspects that make one feel good that are dependent on the matters of heart, belief system and psychological state of the individual.

Often the individual joins the healing groups not at his own will but, is prompted by a friend or a well-wisher. Apparently, it is personal issues or motives that lead them to the healing workshops. Gradually, with their will or wish, consciously or subliminally, individual offer remote healing to people they hardly know. Thus, knowingly or unknowingly, the practitioners of energy healing whether a newcomer or a master in the field, stay connected in their common pursuit to serve the society.

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A STUDY OF KEY DRIVERS OF EMPLOYEE ENGAGEMENT

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ABSTRACT

Employee engagement is a concept that started working from earlier era but came into existence as a buzz word now. It started from recruitment because organization wants to retain their best employees with them and wants new joiners with commitment, professional knowledge and best capabilities. This is fruitful for both organizations as well as employees. By engaging employees it will lead to the progress of organization productivity. Engaged employees will facilitate the customer with more satisfaction. Employee Engagement is one of the broader concepts of Human resource management. Employees are termed as the assets of organization. If the employees are not engaged properly this will lead to mismanagement.

Thus to remain the employees in the organization, who are talented for a longer period of time is turned to be a biggest challenge. Organization invests a lot of time and money on training and recruitment of employees. Engaged employees are more emotionally connected with their job and organization. Bailey C. et al. (2017), Faisal Azeem, Rubina and Adil Tahir Paracha (2013), Siddhanta & Roy (2012), Swarnalatha C. and Prasanna T.S. (2012), Sridevi M.S. and Markos S (2010), Wilson et.all (2007), Malik Kumar A.K. and Renugadevi R. (2013) have discussed several variables of Employee Engagement from psychological, organizational and Human Resource Development perspective at a large. This paper is an attempt to discuss key drivers of Employee Engagement as one of the recent trends of Human Resource Management.

Keywords: Employees, Employee Engagement, Recruitment, HRM.

INTRODUCTION

Employee engagement is a concept of the relationship between an employee and its organization. One who is fully incorporated by and committed to their work and acting positively towards the organization's interest and growth is termed as employee engagement. Employee should feel enthusiastic about their work that's the only key to deal with employee engagement. Engaged employee thinks about their company future and willing to invest their discretionary efforts for seeing organization success.

The leaders or managers of organization can engage the employees' hands, heart and head by common ten C's of employee engagement emerge from literature were convey, connect, career, contribute, clarity, collaborate, control, credibility, congratulate, and confidence. Practitioners and academicians argued that by creating a workforce who is fully engaged can achieve competitive advantage. In organization leaders should find the level of employee engagement and find out the reasons behind the lack of employee engagement practices and try to remove those reasons. Employee engagement is difficult to achieve but can be done be proper and dedicated efforts.

Along with employee engagement, employee disengagement is also present in organizations. This behaves like a killer for employees which kills them silently and they feel isolated and uncommitted to their workplace. The reason behind this is difference between the management and staff, lack of employee-employer respect or no sharing of ideas behind the future aspect of company. Employees were told to focus only the given work to them. There are around 13 personality traits of a disengaged employee which are irresponsible, gossip, complain, lack enthusiasm, liar, makes excuses, independent, know-it-all, no initiative, doesn't help others, distracted, no questions and no growth.

RESEARCH OBJECTIVE AND RESEARCH METHODOLOGY

To objective of the present paper is to discuss the key drivers affecting Employee Engagement. Employee Engagement turns out to be an emerging scenario in Human resource management. The sources of paper were secondary. There were the reviews of literature collected from reputed magazines, journals, newspapers and relevant websites.

LITERATURE REVIEW

There is vast literature available on Employee Engagement discussing the benefits of Employee Engagement towards different organization. This is the concept that deals with the employees and their relation with their organization.

Bailey C. et al. (2017) was an attempt to focus on the literature available on engagement. The researcher did an extensive review of literature by systematic synthesis of narrative evidence. They took 214 studies which focuses on meaning, antecedents and outcome of engagement. In the paper the author had identified six different conceptualization of engagement which was dominated by Utrecth Group's "work engagement" measure and its construct. The paper also deals with theorization of engagement within the job demands and its resource framework. As a conclusion psychological state, leadership, job design, organization and team factor and organizational interventions were found as five groups of factors which were seemed to be antecedents to employee engagement. The paper shows that engagement had an positive relation with extra-role performance, organizational performance, task performance and individual morale.

Gaur D and Mehta D. (2016) discussed the literature available on employee engagement to find the factors affecting employee engagement. This was a review paper relating employee engagement as upcoming HR trend. According to the researcher the engagement process get started at the very first day of the joining and will lead to a mile stone in the organization. Employee engagement deals with the relation between the employee and the employer. The researcher collected data through several research papers, magazines and websites. As a result they found that if employee were given proper motivation and collaboration and the employer treat them with honesty and trust will lead to several innovation and opportunities for the employee as well as employer.

Singh (2015) explored that about half of the employees of Indian companies were only partially engaged in their work. The reason behind moving out of job was bosses of employees not money. The report was made from 1400 respondents from the companies which said attitude and action of immediate manager can increase employee engagement. The study reveals that from each ten employees one employee was highly disengaged. The employee who comes under the salary bracket of 1 Crore Indian rupees per annum were found highly satisfied and who come under the lower salary brackets that 13% of 5 to 10 lacs earners are highly disengaged. So far, the conclusion indicates that Indians are more gainfully employed with fully engaged 46% compared to 35% in APAC and 34% globally.

Kahn (1990) suggested that people have different degrees of their selves physically, cognitively, and emotionally having implications on both their experiences and work in their work role performance. The research had been conducted on employees of summer camp counselor and an architecture firm to discover the condition where people engage themselves and express their personal selves and disengage or withdraw and preserve their personal selves. The author has discussed three psychological conditions safety, meaningfulness and availability and their contextual and individual sources.

Employee engagement can be defined as a condition in which employees are emotionally and intellectually confined to organization and group which can be measured by three primary behaviors say, stay and drive. On the basis of above literature review and noteworthy contributions we can understand that Employee engagement is a concept that deals with the employer and employee simultaneously. With the changing era the demands of employees too increase which should be fulfilled by the organization otherwise it will have an adverse effect over the organization. The organization treats their employees as valuable assets and to retain them for longer time employee engagement can be used as a key concept.

Proposed Model for Integrated Development of Employee Engagement

Source: Conceived and Developed by the authors Based on Literature Review

CONCLUSION

A deep study of literature review suggests that though employee engagement is not an easy concept to understand as well as bit hard to be implemented. There are various factors affecting employee engagement concept but for different organizations it might be different. We can find from the contributions of several researchers that employee engagement and employee stress levels having different factors related to each other. Some activities of employee engagement can lead to impact the employee stress levels. The research also

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determines that stressors may consist of various stimuli in the environment like social or climate conditions created by several employee engagement activities. It is expected to be useful for HR consultants, experts and higher ups in understanding and in reorienting organizational HR practices in such a way that employee loyalty becomes significant future. The study may also open new research vistas for further research with respect to non banking and other service sector organizations.

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ODD-EVEN PLAN IN DELHI: A PROMISING SOLUTION OR A BIG FAILURE

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ABSTRACT
In this research article, we are going to discuss about the odd-even plan which is implemented by the Delhi government to reduce the pollution. Now Delhi is in the first place in polluted cities in India. By this pollution most of the people are getting infected and air is going to pollute. The air pollution is more at the time of morning and at the time of evening. This article is going to provide a brief information about the odd-even plan and about the air pollution.

Keywords: Pollution; Odd-Even Plan; Delhi; Impact

INTRODUCTION
Here we are going to discuss about the odd-even plan which is implemented by the Delhi government to reduce the pollution. The most important thing we need in order to survive in this world is oxygen. It is a very big issue if the air itself is polluted India's capital Delhi is suffering a lot due to the Delhi high court living in Delhi is like "living in a gas chamber" it can cause severe damage to the health of the people living in Delhi (Sehgal, M., Suresh, R., Sharma, V.P. and Gautam, S.K., 2011). After the Delhi high court directed the centre and state government to come up with a comprehensive action plans to put a check on it, the Kejriwal led government declared the odd-even vehicle the number of vehicles hitting the road per day, eventually bringing down the city's air pollution rate (Vishnoi, A., 2015)

POLLUTION IN DELHI
Nowadays, throughout the world, air pollution becomes a significant challenge. In India due to the development of economics, the air pollution has become a serious problem faced by many urban centres because of anthropogenic emission sources, which include vehicular emissions, domestic fuel combustion, industrial and construction activities, in addition to natural resources like dust. According to the World Health Organization (WHO) report, six of the top ten most polluted cities in the world are in India, three in Pakistan and one in Iran.

The Delhi city had termed as "Gas Chamber" on the basis of atmospheric particulate matter that are recorded more than ten times higher than prescribed standard. The high court of Delhi ordered the DPCC, central and Delhi government to formulate an action plan to fight against air pollution. The Delhi government has come up with a number of steps to tackle air pollution menace- starting Odd-Even scheme, shutting down Badapul thermal power, increasing numbers of the Delhi Transport Corporation (DTC) bases on the road, increasing the frequency of metro, banning the entry of trucks during day hours, add pollution cess on diesel trucks and set up pollution sample centres (Suresh, A.E., 2016).

The Odd-Even road rationing scheme of Delhi government to club air pollution is the first attempt by any Indian government to limit traffic pollution by disallowing cars with odd and even license plates to ply on the roads on alternate days. The main features of this scheme as shown below:

- It has been implemented from January 1 to 15, 2016 as a trail period.
- It has been applied to four-wheelers passenger/private cars.
- The two –wheelers, three-wheelers. Cars driven by woman (no male members is travelling along), trucks, compressed natural gas (CNG) vehicles, electric and hybrid vehicles, buses, vehicles of very important persons (VIPS), ambulance, fire brigade, hospital and prison vehicles and vehicles carrying by differently abled people were exempted from this project.
- The scheme was bound with an effective time limit i.e., from 8.00 AM to 8.00 PM between Monday to Saturday.
- In the case of violation of a rule, a penalty of RS 2000 is charged.
- The Delhi government added more buses and increased the frequency of metro trains in and around the city.

The toxic levels of air pollution in and around Delhi is creating quite a menace. Adding to the severity, the changing weather conditions have locked the pollutants in the air and made the situation worse. Doctors are warning people of dire consequences and discouraging them from stepping outdoors. But what are the reasons behind this soaring pollution? We tell you:

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1. National capital shares its border with the states of Haryana and Uttar Pradesh. One of the main reasons of increasing air pollution levels in Delhi is croup burning by the farmers in these states. Farmers burn rice stubbles in Punjab, Haryana and Utter Pradesh. It is estimated that approximately 35 million tonnes of crop are set afire by these states. The wind carries all the pollutants and dust particles, which have got locked in the air.
2. Pollution caused by the traffic means in Delhi is another reason contributing to this air pollution and smog. The air quality index has reached 'severe' levels. Vehicular emission is increasing the hazardous effects of air pollution and smog. The Central Pollution Control Board (CPCB) and the National Environmental Engineering Research Institute (NEERI) have declared vehicular emission as a major contributor to Delhi's increasing air pollution.
3. As the winner season sets in, dust particles and pollutants in the air become unable to move. Due to stagnant winds, these pollutants get locked in the air and affect weather conditions, resulting in smog.
4. Another reason of air-pollution is over-population in the capital. Over-population only adds up to the various types of pollution, whether it is air pollution, whether it is air pollution or noise pollution.
5. Investing less on public infrastructure is another reason of air pollution. In India, investment in public transport and infrastructure is low which leads to congested roads, and hence air pollution.
6. Large scale construction in Delhi NCR is another culprit that is increasing dust pollution in the air. Considering the dipping air quality, a number of construction sites have stalled work, as directed by the Delhi government.
7. Industrial pollution and garbage dumps are also increasing air pollution and building-up smog in the air.
8. Despite the ban on cracker sales, firecrackers were a common sight Diwali. It may not be the top reason for this smog, but it definitely contributed to its build up.

OBJECTIVES OF THE ODD-EVEN PLAN

1. To assess the impact of Odd-Even Plan

GUIDELINES ISSUED BY NATIONAL DISASTER MANAGEMENT AUTHORITY (NDMA):

Don't step out or indulge in outdoor activities during early morning and evening hours due to "severe" levels of air pollution in the city.

Try to stay indoors. Go out when it's bright and sunny.

Avoid stepping out if you have breathing difficulty.

Keep children indoors as much as possible.

Avoid smoking. Do not burn garbage.

Drink adequate amount of water as it helps in flushing toxins from the body

Avoid strenuous activity, as they may lead to inhalation of minute pollution.

Eat fruits that are loaded with vitamin C, magnesium and omega fatty acids. These fruits are rich in antioxidants and anti-inflammatory compounds and helps in boosting immunity.

Use nasal filters or air purifiers, which helps in short-term relief.

Avoid using main roads. It has been observed that pollution drops when you walk in lanes away from the main roads.

Avoid going to areas with heavy smoke or dust.

PROPOSED SOLUTION BY DELHI GOVERNMENT

Odd-Even Traffic Scheme: To tackle raising air pollution in Delhi, the government of Delhi has come up with a controversial odd-even scheme. The first phase was in January 2016 for the first 15 days in the month. The second phase was from 15 April to 30 April. According to the notification issued by the government, from 8am to 8 pm, vehicle on Sundays. According to Delhi Chief Minister Arvind Kejriwal, if the scheme is a success, then it can be replicated every month. Through no criteria of success or of failure of the scheme have ever been decided.

What Exactly Is The Odd-Even Scheme?

The AAP cabinet announced private vehicles will be allowed to run across the city based on their registration numbers. For example, if a vehicle's registration number ends with an odd digit, it will be allowed on the road on January 1, while that ending with an even number can be driven on the second, and so on. This step has been taken as a measure to bring down and control pollution in Delhi.

Where Did It Come From?

First this system was implemented in Beijing in 2008 just for the summer Olympics. While the rule was initially said temporary, after implementing this plan there is a massive effective change in the pollution and in traffic then the government made it permanent? After this rule most of the countries implemented this scheme and the countries are Paris, Mexico and Bogota to curb road jams and pollution.

Why Is It Being Enforced?

The Delhi high court directed the centre and state government to come up with comprehensive action plans to put a check on the capital city's "alarming" pollution rate, saying living in Delhi is like living in a gas chamber. A day after this, the Kejriwal-led government declared the odd-even vehicle rule with the hope it would lower the number of vehicles the road per day, eventually bringing down the city's air pollution rate.

Few things to know about it

1. This rule will not applicable on emergency vehicles like PCR vans; fire tenders and ambulances, and on public transports like CNG-driven buses, taxis and auto-rickshaws.
2. Good news for bike owners, for the government has decided to exempt two-wheelers from this rule.
3. This system, therefore, will be applicable only on private-owned four wheelers running across Delhi, and on those coming in from other states. And that includes vehicles used by ministers and bureaucrats of all ranks.

Why Delhi's odd-even plan failed in its stated goals, and the way forward for Kejriwal.

If the odd-even plan is to reduce the pollution. Then government has failed for this process because for the pollution in Delhi not only the reason of four wheelers are the traffic. And the Delhi is not like as Mexico City, Quito, Santiago or Beijing that has tried this easy-to-implement route to clean air, has failed in its objectives. A command and control instrument, driving restrictions are popular among politicians in developing countries because it meets the requirement of being seen to be doing something even though its impact value is negligible (Greenstone, M., Harish, S. and Sudarshan, A., 2016).

The administration needs to minimise sources of dust, ensure small factories and industrial units adhere to strict pollution and emission norms, and consider alternatives to biomass burning. In some cases, it would require the Delhi government to work collaboratively with other state administrations. And when it comes to vehicles the people will buy the cars and if they have odd number vehicles then they will buy the even car number vehicles.

CONCLUSION

To reduce the air pollution the government has implemented odd-even plan. With the motive to reduce the air pollution and the traffic which is big problem in Delhi. They followed the same plan which is implemented in Beijing. But the government is not able to succeed their objectives because there does not have a proper procedure and by this plan the traffic has been increase because who have odd number vehicles, they are buying even number vehicles.

With every new plan introduced for a city, it is always for the benefit of every citizen for that area. But every coin has two sides; such plans come with their own pros and cons. It is one challenging task to manage such a big cities crowd and traffic. But at the same time, something must be done with such heavy jams on roads with people stuck in the traffic for hours. Hence we must encourage such initiatives but also be mindful of whether it would be beneficial for them or not with little modification in odd-even plan this can be made a huge success

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TEENAGE ENTREPRENEURS

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ABSTRACT

In present generation most of the people are interested to be an entrepreneur, not to do a regular job. If we observe most of the teenagers are want to be an entrepreneur and their surroundings are molding them and they way of thinking are changing according to the environment. In this article we will get an idea about how the teenagers are molding them self and identifying their strengths.

Keywords: Business, entrepreneurs, people, company, products.

INTRODUCTION

Business is the activity of making ones living or making money by producing or buying and selling products. Simply put, it is an activity or enterprise entered into for profits. It does not mean it is a company, a corporation, partnership, or has any such formal organization, but it can range from a street peddler to general motors.

Having a business name does not separate the business entity from the owner, which means that the owner of the business is responsible and liable for debts incurred by the business. The proprietor is personally taxed on all income from the business.

Good business idea for teenager

Although it might sound too good to be true, many successful business people started their career as teenage entrepreneurs. These individuals did not let their ages hold them back, and you should not either**.**

Where does my passion lie?

Everyone talks about passion, but using this as a foundation for entrepreneurship really is important. Sure, you can make money doing something that you don’t really love, but it is usually the people who pour their blood, sweat, and tears into a company who have the better chance at success. Why? Because if you are passionate about your product or company, you will stretch yourself further, work harder, and not be persuaded to give up or quit as easily as those who are motivated by other things.

Where are my strengths and weakness?

Knowing the areas where you are strong, as well as those where you lack experience and talent in, really will help you in getting started. Often times, entrepreneurs will play a variety of roles within a small company or start-up operation, but knowing your limits will keep you from sabotaging your efforts. If a position is important to the business, and you are no good at it, be wise enough to hire or outsource it.

What is my vision and mission?

Vision statement should inspire people to dream. Mission statement should inspire them to action.

What is my Motive?

Let me start by saying that money is not the right answer here. Neither is fame or power, by the way. Yes, you will likely make money and probably even a name for yourself, but if your motive isn’t a little deeper, it likely won’t last. Motive is all about what drives you from an internal place. What you can look for in the mirror each morning, and be proud of. Having pure motives in life and career gives you peace and purpose, and these things are invaluable.

I’m afraid of?

Have you ever seen someone freeze or make a really poor choice when they were faced with a terrifying situation? This is because fear is a force that has the power to paralyze, cripple, and incapacitate people. As entrepreneurs, the last thing we want to be is stuck in a place where we can’t think, rationalize, or move. In order to avoid this, it is important to know what you are afraid of. Once you have identified the areas of fear in your life, you will be able to train yourself the proper response patterns to follow if you find yourself in a frightening situation.

I have support

If you are going to be a great entrepreneur, you will have to think outside the box and take some risks that most people wouldn’t consider taking. You will also have to get used to the ideas that not everyone will support that you are doing. All readers and innovators face discouragement, criticism, and those who drought what they are doing. The best way to combat these nay-sayers though is to have a solid circle of people in your life or

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company that will support you. Identify these people and then use them as a rock to anchor your ambitions to when you hit a storm of disparagement.

I get my cash

Having good cash flow for opening a company or developing an initial product really can make or break a business. Unfortunately, most people just don't have piles of money lying around in their closet to use as start-up funds. While you may not know exactly what specific source your cash will come from, you need to have a general plan and a way to execute it. If you plan on taking out a loan, make sure you have the credit or assets to obtain it. If you will use an angel investor, how will you locate and sell this person on your project? Basically, understand that money doesn't grow on trees and be sure that you are willing and prepared to jump through the hoops that may be required to get the cash you need.

I do with my success

I once was told that planning for something puts you in a better place to actually receive it. That being said, you should have a vision for your future successes. Think of the things you want to do for yourself and your family, for your company and employees, and for the community or world at large once you have reached the top. While it may seem childish to sit and daydream about a bright future, it will align your thinking with success and give you an image of your future to work towards.

CONCLUSION

If an entrepreneur has to start a business then he should start it at the age of 13-19 why because it is termed as teenage where a person has a lot of ideas and if it succeeded then it has many chances to develop and also there is a lot of scope for his business. He may also get many ideas regarding that and it's a scope for survive if there is a competition.

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MUTUAL FUNDS INVESTMENT IS A GOOD CHOICE OR NOT?

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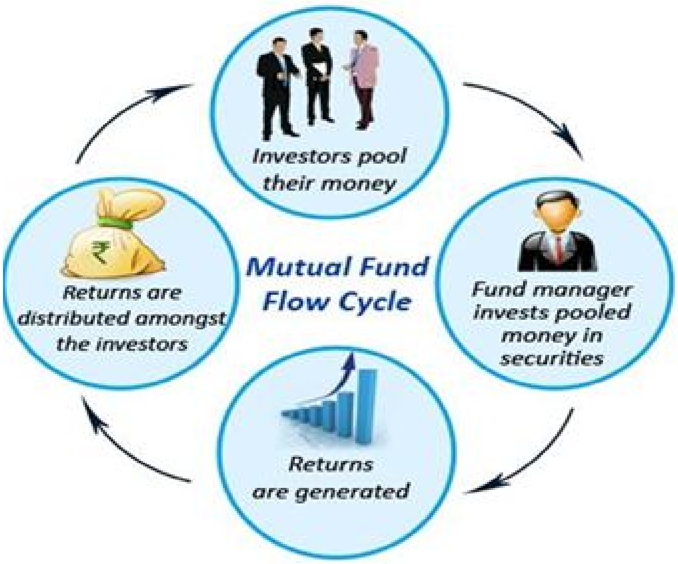
ABSTRACT
Over the last fifteen years the investors are trending more towards mutual- fund investments and it's still showing upward trend the dilemma is whether it's a right choice or not this article is throwing light in favour of mutual fund investment is an ideal choice provided its being done through proper guidance or under expert.

Keywords: Mutual fund, investment, stocks, pool money, open-ended funds, close-ended funds, portfolio, capital, retailers, equity, alpha beta theory, Equity linked saving scheme(ELSS),systematic investment plan(SIP),Entry load and exit load, locking period.

1. INTRODUCTION
Mutual fund is an investment company that pools money from shareholders and invest in a variety of securities, such as stocks, bonds etc. These retailers may be retail or institution.



Investment flow
Primary structures of mutual funds include open-ended funds, and close-ended funds. Open ended funds can be understood as the schemes that offer new units to the investors on a continuous basis. Whereas close ended funds are the mutual funds, which offer new units to investors only for a limited period. Most open-end mutual funds stand ready to buy back its shares at the current net asset value, which depends on the total market value offer the fund's investment portfolio at the time of redemption and also it continuously offer new shares to investors (A. Rudd, 1986)

2. LITERATURE REVIEW
Agarwal, Dr. Deepak, et al. (2007) Review of Literature (Last 10 years) since the development of the Indian Capital Market and deregulations of the economy in 1992 there have been structural changes in both primary and secondary markets. Mutual funds are key contributors to the globalization of financial markets and one of the main sources of capital flows to emerging economies. Despite their importance in emerging markets, little is known about their investment allocation and strategies. This article provides an overview of mutual fund activity in emerging markets. It describes about their size and asset allocation. This paper is a process to analyze the Indian Mutual Fund Industry pricing mechanism with empirical studies on its valuation. It also analyzes data at both the fund-manager and fund-investor levels. The study revealed that the performance is affected by the saving and investment habits of the people and the second side the confidence and loyalty of the fund Manager and rewards affects the performance of the MF industry in India (E. Shapiro, 1993)

Prakash S, (2014) Mutual funds are an integral part of the stock market, which have become an investment avenue for a large number of investors in recent years. There are a number of investment opportunities available to an investor (R. Lowry. 1991)Each of these investments has its own risk and return. Features. The present study was conducted to evaluate and compare the performance of equity mutual fund schemes of selected companies (HDFC, ICICI, and Franklin Templeton).

Pal, Ms. Shilpi (2014) Mutual funds allow for portfolio diversification and relative risk aversion through collection of funds from the households and investment of the same in the stock and debt markets. Fixed-Income Funds in India are a kind of mutual fund which makes investment in debt securities that have been issued either by the companies, banks, or government (E. Lee, 1987). Fixed- Income Funds in India are also known as debt funds and income funds. Using various statistical measures the present study aims to evaluating the performance of a few selected income or debt mutual funds schemes of India on the basis of their daily NAV (A. Rudd, 1981). Popularity of income schemes has only increased in the last decade. Income mutual funds they have seen tremendous growth in their number of schemes from 91 on 31st march 2001 to 330 on 31st march 2010. 506 in 2008 was the maximum ever in terms of total schemes floating in the market. This category has seen a decline only twice in the last decade. First fall was posted in the year 2003 and the second fall was reported in the year 2010. One striking fact which comes to light is the huge percentage contribution of income schemes towards the total AUM of the Indian mutual funds industry (B. Grossman and W. Sharpe, 1986)

3. TYPES OF MUTUAL FUNDS

3.1 Equity Mutual fund:

Equity mutual funds invest only in Equities or stock market. Some portion is held as cash for settling redemptions. This in turn has several other types like large cap, small & mid cap, Sectoral, closed ended funds etc. More than 90% of the holdings consists of equities. Each fund would have been started with a theme and fund will not deviate from it, for example “SBI Blue-chip fund” is a large cap oriented fund and its holdings mainly consist of large cap stocks only and at ties it may hold small or mid cap stocks.

3.2 Large cap, mid cap or small cap:

A company listed in Indian share market will have market capitalization and based on it, they are identified as large cap, mid cap or small cap stocks. For example, TCS, Reliance is called large cap as it has bigger market capitalization

3.3 Debts mutual fund:

Debt funds provide safer returns compared to equity and Balanced funds, hence the returns of debt funds cannot be compared with equity or balanced funds and it can provide higher returns during interest falling period.

One simple logic which can be applied is when RBI interest rate is being reduced, Debt funds will perform better or higher returns will be generated and when RBI interest rate is raised DEBT fund returns will fall. This can be used for starting the saving some amount out of salary or recommended for conservative investor, can be utilized for person investing for a period of 2-3 years or more.

Similar to equities, here also there are different types of debt funds available like Liquid funds, Short term debt funds, Long term debt funds, Credit opportunities funds etc.

4. Benefits of mutual funds

4.1 Alpha beta theory

Alpha and beta are used together by investment managers to calculate, compare, and analyze returns. Alpha is considered the active return on investment it means excess return on investment relative to the return of benchmark index is the investments alpha. Whereas beta is a measure of the volatility, or systematic risk, of a security or a portfolio in comparison to the market as a whole and also it uses in the capital asset pricing model which calculates the expected return of an asset based on its beta and expected market returns.

4.2 Professional management

The major advantage of investing in a mutual fund is that you get a professional money manager to manage your investments for a small fee. You can leave the investment decisions to him and only have to monitor the performance of the fund at regular intervals.

4.3 Diversification

Considered the essential tool in risk management, mutual funds make it possible for even small investors to diversify their portfolio. A mutual fund can effectively diversify its portfolio because of the large corpus. However, a small investor cannot have a well-diversified portfolio because it calls for large investment. For example, a modest portfolio of 10 blue-chip stocks calls for a few a few thousands.

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4.4 Tax benefits
You do not have to pay any taxes on dividends issued by mutual funds. You also have the advantage of capital gains taxation. Tax-saving schemes and pension schemes give you the added advantage of benefits under section 88.

4.5 Affordability
Mutual funds allow you to invest small sums. For instance, if you want to buy a portfolio of blue chips of modest size, you should at least have a few lakhs of rupees. A mutual fund gives you the same portfolio for meagre investment of Rs.1, 000-5,000. A mutual fund can do that because it collects money from many people and it has a large corpus.

4.6 Tax oriented mutual funds lock in period
It is not risky to invest in such funds only because of the lock in period. You can exit from any mutual fund anyday, even within a week, except the ELSS funds. Only the ELSS equity linked savings fund have a lock in period of three years.it is so because investment in these is deductible from your taxable income and your investment are locked in for minimum 3 years. In general, you are able to sell your mutual funds in a short period of time. You can liquidate your investments within 3 to 5 working days (mutual funds dispatch redemption cheques speedily and also offer direct credit facility into your bank account i.e. Electronic Clearing services.

4.7 Convenient Administration.
Mutual funds offer tailor-made solutions like systematic investment plans and systematic withdrawal plans to investors, which is very convenient to investors. Investors also do not have to worry about investment decisions, they do not have to deal with brokerage or depository, etc. for buying or selling of securities. Mutual funds also offer specialized schemes like retirement plans, children’s plans, industry specific schemes, etc. to suit personal preference of investors. These schemes also help small investors with asset allocation of their corpus. It also saves a lot of paper work.

4.8 Entry load and exit load
Some Asset Management Companies (AMCs) have sales charges, or loads, on their funds (entry load and/or exit load) to compensate for distribution costs. Funds that can be purchased without a sales charge are called no-load funds. Entry load is charged at the time an investor purchases the units of a scheme. The entry load percentage is added to the prevailing NAV at the time of allotment of units. Exit load is charged at the time of redeeming (or transferring an investment between schemes). The exit load percentage is deducted from the NAV at the time of redemption (or transfer between schemes). This amount goes to the Asset Management Company and not into the pool of funds of the scheme.

DISADVANTAGES OF MUTUAL FUNDS
5.1 Professional Management
Did you notice how we qualified the advantage of professional management with the word "theoretically"? Many investors debate over whether or not the so-called professionals are any better than you or I at picking stocks. Management is by no means infallible, and, even if the fund loses money, the manager still takes his/her cut. We'll talk about this in detail in a later section.

5.2 Costs
Mutual funds don't exist solely to make your life easier--all funds are in it for a profit. The Mutual fund industry is masterful at burying costs under layers of jargon. These costs are so complicated that in this tutorial we have devoted an entire section to the subject.

5.3 Dilution
It's possible to have too much diversification (this is explained in our article entitled "Are You over Diversified?"). Because funds

Have small holdings in so many different companies, high returns from a few investments often don't make much difference on the overall return. Dilution is also the result of a successful fund getting too big. When money pours into funds that have had strong success, the manager often has trouble finding a good investment for all the new money.

5.4 Taxes
When making decisions about your money, fund managers don't consider your personal tax situation. For example, when a fund manager sells a security, a capital-gain tax is triggered, which affects how profitable the

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individual is from the sale. It might have been more advantageous for the individual to defer the capital gains liability.

5.5 Equity funds

If selected in the right manner and in the right proportion, have the ability to play an important role in achieving most long-term objectives of investors in different segments. While the selection process becomes much easier if you get advice from professionals, it is equally important to know certain aspects of equity investing yourself to do justice to your hard earned money.

6. CONCLUSION

In my opinion overall, mutual funds have been known to give better returns compared to other investments. Mutual funds aggressively marketed through SIPs, ULIPS, ELSS, etc.in fact every month crores of rupees flow into the kitty of AMCs. Top fund managers earn crores of rupees annually. Where does the money come from? Lakhs of individual common investors are pouring money through ULPs, ELSS, SIPs and what not. If you see the FII data for the past several months it is very clear that they have been big sellers in stock market. Previously, whenever FIIs are net sellers, market crash but in last few years mutual fund in India have grown so much that at the selling is considered money from the retail investors. And also SEBI introduced many schemes to reduce the tax amount like national pension scheme. Mutual fund is a good place to invest because your money is managed by the financial experts.

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RECENT TRENDS IN INDIA'S BALANCE OF PAYMENTS: AN ANALYSIS OF VISIBLE AND INVISIBLE TRADE

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INTRODUCTION
Balance of Payments is an account of the international transactions of a country, and shows how the country is faring in trade, attracting capital from abroad, and the effect of that on its foreign exchange reserves. From the foregoing analysis of India's balance of payments we can assume that the nature of deficit and BOP problem has changed with the change in the development strategy. Hence, a systematic study of the BOP of India is necessary keeping in view the change in the development paradigms and the policy perspectives. The BOP and its components have undergone a sea change over the years, due to changes in the development philosophy and economic policy.

IMPORTANCE & JUSTIFICATION OF THE STUDY
The present study is important and justifiable on following grounds:

- Although various studies are undertaken to study India's Balance of Payments problems they are restricted to specific issues like effect on exports, devaluation, capital inflows, BOP in historical perspective etc., the present study is more comprehensive and thus tries to fill the current research gap.
- Various reforms have been undertaken in the fiscal, monetary and external sectors. Hence, it is important to study in details the various reforms undertaken with reference to external sector.
- The present study also takes a critical review of major export and import items in goods and services category and how the trends have changed over the past years.

OBJECTIVES OF THE STUDY
The general objective of the study is to evaluate the structural changes in the Balance of Trade and Invisible Trade of India from 2007-2017. The broad objectives of the study are as follows :

1) To take a review of India's Balance of Payments from 2007 to 2017.
2) To trace the trend and the growth of the Balance of merchandise trade from 2007-2017.
3) To analyse the changes in the invisibles in the BOP during 2007-2017.
4) To critically analyse the changing patterns of various items under visible and invisible trade.

HYPOTHESES
The study shall try to test the following hypotheses:

1) There is no significant correlation between imports and trade balance in last 10 years.
2) There is no significant correlation between trade balance and CAD/GDP(%) in the last 10 years.

REVIEW OF LITERATURE
The present literature review is based on theoretical as well as empirical evidence about India in the context of balance of payments. The literature review is mainly based on (a) leading articles, (b) books, (c) Reports, (d) Policy statements, (e) unpublished theses / dissertations relevant to the present study.

Kadam and Uliveppa (2016) in their paper, " Recent Trends in India's Balance of Payments: An Analysis" seek to analyse the recent developments in India's Balance of Payments as well as India's BoP position during the period from. 2008-09 to 2014-15. It also tries to explain the reasons behind such changes in India's BOP.

Dr. Joman Mathew (2013) in his paper "Trends and challenges of India's Balance of Payments" has highlighted the trends in Balance of Payments of India from the time of independence till 2012 and has emphasized on the role of invisible trade and software services in bringing about a surplus in balance of payments. The vulnerability and challenges for India with regard to Balance of payments have also been discussed.

Srivastava, Sinha and Yadav (2016) in their research paper " A trend analysis of trade imbalance of Indian Balance of Payment (BoP)" discuss and present the degree of impact of influencing factors on country's BoP.

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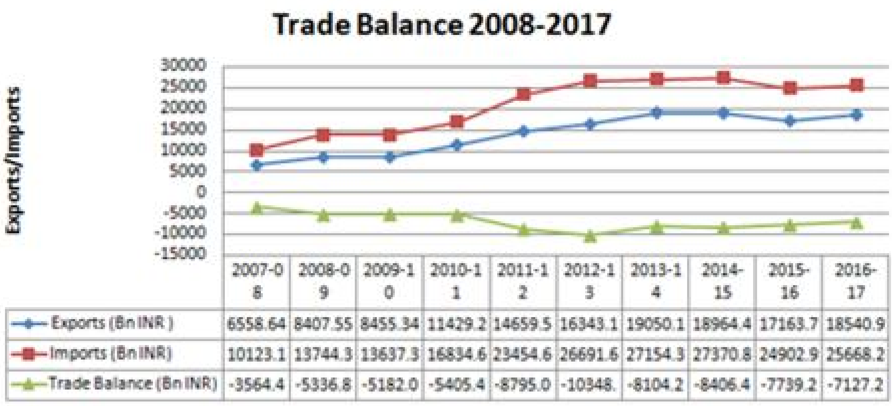
This paper also assesses the link between trade imbalances factors and its effect on current and capital accounts of Indian Balance of Payment.

Nazer Sheriff, K (2007) in his research theses, " An analysis of structural changes in the balance of payments of India during pre and post reforms period" has identified that the BOP position in India had undergone significant structural changes since 1991.

INTERPRETATION AND ANALYSIS

I. Exports, Imports & Trade Balance

The illustrated line graph shows the last 10 years (2008-17) data on merchandise trade and the Trade balance. It is evident from the above data that India consistently runs a trade deficit-its imports are more than its exports. It is important to note that the ongoing contraction of imports and exports is an indication of subdued global and Indian demand. The major import items that have shown a high CAGR are Pulses (20%), Pearls, precious & Semi-precious stones (20%) , Medicinal & Pharmaceutical products (20%), Coal, Coke & Briquettes, etc (17%) , Electronic goods (15%). The CAGR of exports of various goods on the other hand has not been as high as the growth in exports. Though some of the export commodities have shown phenomenal growth like Handicrafts (23%) , Meat and meat Preparations (26%), Marine products (21%), Fruits and Vegetables (20%), some others have shown a degrowth like Iron ore (-9%), Oil meals (-5%). Overall in the last 10 years, the growth rate of majority of the export items has shown lot of improvement (overall CAGR 12%) but the deficit is mainly resulting from the increase in imports and the exports are not increasing at a superseding rapid rate.

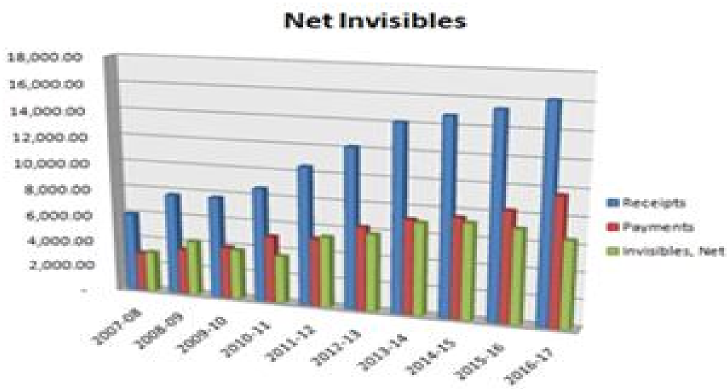


	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Exports (Bn INR)	6558.64	8407.55	8455.34	11429.2	14659.5	16343.1	19050.1	18964.4	17163.7	18540.9
Imports (Bn INR)	10123.1	13744.3	13637.3	16834.6	23454.6	26691.6	27154.3	27370.8	24902.9	25668.2
Trade Balance (Bn INR)	-3564.4	-5336.8	-5182.0	-5405.4	-8795.0	-10348.	-8104.2	-8406.4	-7739.2	-7127.2

Source: Handbook of Statistics on Indian Economy, RBI

II. Net Invisibles

Net services receipts increased 29% on a y-o-y basis during 2008-09, primarily on account of the rise in net earnings from travel and telecommunications, computer, software & information services. But declined later on due to world recessionary trends and sub prime crisis. The net receipts picked up again by 2010-11. Net travel receipts more than doubled, as foreign tourist arrivals increased significantly. Notwithstanding uncertainties in the Indian IT industry from tougher visa policies in some countries, software exports recorded a growth of 2.3 per cent in 2017-18.



Source: Handbook of Statistics on Indian Economy, RBI

III. Trade account ratios/GDP (%)

It includes the following two ratios:

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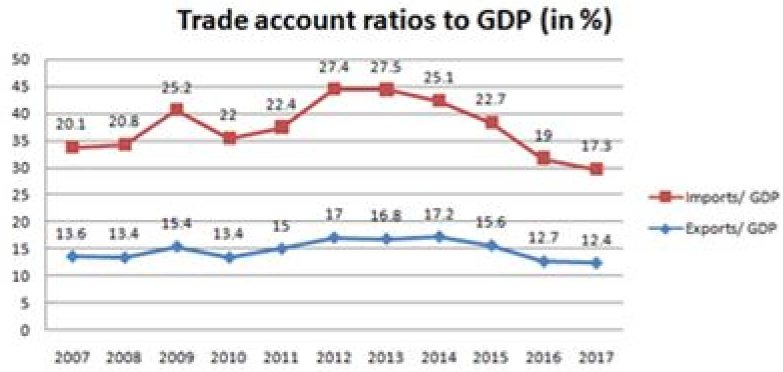
- Exports/GDP
- Imports/GDP



Source: Handbook of Statistics on Indian Economy, RBI

A. Exports/GDP
The exports of India and other countries are calculated as the total amount of goods and services produced at home and sold abroad. Exports are often reported as percent of GDP so that we can evaluate their magnitude relative to the size of the economy.

If exports are about 15 percent or less of GDP the economy is considered relatively closed as only 15 percent of its products are sold internationally. That, for example, applies to the U.S. In contrast, many small European countries export over 40 percent of their production. They are considered more open to international trade.

As can be seen from the figure above, the exports of India as a % of GDP on an average has been below 18% which is too less a part of GDP. The last three years show a declining trend in the export to GDP ratio.

B. Imports/GDP
The imports of India and other countries are calculated as the total amount of goods and services produced abroad and sold at home. Imports are often reported as percent of GDP so that we can evaluate their magnitude relative to the size of the economy.

If imports are high i.e. more than 15% it is considered that our dependency is high on the other economies for goods and services. In contrast, if the imports as a percentage of gdp is low that means we are not open or buying a lot of goods from abroad.

India has always been pretty dependent on other economies. Over the last 10 years we have on an average imported 22% of the goods from outside and these imports are mainly inelastic in nature.

IV. Current Account Balance/GDP (in %)
The Current account balance (surplus/deficit) as a percent of GDP provides an indication on the level of international competitiveness of a country. Usually, countries recording a strong current account surplus have an economy heavily dependent on exports revenues, with high savings ratings but weak domestic demand. On the other hand, countries recording a current account deficit have strong imports, a low saving rates and high personal consumption rates as a percentage of disposable incomes.

Persistent current account deficits or surpluses indicate a macroeconomic instability that is not conducive to sustained economic growth and, therefore, to sustained means of implementation of sustainable development goals. Persistent deficits require a reversal in the future, typically through a combination of increased savings (private and/or public), a depreciation of the real effective exchange rate and, possibly, a revaluation of external liabilities. In countries with incomplete financial markets, high current account deficits may, depending on the financing of the deficit, macroeconomic conditions and possible international capital market sentiments, also indicate a risk of future sudden reversal of international financial flows and, thereby, abrupt decrease in the means of implementation of sustainable development goals.

The widening of the CAD on a year-on-year (y-o-y) basis was primarily on account of a higher trade deficit brought about by a larger increase in merchandise imports relative to exports. The current account deficit declined sharply in the year 2013-14 to -1.7% from -4.8% in 2012-13. The lower CAD was primarily on account of a decline in the trade deficit as decline in imports was sharper than that in exports. Contraction in the

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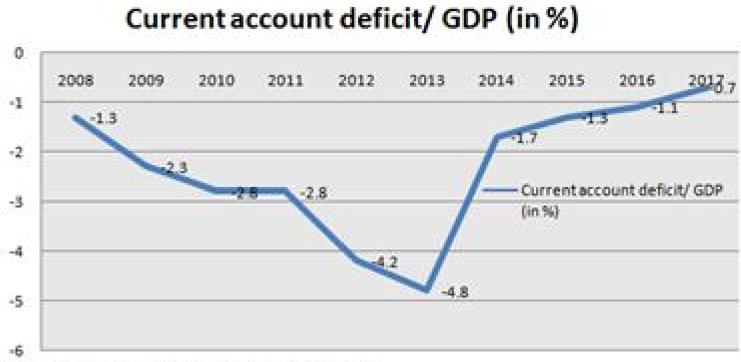
trade deficit, coupled with a rise in net invisibles receipts led to this decline in CAD. From 2013-14 the CAD has been continuously on a decline. This is mainly due to increased competitiveness of exports and invisibles receipts. Also, a part of it can be attributed to the Make in India initiative led by PM Narendra Modi.



Source: Handbook of Statistics on Indian Economy, RBI

V. Direction of foreign trade- Exports

Direction of foreign trade means the countries to which India exports its goods and the countries from which it imports. Thus direction consists of destination of exports and sources of our imports. Prior to our Independence when India was under British rule, much of our trade was done with Britain.

To study India's direction of foreign trade, her trading partners have been grouped in to fine major categories. (i) Organisation of Economic co-operation and development (OECD) countries. (ii) Organisation of petroleum export countries (OPEC). (iii) Eastern Europe (EE). (iv Asia and Oceania (v) Total Developing countries

Source: Handbook of Statistics on Indian Economy, RBI

The exports segment is majorly dominated by total developing countries which mainly includes SAARC countries, Other Asian countries like China, HongKong , Singapore, etc, Africa and Latin American Countries. The second highest trading partner is OECD countries which comprises of European Union, North America, etc.

VI. Direction of Foreign trade- Imports

The Direction of Foreign trade has imports also on the other hand. The countries which are our main trading partners for imports. As we can see from the figure below, the total developing countries have the highest share of imports followed by OECD countries.

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Source: Handbook of Statistics on Indian Economy, RBI

A major part of India’s imports are sourced from Developing countries itself. In fact, there appears to be substantial difference in the value of imports from developing countries and the next largest import partner of the country which is OECD countries.

Hypotheses Testing

1. **Null hypothesis Ho**: There is no significant correlation between imports and trade balance in last 10 years; Ho: r< +/- 0.5

Year	Imports (Bn INR)	Trade Balance (Bn INR)
2007-08	10123.12	-3564.48
2008-09	13744.36	-5336.8
2009-10	13637.36	-5182.02
2010-11	16834.67	-5405.45
2011-12	23454.63	-8795.04
2012-13	26691.62	-10348.44
2013-14	27154.34	-8104.23
2014-15	27370.87	-8406.41
2015-16	24902.98	-7739.2
2016-17	25668.2	-7127.24

Source: Handbook of Statistics on Indian Economy, RBI

	Imports (Bn INR)	*Trade Balance (Bn INR)*
Imports (Bn INR)	1	
Trade Balance (Bn INR)	-0.90662	1

Alternate Hypothesis H1: There is significant correlation between imports and trade balance of India in last 10 years; H1: r> +/-0.5

Testing Hypothesis

The Pearson’s r correlation coefficient function was applied on India’s Trade Balance and India’s imports from the year 2008-2017. It can be seen that higher import values were correlated with lower trade balances, r= -0.9, which can be considered a large effect.

Therefore, null Hypothesis Ho is rejected.

2. **Null hypothesis Ho**: There is no significant correlation between trade balance and CAD/GDP(%) in the last 10 years; Ho: r< +/- 0.5

Year	Trade Balance (Bn INR)	CAD/GDP
2007-08	-3564.48	-1.3
2008-09	-5336.8	-2.3
2009-10	-5182.02	-2.8
2010-11	-5405.45	-2.8
2011-12	-8795.04	-4.2
2012-13	-10348.44	-4.8
2013-14	-8104.23	-1.7
2014-15	-8406.41	-1.3
2015-16	-7739.2	-1.1
2016-17	-7127.24	-0.7

Source: Handbook of Statistics on Indian Economy, RBI

	Trade Balance (Bn INR)	*CAD/GDP*
Trade Balance (Bn INR)	1	
CAD/GDP	0.407403558	1

Alternate Hypothesis H1: There is significant correlation between trade balance and CAD/GDP(%) in the last 10 years; H1: r> +/-0.5

Testing Hypothesis

The Pearson's r correlation coefficient function was applied on India's Trade Balance and India's Current account deficit/GDP from the year 2008-2017. It can be seen that higher import values were correlated with higher trade balances, r= +0.41, which can be considered a weak positive effect. **Therefore, null Hypothesis Ho is accepted.**

CONCLUSION

From the interpretation and analysis it can be concluded that the Trade deficit is a huge problem for India and more so because of the imports being inelastic and exports being highly elastic. The major import items being Petroleum, Oil and Lubricants and Gold have caused lot of distress for the Indian economy.

Some of the major achievements of trade sector reforms are: (a) increase in trade openness, (b) satisfactory export performance, (c) maintaining a reasonable level of current account deficit.

By this research, the researcher had identified that the BOP position in India had undergone significant structural changes in the past 10 years. The Visible and Invisible items have undergone changes due to paradigm changes in world economic scenario. Though some measures have been taken to correct the adversity in the balance of trade but they could be made effective by taking suitable steps and it is possible for India to attain a stable balance of payments' position by a process of constant monitoring and review and by making suitable changes in our foreign trade policy from time to time according to the changes that have taken place in the world trade scenario and by improving our competitive strength in the world trade.

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STUDY ON COMPARATIVE STRATEGY ON TRADITIONAL AND DIGITAL NEWSFEED

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ABSTRACT
The objectives of this research is to study the comparison between traditional and digital form of news feed (media).in order to lay out the foundation of theoretical framework .secondary was collected from books, international journals articles reports and document. Primary data was collected through survey. In this type of research Conclusions are drown from logical reasoning were assumptions come first and impact the whole research process.

Surveys and questionnaires differ in the amount of information they can solicit. A survey is usually fairly short and general. So according to the survey was not getting the much information for the researcher so the researcher has gone with the questionnaire method questionnaires tend to be longer and ask for more detailed information. A survey may consist of a brief telephone call or asking face to face question was very time consuming. Surveys and questionnaires may collect objective data, such as the age, income, price, occupation, social status effect the buying behavior of consumer. Researchers usually have no way to verify if those being surveyed or questioned are answering honestly. Traditional Form of newsfeed or Traditional media or as some refer to as old media, has been used in the marketing/advertising world for years. Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals. After the advent of printing nearly six centuries ago, the print media was the only form of mass communication. Then came the electronic medium such as television radio etc. Though both print and electronic media deal with mass communication, when related to advertising, traditional media encompass that of television, newspaper, radio and magazine advertisement. These forms of communication are the steadfast ways that business has reached both consumers and other companies for decades.

Keywords: Newspaper, broadcasts

INTRODUCTION
Man is a social animal and every human being has an unquenchable thirst to communicate. Now a day's man has evolved various systems and technologies for communication. From the development of language and scripts to printing and finally to the world-wide-web of the internet, we have developed an impressive array of communication systems. With the help of these systems only, we are able to send messages instant across vast distances and arouse similar meanings in millions of people simultaneously. Be it newspapers, magazines, books, radio, television etc. These have made the world smaller and closer, that news can reach billions of people in one go. Moreover, it has become the primary mode of promoting and advertising goods and services. They are roots of advertising and the most common form utilized by businesses on a daily basis. Though traditional media is effective, over the course of the last few years we have seen more and more businesses utilizing new media to reach its target audiences.

NEWSPAPERS
Newspaper can be defined as a printed means of conveying current information. Today the newspaper in India is a proud institution of our society. While working as a vehicle of persuasion its basic function is to provide info-edu-tainment (information, education and entertainment). It also plays the role of *'watch dog'* of the society.

RADIO
Radio news broadcasts can range from as little as one minute to as much as the station's entire schedule, such as the case of all-news radio, or talk radio. Stations dedicated to news or talk content will often feature newscasts, or bulletins, usually at the top of the hour, usually between three and eight minutes in length. They can be a mix of local, regional, national, and international news, as well as sport, entertainment, weather, and traffic reports, or they may be incorporated into separate bulletins. There may also be shorter bulletins at the bottom of the hour, or three at 15-minute intervals, or two at 20-minute intervals. All-news radio stations exist in some countries (most commonly in North America), primarily located in major metropolitan areas such as Chicago, Los Angeles, New York City, and Toronto, which often broadcast local, national, and international news and feature stories on a set time schedule (sometimes known as a "wheel" format, which schedules the presentation of certain segments focused on a specific type of news content at a specific point each hour).

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Broadcasting, in its significance, reach and impact, constitutes the most powerful medium of mass communication in India. Its importance, as a medium of information and education is particularly great in a vast and developing country like India where the reach of the printed word is not very wide or deep. While the total circulation of all the newspapers in India, including both English and Indian language papers, is around 8 million, there are, according to a recent estimate, nearly 400 million (out of a total population of 625 million) potential listeners to All India Radio.

AIR Network

Starting with 6 broadcasting stations in 1947, the AIR today has a network of 82 broadcasting stations. The 82 radio stations, grouped into five zones, are the following: North Zone: The expansion of the broadcasting facility remained limited till independence. In 1947 there were only six radio stations in the country. Today there are as many as 82 AIR stations. With two more stations that will start working soon, India's broadcasting network would cover 89 per cent of the population.

AIR now broadcasts a total of 239 news bulletins a day, with duration of 32 hours 17 minutes. Of these, 67 are Central bulletins broadcast from Delhi in 19 languages, with a daily duration of 10 hours 3 minutes; 57 external bulletins (from Delhi) broadcast in 24 languages for a duration of 7 hours 14 minutes and 15 regional bulletins from 34 regional centers (including the Prade- shik desk in Delhi) broadcast in 22 languages and 34 tribal dialects with a total duration of 15 hours every day.

The function of broadcasting paved a way for the surge of modern concepts. Later, with the modernization of the country, television was introduced and broadcasting achieved new status. But by then, radio had become a veteran medium in India. Diverse programs including entertainment and melodious songs were also transmitted nationwide. Akashvani or All India Radio still stands as one of the biggest radio networks around the globe.

What is Digital media?

Digital Form of Newsfeed also known Modern Media or new media is a future of advertising. more and more consumers and businesses rely and new media to find their information ultimately, new media refers to content that is easily accessible via many different forms of digital media when related to advertising some examples of new media include online advertising (retargeting, banner advs) and social media advertising each of these are means in which businesses have the capability to reach consumers and other business with ease .

In Webopedia, new media is defined as “a generic term for the many different forms of electronic communication that are made possible through the use of computer technology. The term is in relation to "old" media forms, such as print newspapers and magazines that are static representations of text and graphics. New media includes: Web advertising DVD and CD-ROM media, virtue reality environments, integration of digital data with the telephone such as internet telephony, digital camera mobile computing.

New media as a term that will in general refer to those digital media that are interactive, incorporate two-way communication, and involve some form of computing as opposed to “old media” such as the telephone, radio, and TV.

OBJECTIVE OF RESEARCH

1. To study Traditional form of News feed
2. To study digital form of News feed
3. To study the comparison of traditional and digital form of News feed
4. To study peoples demand for digital form of News feed

LIMITATION OF STUDY

No matter how efficiently the study is conducted and developed, every study has certain limitations. The limitations are the matters and occurrences which are out of researcher’s control. Similarly, in this study it is possible to identify certain limitations. The following are the some limitation which is as followThe researcher has chosen wide geographical spread for the study. Due to that the researcher has concentrated some of the areas only and data which is available is related to some of the area. And due to the limitation of time, sample data is very much limited.

LITERATURE REVIEW

Jonas: In my article I’ve chosen to exclusively theorize *digital* platforms, which of course narrows down the meaning of the concept, to begin with. There are different interpretations as for what actually constitutes a

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digital platform. There has to be an element of proprietary control over the surface on which interaction takes place, for example. While being ubiquitous digital tools, free software and open protocols need not necessarily be considered as platforms, while proprietary operating systems should.

Within contemporary media studies there is considerable divergence as to whether one should define so-called over-the-top streaming services as platforms or not. Netflix, for example: In a strict technical sense, it's not a platform for self-publishing and sharing in the way that YouTube is—but, in an economic sense, Netflix definitely enacts a multi-sided market, which is one of the key components of a what a platform does, economically speaking. Since platforms crystallize economic relationships into material infrastructure, conceptual conflation of this kind is unavoidable—different scholars tend to put different emphasis on different things.

Hence, when it comes to normative concerns, there are numerous approaches, ranging from largely apolitical computer science and design management studies, brandishing a largely optimistic view where blithe conceptions of innovation and generativity are emphasized, to critical approaches in political economy, where things like market dominance and consolidation are emphasized.

In my article, I try to relate to both of these schools of thought, by noting that they each are normative — albeit in vastly different ways — and by noting that not only do they each have somewhat different focus, they actually bring different research objects to the table: Usually, "efficacy" in purely technical interaction design is something altogether different than "efficacy" in matters of societal power relations, for example. While both notions can be said to be true, their respective validity might differ, depending on which matter of concern we are dealing with in each respective inquiry.

The purpose of the literature review was to view the trend in the research was getting evolve and was coming to the many of the great information and knowledge which has help in this research project also. This research of literature review purpose help the reader to understand different aspects posed by the different people of this researcher.

DATA ANALYSIS, INTERPRETATION

ANALYSIS AND INTERPRETATION OF DATA COLLECTED FROM RESPONDENTS:

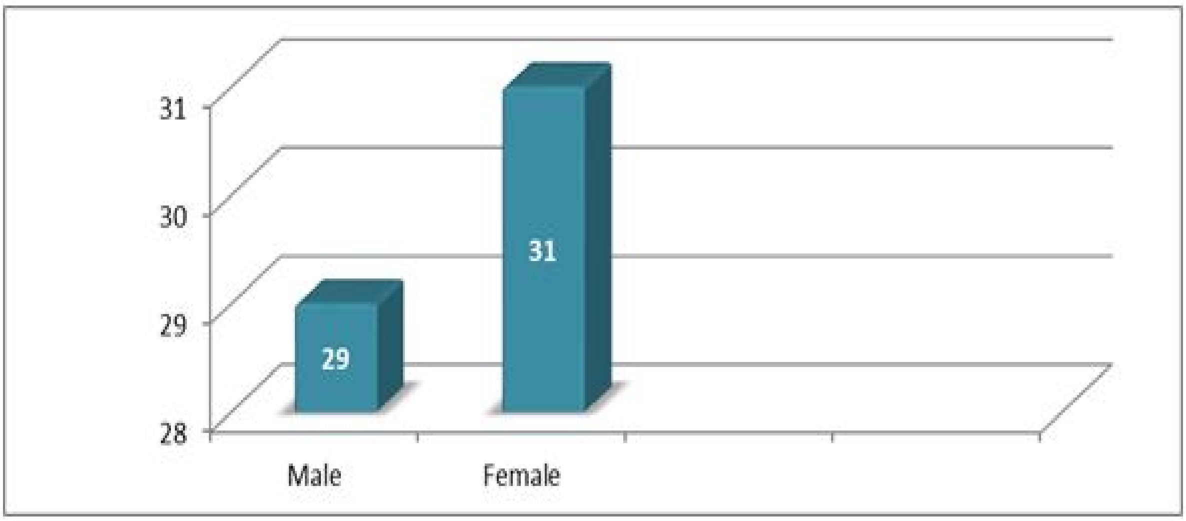
1. Data includes the surveys of mainly questionnaires is used as an effective tool for data collection

2. The interviews taken in survey of questionnaires field work. The specific plan of collecting the data

3. from the present target people. In this Research project we wear supposed to collect the data from the individuals.

4. Individuals who use Traditional And Digital form of News feed . The researcher has collected total 58 responses and the data which is going to analysis is based on the 58 respondents

CHART SHOWING THE GENDER OF RESPONDENT (primary data)



Interpretation-The above data states that out of the sample size of 60 people 29 are male and 31 are female space and gender factors can also states. The consumer behavior towards traditional and digital media (newsfeed) .

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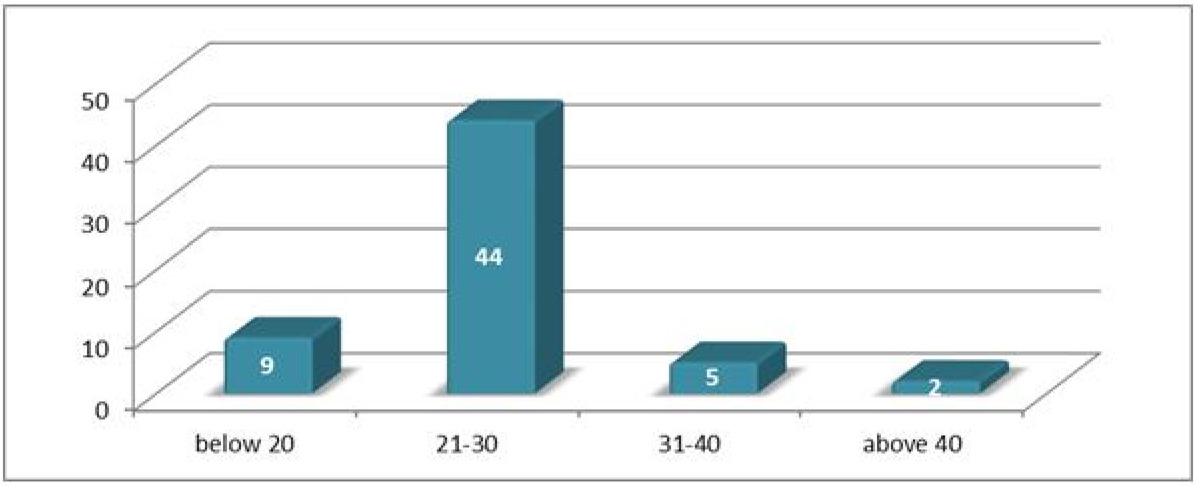
CHART SHOWING THE AGE OF THE RESPONDENT (primary data)



INTERPRETATION: The above data states that out of 60 respondents, 9 people fall under age group 15-20. 44 people fall under age group 21-30. 5 people fall under age group 31-40. 2 people fall under age group 40 and above

CHART SHOWING THE OCCUPATION OF THE RESPONDENT (Primary data)

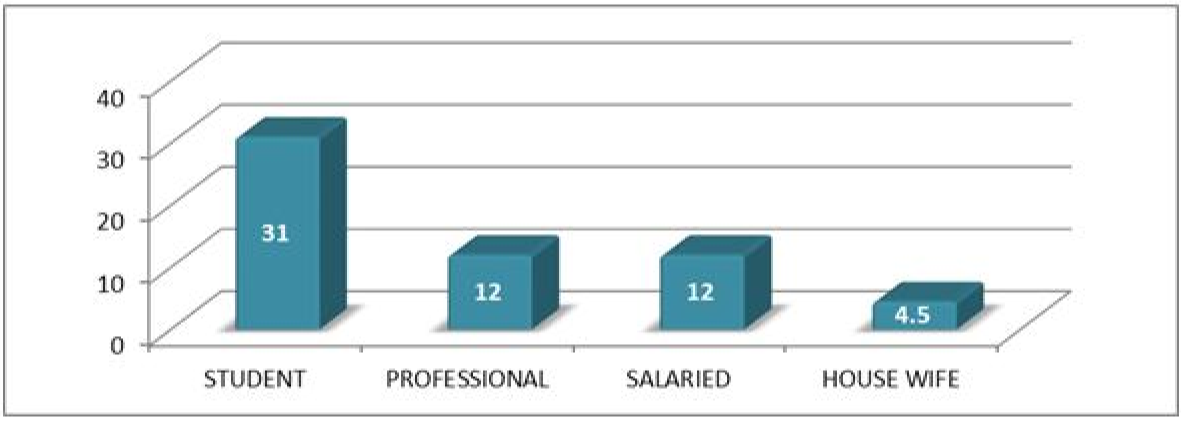
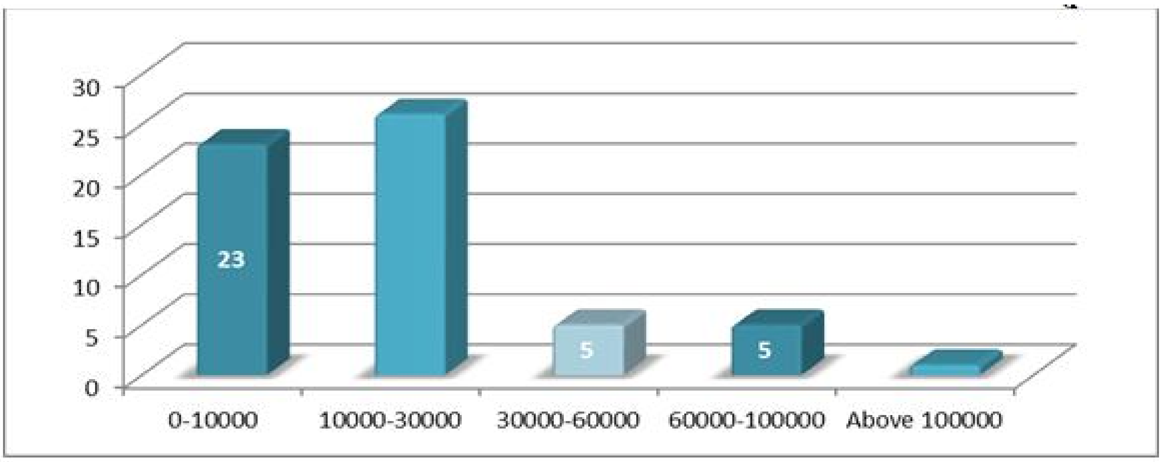


TABLE SHOWING OCCUPATION OF RESPONDENT (primary data)

INTERPRETATION: From the above data out of 60 respondent, 31 are students, 12 are professional, 12 are salaried, 5 are house wives

CHART SHOWING SALARY OF RESPONDENT (primary data)



INTERPRETATION: The above data states that from 60 respondents. Earning of 23 people fall under the category of 0-10000 salary. Whereas 26 people earn salary from 10000-30000; 5 people are salaried 30000-60000; the number of people is same as that of 60000-100000. 1 person earn above 100000 rupees salary.

CHART SHOWING THE FORM OF NEWSFEED (MEDIA) RESPONDENT PREFER TO KNOW DAY-TO-DAY AFFAIRS.

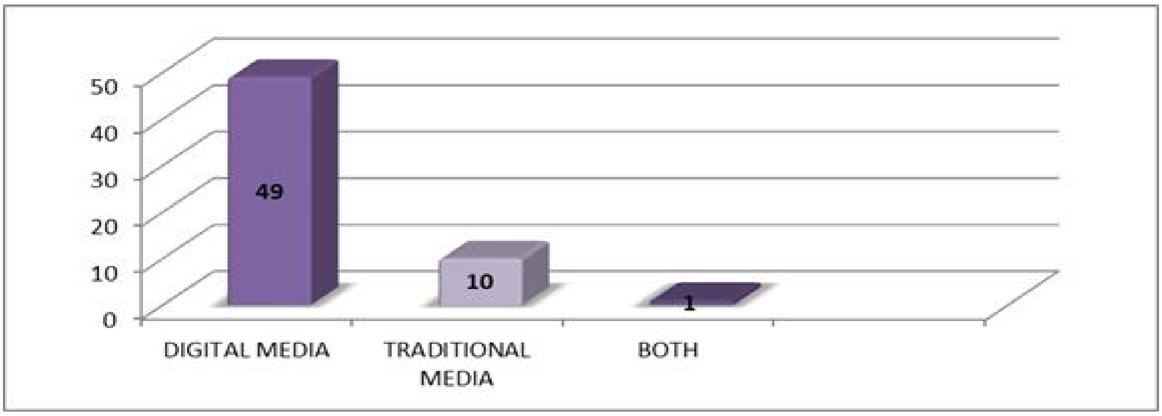
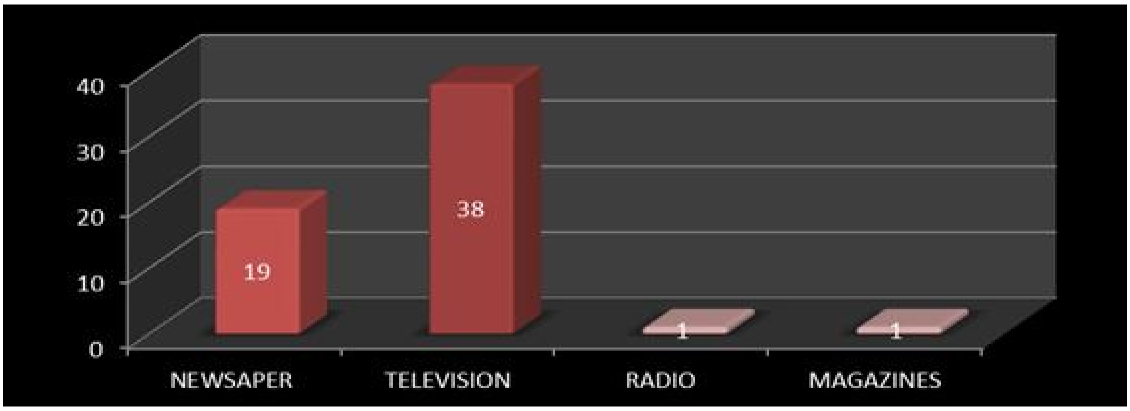


TABLE SHOWING THE FORM OF NEWSFEED (MEDIA) RESPONDENT PREFER TO KNOW DAY-TO-DAY AFFAIRS.

INTERRETATION: The above data states that out of 60 people, 49 respondents opted for digital Media whereas 10 respondent chosen Traditional form of News feed, 1 person out of 60 prefer both. As per the survey conducted maximum number of people prefers digital News feed over Traditional News feed. The respondents that opted for digital media were mostly among the age group of 21-30 followed by 31-40 . the group of people responded for traditional form of news feed were among the category of 40 and above followed by below 20

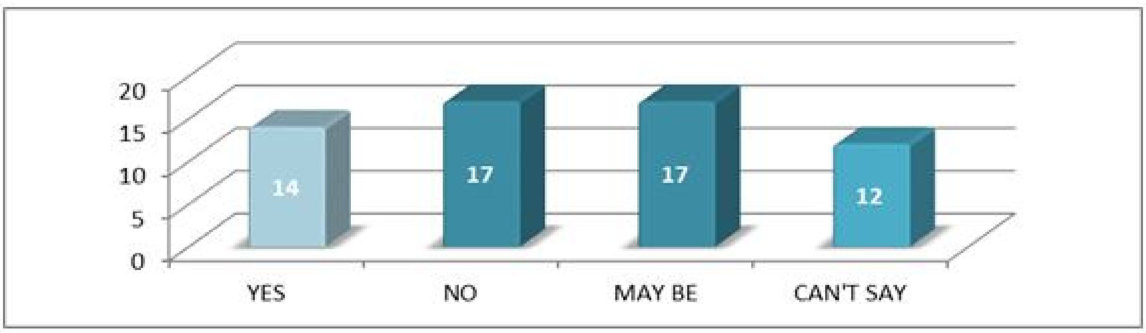
CHART SHOWING WHICH MODE DO PEOPLE PREFER IN TRADITIONAL MEDIA .



INTERPRETATION: the respondents that refer traditional form of newsfeed is due to certain reasons that is 32 people among the respondents opted that it provides information in detail. Whereas 19 out of 60 people use traditional means to know day-to-day affairs out of habit. The group of 8 people have lack of accessibility of digital (modern) media hence they use traditional form of Newsfeed.

While going through the survey responses it was noted that mostly people in age group above 40 prefer Traditional Media either because they have no access to the digital media or they are not educated enough to undergo digitalization.

CHART SHOWING THE RESPONSES ON WHETHER THE DIGITAL PLATFORM IS BIAS TOWARDS THE GOVERNMENT



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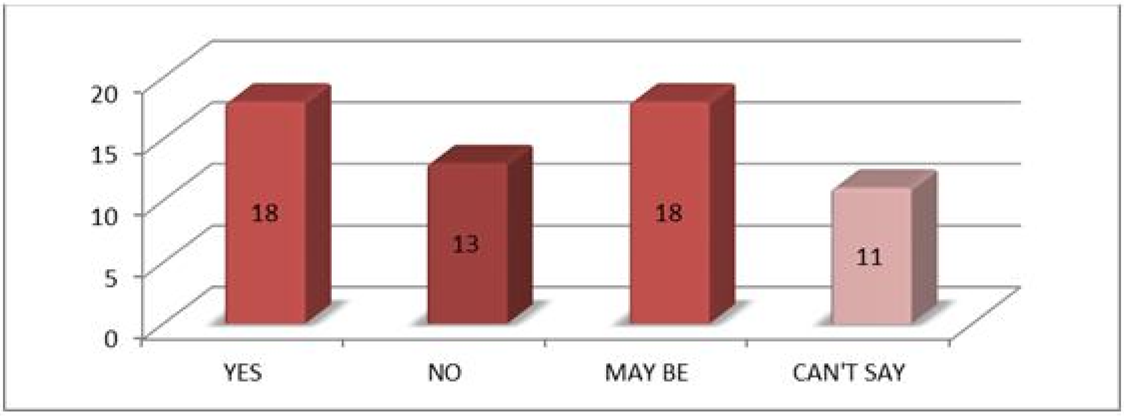
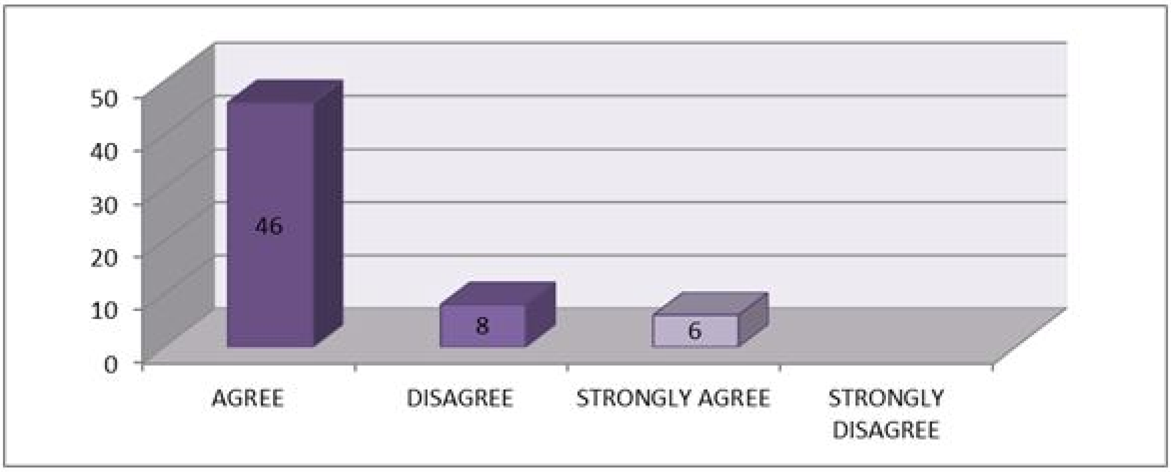
INTERPRETATION: Digital platforms are not just software-based media, they are governing systems that control, interact, and accumulate. As surfaces on which social action takes place, digital platforms mediate — and to a considerable extent, dictate — economic relationships and social action. By automating market exchanges they solidify relationships into material infrastructure, lend a degree of immutability and traceability to engagements, and render what previously would have been informal exchanges into much more formalized rules.

CHART SHOWING THE RESPONSES ON WHETHER THE AUTHENTICITY OF DIGITAL MEDIA IN TODAY'S ERA INTACT



INTERPRETATION: Authenticity is not its action it’s the experience you create. Authenticity is learned through life experiences. When people see something they determine its authenticity through their own History. The above data states the responses on authenticity of Digital media. Out of 60 respondents 18 people think the authenticity of digital media in today’s era is intact. Whereas 11 people preferred not to say. 13 people think that authenticity of digital newsfeed is not intact; News is more accessible and more easily disseminated. His has overtime given rise to several fake news outlets. These outlets develop either to further a certain agenda or for commercial reasons. Initially, consumers who trusted traditional media transferred the same level of authenticity to digital news outlets. Unfortunately this has led to fake news outlets masquerading as real news and people believing everything they read online.

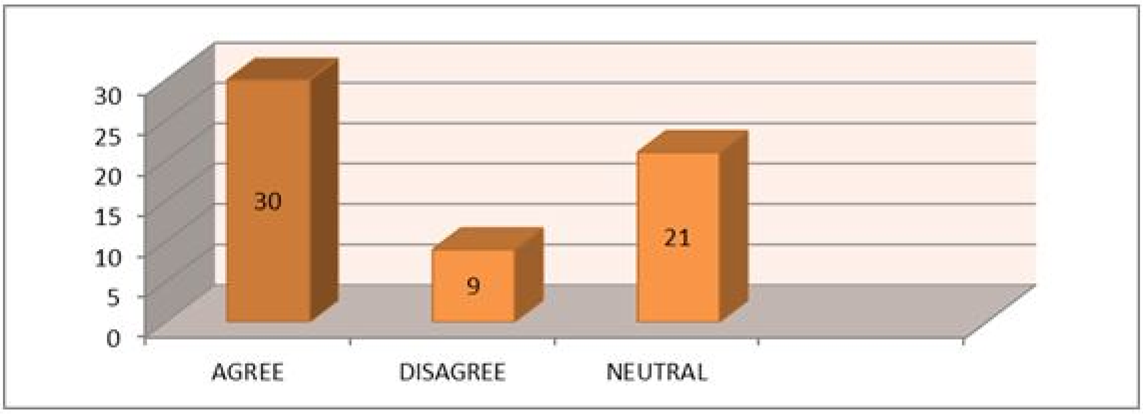
CHART SHOWING WHETHER IS THE EMERGENCE OF DIGITAL PLATFORM OR REVOLUTION IN JOURNALISM



INTERPRETATION: from the above data it can be interpreted that highest number of people that is 46 and 6 out of 60 agree and strongly agree that the Digital media is revolution in journalism 6 of the respondent disagreed for the same.

Over the past decade, we have witnessed an explosion of electronic distribution of media. Rapid expansion of the Internet serves as the primary force driving the growth of the electronic media industry. Along with this growth, we have seen a decline in the demand for printed matter, resulting in newspapers going out of business, reductions in newsroom staff, and decreasing circulation of newspapers and magazines. Consumers are expressing their preference for digital media with their wallets.

CHART SHOWING RESPONSES ON WHETHER THE DIGITAL PLATFORM MORE ACCOUNTABLE WHEN IT COMES TO PROVIDE AUTHENTIC INFORMATION



INTERPRETATION: Above data shows that the out of 60 Respondent 30 consider digital media as more accountable when it comes to authentic information. 9 of people disagree with them whereas 21 have neutral opinion.

CONCLUSION

The Internet has molded the way we are as consumers, allowing us the ability to find things in a matter of seconds. At the same time, traditional media still remains an integral part in our lives, allowing us to watch what we want, when we want. As an advertiser, it’s pertinent that we find and maintain a balance between both types of media.

Recently almost all newspapers have internet editions. For example, the Hindustan Times or Indian Express or Times of India can be read on the internet through their net editions. Each paper has a dotcom name for their site, like www.hindustantimes.com or www.times of india.com. While you have to pay for buying a newspaper, the internet edition of that newspaper is free of charge and is accessible if you have a computer and internet connection. Some newspapers are published only on the internet. These are called web newspapers. One advantage of internet papers is that they are available worldwide.

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- http://www.vccircle.com/news/technology/2014/11/19/ola-now-has-250-300m-annual-gross-transaction-run-rate-peek-its-numbers

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A STUDY ON DIVERSITY MANAGEMENT FOR INNOVATION IN SOCIAL ENTERPRISES IN INDIA

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ABSTRACT

This study examines the linkages between diversity management (DM), innovation and high performance in social enterprises. These linkages are explicated beyond traditional framing of DM limited to workforce composition, to include discussions of innovation through networked diversity practices; and reconciliation options. The study draws upon a India-based regional survey and case study data. The study demonstrates that social enterprises exhibit unique characteristics in terms of size and location, as well as their double remit to add value both economically and socially. As a conclusion, it is argued for social enterprises to consider options for DM in the interests of maximization of innovation and business performance.

Keywords: diversity; social entrepreneurship; innovation and performance

INTRODUCTION

Diversity management (DM) is a management idea which is underpinned by a belief that managing differences in the workplace can contribute to organizational performance. It can be defined simply as a management philosophy of recognizing and valuing heterogeneity in organizations' with a view to improve organizational performance. Diversity is an integral & natural aspect of every organization because every organization plays hosts to individuals hailing from a variety of walks of life & variety of personalities. Hence managing diversity becomes an imminent part of organizational management – not by choice. As a management idea, DM only dates back to the late 1980s in the USA, however, it has gained wide international recognition and adoption internationally in the past two decades. Despite its rapid diffusion, research in the area has remained focused on large firms in the private sector. As such, there is a significant lack of literature regarding DM as it relates to small firms, voluntary service sector organizations and social enterprises.

In this article, the author seeks to address this gap in literature by posing the central research question: what is the potential of DM to contribute to innovation in social enterprises? It is argued that social enterprises can and do leverage diversity to promote innovation in their policies and practices of work. However, social enterprises face unusual challenges due to the nature of their double remit of adding value both economically and socially. Within that framework, the author aims to explore the ways in which DM can help social enterprises to enhance innovation and business performance, and so the potential of DM to contribute to social entrepreneurship.

The paper draws upon a regional India based survey and the case study data to explicate the linkages beyond narrow views of DM as relating only to workforce composition and accommodating characteristics distinctive to social enterprises. A social enterprise is defined as '***a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or community***'. This is in contrast with the corporate sector, where profit and increasing shareholder value are the primary goals, although these firms are increasingly considering the social and environmental impacts of their business. Making an explicit link with innovation, Mulgan, Tucker, and Sanders (2007) define social enterprises as enterprises that pursue social innovations with the aim of developing and implementing new ideas (products, services and models) to meet social needs. Again, the social dimension is the driver. Innovation is about bringing creative ideas into being. In this way, innovation is a process of mediation between established routines at work and uncharted activities that are brought to bear by creativity. Many authors insist that it is the element of innovation that characterizes social entrepreneurship and that the activities need to lead to the creation of something new, rather than just the replication of existing enterprises or practices (Austin, Stevenson, and Wei-Skillern 2006; Shaw and Carter 2007).

Innovation is present at different stages in the social entrepreneurial process. In pursuing their objectives, social enterprises tend to need to address a number of diversity challenges. First, they may need to accommodate the requirements of a wider range of internal stakeholders, e.g. investors, employees and managers, with different priorities and potentially conflicting interests and viewpoints. Second, they may also need to consider external diversity, i.e. the public's concerns and perceptions, environmental activists' reactions and many other non-technical issues recognizes that the social entrepreneur, like their business counterparts, have to coordinate scarce resources, but arguably they come under more pressure as they have to meet the double or even triple bottom line (financial profit, social benefit and environmentally responsible production). In addition, although some social problems require solutions that are incremental in nature, many require fundamental and systemic transformations or change, which challenge the status quo.

The author argues that whilst surface-level diversity (based on demographic attributes) is important in the operation of work groups in the short term, deep-level diversity issues to do with attitudes and beliefs become more important in the long term. Therefore, in the longer term, deep-level diversity can play a significant role in social innovation in groups. As such, the management of such diversity is pivotal for the effectiveness of team outcomes.

LITERATURE REVIEW

The terms social entrepreneurship and social enterprise have emerged since the late 1990s, although examples can be found from more than years ago (Dart 2004). The terms describe the work and structures of community, voluntary and public organizations, as well as private firms working to solve social problems that have not been solved by the traditional mechanisms. Dart (2004) found that many social enterprises formed hybrid structures with a mix of non-profit and for-profit activities, with organizations becoming more market focused, client oriented, revenue generating, commercial and business like.

Chell, Karatas-Ozkan, and Nicolopoulou (2005) indicate that these not-for-personal-profit enterprises need to comprise business activity which generates value for social ends and wealth to enable reinvestment and sustainability of the organization, and thus, requires entrepreneurial leadership to recognize and pursue entrepreneurial opportunities. Nonetheless, the main objectives are still predominantly social rather than for profit (Shaw and Carter 2007).

Social entrepreneurs are often required to manage a wide diversity and complexity of relationships and often operate within ‘community’ or ‘collective’ structures (Shaw and Carter 2007). Although the role of external organizations and groups is recognized in the literature on entrepreneurship in general and social entrepreneurships in particular, no research has explored the need for diversity or the management of diversity either within the social enterprises or within their networks. Our review of literature suggests that the challenges that are facing social enterprises require attention to surface-level diversity, i.e. demographic diversity including gender, ethnicity, age, sexual orientation, disability among others, as well as deep-level diversity, i.e. attitudinal diversity, including forms of commitment, attachments, beliefs and opinion.

DISCUSSION

This study is based on secondary data. Data was gathered from various government websites & available literature on the same. One of the available material was a study conducted in 2012, generating completed questionnaires from diversity officers across a cross-section of organizations of all sizes, sectors and regions in 4 states in western India.

DM and innovation: The study revealed general support for the instrumental benefits of DM among the diversity officers surveyed. The respondents held strong beliefs regarding the contribution of DM to high performance and innovation at work. A total of 85% of the respondents in the questionnaire survey believed that DM promotes high performance, and 83% of the respondents believed that DM fosters innovation and creativity in their organizations. The study also demonstrated that the sophistication of DM practices varies extensively across industrial sector and organizational size. Tatli et al. (2007) developed a scale to measure the level of organizational sophistication in DM. The measure incorporates 146 variables covering macro-drivers for DM in organizations and organizational level DM practices and policies. These variables were measured through closed-ended questions. The items ranged from basic DM activities (for example, does your organization have a written diversity management or equal opportunities policy statement?) to more advanced ones (e.g. what actions are taken in order to maximize employee engagement in diversity policies? Is your organization a member of any external networks or groups on diversity/equality?). Small firms tend to be less sophisticated in terms of their DM approaches than large- and medium-sized firms. This may be due to multiple factors, including affordability and available know-how of DM. Furthermore, it is interesting to note that private sector firms are less sophisticated than both public sector and voluntary sector firms.

Networked diversity: It is often a challenge for small firms to achieve numerical diversity, due to the small size of their pools of staff and customers in competitive labour markets which are characterized with skill shortages. As explained in the previous section, size presents a challenge for organizations to leverage DM in a way to promote performance and innovation at work. ‘Networked diversity’ presents an innovative solution to difficulties which small firms may experience in managing diversity. We define networked diversity as any set of management interventions which try to bring external diversity to the organization, not only through practices of recruitment and human resource management, but also through building effective connections and network relationships with other organizations, such as suppliers, local communities and consumer groups that house greater diversity. In this way, the organization which pursues networked diversity can draw on diversity within its broad network of relationships.

Social enterprises may benefit from using professional networks in two ways. First, the social enterprises may benefit from the experience of commercial enterprises through their interaction in these networks. Second, they may network with relevant professional networks to help the network members gain a better understanding of their social causes. In this way, they may solicit corporate support for their socially informed values and beliefs.

One particularly interesting aspect of the project was the emergent collaboration between two members of the project: one from the public sector (a national bank) and the other from a voluntary sector organization (a national charity). The main focus of the bank was on linkages between external and internal diversity among customers and staff members, in particular the contribution of aligning diversity to organizational performance. The collaboration between the managers from the bank and the voluntary service organization has inspired the human resource manager from the voluntary sector organization to reflect on external and internal diversity issues as it pertained to their volunteers, who are mainly upper- and middle-class women, and their customers, who are less-privileged women and men. Developing an awareness of internal and external diversity presents an innovative approach that helped the charitable organization to achieve improved performance, through DM intervention. Networking allows for transfer of knowledge, learning and development of foresight as the network members can benefit not only from successes of other members but also from their failures and challenges in managing diversity.

DIVERSITY AS RECONCILIATION

Reconciliation is a golden thread that runs through innovation, diversity and social enterprise. The process of innovation is a process of meditation between new and old. This involves reconciliation of the tensions between the conservative, which seeks to retain the status quo, and the progressive, which seeks to experiment with new ideas. The process of reconciliation that innovation is imbued with is also common to DM practice. Kandola and Fullerton (1998) suggest that DM is about recognizing differences and making organizations more receptive and welcoming of these differences through a set of change management interventions. This implies that the implicit philosophy of DM is one of reconciliation of diverse individual and group interests, attributes and backgrounds in the context of work. In the same way, social enterprise is underpinned by an idea of brokering reconciliation between social ends and commercial means.

CONCLUSION

In this article it has been argued that there is a potential for DM to contribute to social enterprises, in the interests of the maximization of innovation and business performance. Social enterprises exhibit distinctive characteristics: they are predominantly small in size, and often tackle complex and seemingly intractable social problems which require multifaceted solutions. In addition, they can face unusual challenges associated with their remit to add value both economically and socially, such as cyclic competitive funding arrangements and a dependence on relationships with multiple external stakeholders, which is a form of distributed entrepreneurship (Spear 2006). Through several case studies and a national survey, the contribution that DM can make to social entrepreneurship has been examined.

The quantitative survey research confirmed the contribution of DM to innovation performance and showed that the sophistication of DM practices varies extensively, with small and private sector firms tending to be less sophisticated than larger organizations and public or voluntary sector firms, respectively. This suggests that DM is likely to remain an untapped resource for social enterprises, which are located in the small business sector, to maximize the innovative potential. Social enterprises can use networks to benefit from the experiences of commercial enterprises, to find examples of good practice, to seek collaborators, to access diverse pools of talent and to access funding sources.

Reconciliation also offers possibilities for leveraging diversity and innovative potential for social enterprises. By successfully managing and reconciling diverse stakeholder viewpoints across networks and by reconciling social ends and commercial means, opportunities for innovation and further diffusion of innovation emerge. There are clear policy implications arising from our findings. It is necessary to better support social entrepreneurs to achieve increased diversity, better DM and therefore to maximize innovative performance. This can be achieved by facilitating the formation of networks that link corporate and social entrepreneurs.

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PERCEPTION OF CONSUMERS ON SOCIAL MEDIA NETWORK MARKETING

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ABSTRACT
Social Media is network and technology which is used to create hot news by Internet users and then communicate and disseminate information to each other. Social media marketing (SMM), also known as community marketing is a kind of Internet marketing model which points to achieve marketing objectives by participating in various Social media networks. Social media marketing tools would include BBS, micro blogging, blog, SNS, pictures, videos etc. For the purpose of data analysis, the data were analyzed using the Statistical Package for Social Sciences (SPSS). Factor Analysis was used to analyze the studied variables. In the analysis of display structure of KMO value of each variable was greater than 0.5, indicating that the sample data is suitable for factor analysis. The significance level of Bartlett sphere test statistics is 0.000, less than 0.001, the specification data has good correlation, and is suitable for factor analysis. Factor analysis has been employed to explore the underlying factors associated with 11 items by using extraction method Principal Component Analysis (PCA). Bartlett's Test of Sphericity was used to the constructs validity. Then again the Kaiser–Mayer–Olkin measure of sampling adequacy employed to analyze the strength of association among variables.4 factors are extracted using the Varimax with Kaiser Normalization method that converges after 06 iterations.

INTRODUCTION
Innovation of Internet and mobile technology has given rise to social media creating a new era of marketing [1]. Enterprises should actively participate in social media process topic guide and relationship construction [4]. Domestic and foreign scholars have done lots of research on network consumers purchase intention [3].92% (nearly 224 million) Chinese netizens use some form of social media since they refer to opinions of others before making a purchase decision so social media marketing will play a more important role in the success of product marketing[2].

THEORETICAL PERSPECTIVE
Social media marketing (SMM), also known as community marketing is a kind of Internet marketing model which tries to achieve marketing objectives by participating in various Social media networks. The social media in network marketing mainly refers to comprehensive site with characteristics of network and its main characteristic is that content is mostly provided voluntarily by the user, and the site does not have a direct employment relationship [05].Web 2.0 technology has helped develop a unique platform called as social media to communicate and exchange information (Saperstein and Hastings, 2010; Kaplan and Haenlein, 2010; Wigmo and Wikström, 2010). With the increasing power of social media consumers are becoming producers and consumers of the content which provides a new type of consumers known as"prosumers" (Hearn, Foth and Gray, 2009).Adoption of websites by users, taking free services advantage, helping them to stay connected with friends, meeting new acquaintances, sharing user-generated content like photos, videos and text, and get information about news and trends [8].

REVIEW OF LITERATURE
More than 22% of online time is spent by users' in US on social networking websites [11] Indian users [12] spend more time on social media sites than on any other activity on the Internet. Moreover the time spent on social media has multiplied, with some examples like Face book (900 million users), Twitter (500 million users) and QZone (480 million users) [10]. Social media spectrum does not only consist of social networking sites (SNS), but also includes wide range of applications, like media sharing like YouTube, Flickr, Jamendo business and academia networking like LinkedIn/Academia ,virtual worlds like Second Life, blogs like BlogSpot and many other platforms. Social media has managed to attract and also keep users on their websites for extended periods of time. [09]. Social media marketing as defined by Weinberg (2009) is a process which helps individuals to promote their websites, products, or services through online social channels and to communicate with a much bigger larger community that might not be available via the traditional advertising channels". Social media platforms like Face book, Twitter, Digg, YouTube and many others made a revolution in the marketing concept, advertising and promotion (Hanna et al., 2011). With the increasing power of social media many communication barriers which were present between the companies and their consumers actually started to disappear (Vocus, 2009).Emergence of social networking sites (SNS) and consumers quick adaptation are most significant advances of consumer based information technology (Cobanoglu, 2010).Social media

potential for product and brand marketing was quickly understood by business executives [13]. Many companies are considering them as plans for integrated marketing communications [14]. Many research articles have investigated aspects that contribute to adopting social media either for general purpose [17] or for specific utility case [15], [16].

OBJECTIVES

To assess the underlying perception of consumers on social media network from the perspective of Internet users who do purchase online.

LIMITATIONS

Time is a major constraint, the study is restricted to south Goa only, and the statistical tools are used to analyze the data with its own limitations. The data collected is based on the questionnaire and the results would be varying according to the options of the individuals. Only 120 respondents were taken as the sample. This research and its results are only applicable to the respondents of south Goa, and are not applicable to any other places. It is not generalized, the results are subject to change according to the perception and opinion of the respondents, and some of the respondents were reluctant to give responses.

METHODOLOGY

Population and Sample size

The target population of this study is restricted to individual online shoppers since the central focus is on online shoppers. The number of online shoppers in Goa has risen tremendously over the past decade. According to the Nielsen Global Online Survey (2008) with regard to shopping online more than 50% of the Internet users around the world have made at least one purchase online. 120 was the sample size from Goa. The data was collected through personal medium. The sampling method was convenient sampling.

Instrument development

A structured questionnaire was developed to measure the perception of consumers on social media network as suggested by review of literature. Five-point Likert scale with Strongly Disagree as (1) to strongly agree (5) was used in this study.

Data analysis

For the purpose of data analysis, the data were analyzed using the Statistical Package for Social Sciences (SPSS). Factor Analysis was used to analyze the studied variables. On analyzing structure of display the KMO value of each variable was greater than 0.5, indicating that the sample data is suitable for factor analysis. The significance level of Bartlett sphere test statistics is 0.000, less than 0.001; the specification data has good correlation, and is suitable for factor analysis.

Research data sources

The data sources are from both primary and secondary. Primary data collected used is to test the hypothesis, so solving the research problem. Primary data is collected through questionnaires distributed to 120 respondents from south Goa. Secondary data is also used in the study in the literature review obtained from related journals, books and online articles. The responses received were screened for errors, incomplete and missing responses. The respondents were also contacted through email for clarification and corrections, especially on the missing or blank responses. After the selection process was carried out, only 120 responses were considered complete and valid for data analysis.

Factor Analysis on social media

To assess the underlying perception of consumers on social media network from the perspective of Internet users who do purchase online, exploratory factor analysis was performed for the buyers group. All 11 variables were included in the analysis for deriving the factor solution was employed.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.754
Bartlett's Test of Sphericity	Approx. Chi-Square	385.305
	df	55
	Sig.	.000

Factor analysis has been employed to explore the underlying factors associated with 11 items by using Principal Component Analysis (PCA). Bartlett's Test of Sphericity was used for constructs validity. Kaiser Mayer Olkin measure of sampling adequacy is used to analyze the strength of association among variables. The Kaiser–Mayer–Olkin measures of sampling adequacy (KMO) were first computed to determine the suitability of using factor analysis to predict whether data are suitable to perform factor analysis or not. Normally KMO is used to assess which variables need to drop from the model due to multi collinearity. KMO value varies from 0 to 1, and overall KMO should be .60 or higher in order to perform factor analysis. Otherwise it is necessary to drop the variables with lowest anti image value until KMO overall rise above .60. For the Bartlett's Test of Sphericity result and KMO reveal that both were highly significant so this variable was suitable for the factor analysis. It is also suggested that variables with loading greater than 0.30 are considered significant, loading greater than 0.40 more important, and loading 0.50 or greater is very significant. The general criteria were items accepted with 0.60 loading or greater. Higher factor loading shows the stronger affiliation of an item to specific factors. Factor analysis has successfully reduced the variables influencing perception of consumers on social media network. Based on below result, 4 factors are extracted using the Varimax with Kaiser Normalization method that converges after 06 iterations. The factors are found to significantly explain the pattern of correlations within its set of variables since it has Kaiser-Meyer-Olkin (KMO- Table 1) value of 0.754, as a measure of sampling adequacy which is more than 0.7 with Bartlett's test of Sphericity value of zero. The finding of perception of consumers on social media network each of 4 dimensions (**clarity of information, online likes and ratings, promotion through social media, latest fashion and trends**) was homogenously loaded in different factor, which means each of them contributes to perception of consumers on social media network. (Table 1.2)

Table 1.2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.592	32.654	32.654	3.592	32.654	32.654	1.964	17.854	17.854
2	1.402	12.743	45.397	1.402	12.743	45.397	1.780	16.179	34.033
3	1.112	10.112	55.509	1.112	10.112	55.509	1.756	15.960	49.993
4	1.086	9.868	65.378	1.086	9.868	65.378	1.692	15.385	65.378
5	.857	7.789	73.167						
6	.749	6.805	79.973						
7	.600	5.458	85.430						
8	.498	4.526	89.956						
9	.420	3.818	93.774						
10	.371	3.371	97.145						
11	.314	2.855	100.000						
Extraction Method: Principal Component Analysis.									

Table 1.3 Factors underlying perception of consumers on social media network

	Component			
	1	2	3	4
Social media information is clear, precise and easy to understand	.768			
Social media gives maximum information about online shopping	.654			
Social media helps me to decide affordable price	.501			
Interaction through social media gives suggestions for best purchase		.843		
Social media gives transparent information about price products		.629		
Social media (net) gives the information about new products		.532		
I am always interested to keep in touch with the social media.			.837	
Social media helps the merchants to access my personal information			.681	
Social media is useful to share personal opinion on products			.559	
Social media browsing encourages purchases				.795
Social media up dated information about latest fashion trends				.794
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

INTERPRETATION AND RESULTS

In order to study the factors affecting online shopping behavior of consumers, the Exploratory Factor analysis has been employed. The principal component method of factor analysis has been carried out with Eigen values greater than one through varimax rotation and the results obtained through rotated component matrix are presented in Table 1.3.The results of Kaiser-Meyer-Olkin (KMO Test) measure of sampling adequacy (KMO = 0.754) and Bartlett's test of Sphericity (Chi-square Value =385.305; Significance = 0.000) indicates that the factor analysis method is appropriate. There are four factors which are extracted accounting for a total of 65.37 per cent of variations on 11 variables. The each of the four factors contributes to 17.854per cent, 34.033

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Percent, 49.993per cent and 65.378 per cent respectively.

Factor - I: From the results, it is inferred that out of11 variables, three variables have their high, relatively tightly grouped factor loadings on factor – I, II, and III. This factor consists of **Clarity of information** with regards to online shopping based on information shared on social media site providing transparency and clarity over the various products online.

Online likes and ratings is another factor which highlights the perception of the consumers in making a better choice with regard to products available online based on the ratings and likes provided by the various users of social media network.

Social media sites encourage the consumers in making their purchasing decision which is highlighted by the third factor namely **Promotion through social media.**

Latest fashion and trends brought to the notice of the public through social media is highlighted by fourth factor.

CONCLUSION

Social networking websites help individuals and businesses to interact with one another and build relationships and communities online. Companies can join these social channels and interact with consumers which is more personal than has the ability to change patterns of buying and acquisition of product or service and activity. The blogs allow followers to retweet or repost comments traditional methods. They act as word of mouth or really like e-word of mouth which has given the internet a powerful voice and far reach. As an influence network it made by others about a product being promoted which happens quite frequently on some social media sites.

sometimes these sites can be a threat as well as an opportunity to companies since they can spread the dissatisfied customers comments views but they also offer small and large companies new and unique opportunities to engage with their customer and learn about their customer’s needs. Social media alone cannot be effective without using it with other traditional media channels like radio newspaper, or TV even though it is reported widely that effectiveness of traditional media and use is falling sharply. But it is worth having a strategy like social media to manage the enormous challenges that social media brings.

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A COMPARISON OF GOLD JEWELLERY EXPORTS AND CUT AND POLISHED DIAMONDS FROM INDIA FROM THE FINANCIAL YEAR 2012-13 TO 2016-17

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ABSTRACT
The Gem and Jewellery sector plays a very important role in the total exports of the country contributing 7% of the country's GDP and 15% to India's total merchandise export. It employs 4.64 million workers and artisans. The government of India has declared the Gem and Jewellery sector as the focus sector. Cut and polished and diamonds are the highest foreign exchange earners, Indian artisans are well known for exquisite jewellery designing. Hence Indian gold jewellery both diamond studded as well as non studded has a great global demand. However the sheen and sparkle from the gem and jewelley trade is declining. Although India has highly skilled labour the exports are falling. There is potential for improving exports in this sector, this paper studies the export of cut and polished diamond exports and compares the same the same with export of gold jewellery. It suggests measures to improve and enhance exports. The paper is entirely based on secondary data. The trade statistics are obtained from the Gem and Jewellery Export Promotion Council. (GJEPC). The researcher has used time series analysis and t-test to draw parallels between export of cut and polished diamonds and export of gold jewellery

Keywords:Gold Jewellery, Cut and polished diamonds, GJEPC

INTRODUCTION
India is one of the largest exporters of diamonds. In addition to diamonds coloured stones, gold jewellery is also an integral part of the gem and jewellery trade. The entire gem and jewellery trade is import based. The rough diamonds are imported. These diamonds are cut and polished in India. Coloured gem stones are imported. The gem stones are studded in jewellery and exported. Diamonds are also studded in gold to make jewellery and exported. Indian Gold jewellery also has major market in foreign countries. Export of gold jewellery depends on the import of gold. As jewellery is a luxurious item its purchase is affected by a number of factors. Inflation rate, oil crisis, global events, country relationships have a strong impact on sale and purchase of jewellery. The export of cut and polished diamonds in the last five years have increased at a declining rate. The export of gold jewellery has decreased steadily from the period of 2012-13 to the period of 2016-17. This paper studies the reasons for the decline in export of cut and polished diamonds. it also looks at the decline in the export of gold jewellery. The paper uses secondary data.

OBJECTIVES
1. To compare the export of cut and polished diamonds and export of gold jewellery.

2. To suggest measures to be adopted to improve exports of cut and polished diamonds and Gold jewellery.

METHODOLOGY
The paper is based on secondary data. The trade statistics are obtained from Gem and Jewellery Export Promotion Council.

LITERATURE REVIEW
1. Dilip Shah has stated that though the bulk of gold consumed annually is used mainly in making of traditional jewellery with ethnic styles prevailing in different states of India, modern mass produced jewellery is also gaining momentum. The annual consumption of gold in India, which was estimated at 65 tonnes in 1982, has increased presently to over 900 tonnes. About 90 per cent of this is used for jewellery fabrication (mainly 22k purity) for domestic demand, recycled gold is around 200 tonnes and around 80-90 tonnes goes as investment

2. The market survey conducted by the magazine 'Hunger for Gold' conducted by the magazine showed that gold is a saviour for many nations. In August 1947 when India was partitioned, millions of families were uprooted and they took shelter in government camps. However, families that had invested in gold jewellery did not seek shelter in government camps. They sold their gold reserves and brought houses and shops to continue their business in India. Other examples quoted were South Korea, USSR (in 1989), Soviet Union, Iraq and Libya who sustained their credibility on the basis of gold reserves.

3.The market survey in 'Gold: Our Insatiable Hunger' threw light on how the decision of the government of India to allow import of gold in unlimited quantity through state-run agencies and banks not only eliminated smuggling activities but also gave a fillip to the activities of jewellers and goldsmiths. Millions of workers all over the country received a new lease of life and the import duty reduced from Rs.450 per ten grams to Rs.220 per ten grams.

DATA ANALYSIS

Table-1

YEAR	CUT & POLISHED DIAMONDS	Value added	Percentage
2012-2013	21607	-	
2013-2014	24,498	2891	13.38
2014-2015	23,160	-1338	-5.47
2015-2016	20,668	-2492	-10.76
2016-2017	22,784	2116	10.24

Table-2

YEAR	GOLD JEWELLERY	Value added	percentage
2012-2013	13267	-	-
2013-2014	8,367	4900	36.94
2014-2015	9,904	-1537	-18.37
2015-2016	8,557	1347	13.60
2016-2017	8,722	-165	-1.93

Source: Secondary Data GJEPC

From table number 1 we can see that the export of cut and polished diamonds showed and an increase in 2013-14 as compared t2012-12 when it increased from 21607 US Million dollars to 24498 US Million Dollars. There was a value addition of 2891 US Million dollar. However subsequently we can see that as compared to 2013-14 the export of cut and polished diamonds in the next three years has steadily declined. In 2014-15 it declined by 1338 US Million Dollars. In 2015-16 it declined by 2492 US Million dollars and in 2106-17 it declined by 1714 US Million dollars. Though from 2015-16 the export witnessed an increase of 2116 US million dollars. Thus we can see that they has been a decline in export of cut and polished diamonds from India. Yet in terms of absolute figures cut and polished diamonds are the largest contributors in the Gem and Jewellery Trade.

In table number 2 we see the export of gold jewellery. We can see that the highest export of gold jewellery can be seen in 2012-13 with an export of 13267 US Million dollars. In the subsequent years the export of gold jewellery has declined as compared to 2012-13. It fell to 8387 US million dollars showing a decline of 4900 US million dollars. in 2014-15 it declined by 3363 US million dollars. However the performance was better as compared to 2013-14 whereby an increase of 1537 US Million dollars was registered as compared to 2013-14. The picture in 2015-16 and 2016-17 looked grim as the export of gold jewellery fell 4710 US illion dollars and 4545 Million US dollars respectively. As compared to 2016-16 the financial year 2016-17 witnessed a negligible increase from 8557 US Million dollars to 8722 Million US dollars having a value addition of 165 Million US dollars. From the comparison we can see that cut and polished diamonds contribute significantly a higher value addition as compared to gold jewellery.

To Study the mean value of Cut and Polished diamonds And Gold Jewellery

To Study whether the Average value of Cut and Polished diamonds are contributing more as compared to Gold Jewellery, the researcher has made an attempt use Paired t- test with the following Hypothesis.

H0: Mean of Cut and Polished diamonds ≤ Mean of GoldJewellery

H1: Mean of Cut and Polished diamonds >Mean of GoldJewellery

Table-3: Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	CutpolishedDiamonds	2.2543E4	5	1470.75790	657.74293
	GoldJewellery	9.7634E3	5	2048.46462	916.10123

Source: SPSS

Table 4 Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	CutpolishedDiamonds & GoldJewellery	5	-.325	.594

Source: SPSS

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Table-5: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	CutpolishedDiamonds GoldJewellery	1.27800E4	2883.59420	1289.58253	9199.54490	16360.45510	9.910	4	.001

Source: SPSS

Interpretation

P value = 0.001 < 0.005

Thus, Researcher Rejects H0 Therefore Mean of Cut and Polished diamonds >Mean of Gold Jewellery

CONCLUSIONS AND SUGGESTIONS

From the above analysis we can see that cut and polished diamonds are an important component of the gem and jewellery industry. They contribute to the foreign exchange earnings. Gold jewellery exports are declining. The main reasons for the fall in export of gold jewellery is the 10% import duty on gold. Gold is the second largest import of India , the first being oil. The condition imposed on gold buyers stated that 20% of all import of gold must be turned around and exported as jewelley.in order to prove export quantities importing banks and trading agencies are required to submit details of the export performance of their previous two import shipments while bringing in the third lot. This lead to irregular supplies of gold. Exporters also faced raw material constraints. Gold jewellery exports are down as there is no gold coming in. The rising gold price also contributed to fall in export of gold jewellery. The entrance of Synthetic diamond which is close substitute of real diamond leads to threats for Indian diamond industry. The entry of China, Sri Lanka and Thailand in small diamond segment has further lead to falling exports of cut and polished diamonds from India, In addition to the Infrastructural bottlenecks, frequent changes in EXIM policies, irregular supply of gold have further contributed to the decline.

INITIATIVES TO BE TAKEN TO IMPROVE GOLD JEWELLERY EXPORT

1. Hall Marking of gold jewellery with BIS to keep a check on the purity of Gold.
2. Curb import duty on Import of Gold. This will help to overcome the raw material constraint.
3. Employ better artisans to make high end intricate jewellery designs.
4. Positive policy initiatives by Government.
5. Need for developing jewellery parks, sophisticated jewellery units with better machines.
6. Hold international Jewellery exhibitions an shows.
7. The Governments can start a Gold Monetization scheme which will enable individuals to deposit gold with banks and earn interest on it.

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REFORMS IN BANKING SECTOR AND IMPACT OF INFORMATION TECHNOLOGY ON THE EFFICIENCY OF BANKING INDUSTRY

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ABSTRACT
Information technology plays a key role in the modern world which meets the day to day activities of the human beings directly or indirectly associated. Commercial Banks in India are one of the largest segments of service sector which play a dominant role in the socio economic developments of the nation. Now-a-days, all the commercial transactions are fully computerized with universal data based transaction. A customer may know his account transaction even with the help of cell phone. He need not go to the bank and waiting for withdrawal of money or balance enquiry.

Keywords: Information Technology, Efficiency, Productivity

INTRODUCTION
Information Technology (IT) is very powerful in today's world, and financial institutions are the backbone of the Indian economy. Indian Banking Industry today is in the midst of an IT revolution. Nearly, all the nationalized banks in India are going for information technology based solutions. The application of IT in Banks has reduced the scope of traditional or conventional banking with manual operations. Nowadays banks have moved from disbursed to a centralized environment, which shows the impact of IT on banks. Banks are using new tools and techniques to find out their customers need and offer them tailor made products and services. The impact of automation in banking sector is difficult to measure.

There is an increasing trend in performance of Indian banks caused by IT innovation and enlarged investment in new information technology during the recent time period (2005-06 to 2009-10). The banks were left with no option but to improve their functional attitude, strategies and policies, efficiently allocating the IT elements with proper guidelines to use them in the presence of required trained staff. Introduction of new technology-based services to their customers, for e.g. e-banking, mobile banking, ATM facility and card based funds transactions, etc. became a part of their functional norms. The Scheduled Commercial Banks made heavy investment in technology and computerization of branches from last few years, introduced new services and facilities to the customers which helped the banks to survive in the long run, i.e. to retain their existing customers and attract new ones (RBI, 2010). Taking the whole view, the most efficient banks group is Foreign Banks followed by both groups. There is not so much difference in Public Sector Banks and Private Sector Banks but as compare in both Private Sector Banks are the best. Hence, Indian commercial banks have improved efficiency and performance after the advent of IT in recent era.

RBI is constantly taking steps to increase the use of IT in the functioning of Indian banks. Recently major initiatives were taken in Electronic Payment Systems with the 'Vision Document' on Payment and Settlement Systems for the year 2009-2012. The document clearly identifies the new frontiers and a road-map for implementation of new projects The vision includes implementation of a new RTGS system which would provide additional features including that for liquidity management, India Money Line – a 24x7 system for one-to-one funds transfers, India Card – a domestic card initiative, redesigned ECS to function as a truly Automated Clearing House (ACH) for bulk transactions, and mobile payments settlement network. The growing trend in the usage of various modes of payment is a clear indication of the momentum acquired in the area of payment systems. The card-based payment systems have been evolving over the period. The card-based payment system in the country covers credit/debit and prepaid cards. About 230 million cards have been issued in the country. We have been witnessing an increase in the usage of cards (debit, credit) across various delivery channels like ATMs, Point of Sale (POS), internet transactions, etc. On an average, 396 million transactions of value one lakh crore are being processed during a month using these cards (RBI, 2011).

The evolving payment systems and other IT enabled culture poses new challenges and opportunities to all segments of this industry. To leverage on the opportunities provided by new products, the system providers/banks need to ensure that the challenges are adequately addressed. It also has to be ensured that the products cover all segments of the population and provide an incentive to adopt these products. The regulatory process would support all orderly development of new systems and processes, within the legal mandate. The challenge before all the stakeholders including banks and non-bank players, IT vendors, other service providers,

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etc. is how to introduce such a next generation payment and settlement system and solutions that is needed to take the country into the 21st century.

BANKING SECTOR REFORMS

India embarked on a strategy of economic reforms in the wake of a serious balance-of-payments crisis in 1991; a central plank of the reforms was reform in the financial sector and, with banks being the mainstay of financial intermediation, the banking sector. The objective of the banking sector reforms was to promote a diversified, efficient and competitive financial system with the ultimate objective of improving the allocative efficiency of resources through operational flexibility, improved financial viability and institutional strengthening.

As the real sector reforms began in 1992, the need was felt to restructure the Indian banking industry. The reform measures necessitated the deregulation of the financial sector, particularly the banking sector. The initiation of the financial sector reforms brought about a paradigm shift in the banking industry. In 1991, the RBI had proposed to form the committee chaired by M. Narasimham, former RBI Governor in order to review the Financial System viz. aspects relating to the Structure, Organizations and Functioning of the financial system. The Narasimham Committee report, submitted to the then finance minister, Manmohan Singh, on the banking sector reforms highlighted the weaknesses in the Indian banking system and suggested reform measures based on the Basle norms. The guidelines that were issued subsequently laid the foundation for the reformation of Indian banking sector.

ECONOMIC REFORMS OF THE BANKING SECTOR IN INDIA

Indian banking sector has undergone major changes and reforms during economic reforms. Though it was a part of overall economic reforms, it has changed the very functioning of Indian banks. This reform has not only influenced the productivity and efficiency of many of the Indian Banks, but has left everlasting footprints on the working of the banking sector in India. Let us get acquainted with some of the important reforms:

1. **Reduced CRR and SLR**: The Cash Reserve Ratio (CRR) and Statutory Liquidity Ratio (SLR) are gradually reduced during the economic reforms period in India. By Law in India the CRR remains between 3-15% of the Net Demand and Time Liabilities. It is reduced from the earlier high level of 15% plus incremental CRR of 10% to current 4% level. Similarly, the SLR Is also reduced from early 38.5% to current minimum of 25% level. This has left more loanable funds with commercial banks, solving the liquidity problem.

2. **Deregulation of Interest Rate**: During the economics reforms period, interest rates of commercial banks were deregulated. Banks now enjoy freedom of fixing the lower and upper limit of interest on deposits. Interest rate slabs are reduced from Rs.20 Lakhs to just Rs. 2 Lakhs. Interest rates on the bank loans above Rs.2 lakhs are full decontrolled. These measures have resulted in more freedom to commercial banks in interest rate regime.

3. **Fixing prudential Norms**: In order to induce professionalism in its operations, the RBI fixed prudential norms for commercial banks. It includes recognition of income sources. Classification of assets, provisions for bad debts, maintaining international standards in accounting practices, etc. It helped banks in reducing and restructuring Non-performing assets (NPAs).

4. **Introduction of CRAR**: Capital to Risk Weighted Asset Ratio (CRAR) was introduced in 1992. It resulted in an improvement in the capital position of commercial banks, all most all the banks in India has reached the Capital Adequacy Ratio (CAR) above the statutory level of 9%.

5. **Operational Autonomy**: During the reforms period commercial banks enjoyed the operational freedom. If a bank satisfies the CAR then it gets freedom in opening new branches, upgrading the extension counters, closing down existing branches and they get liberal lending norms.

6. **Banking Diversification**: The Indian banking sector was well diversified, during the economic reforms period. Many of the banks have started new services and new products. Some of them have established subsidiaries in merchant banking, mutual funds, insurance, venture capital, etc which has led to diversified sources of income of them.

7. **New Generation Banks**: During the reforms period many new generation banks have successfully emerged on the financial horizon. Banks such as ICICI Bank, HDFC Bank, UTI Bank have given a big challenge to the public sector banks leading to a greater degree of competition.

8. **Improved Profitability and Efficiency**: During the reform period, the productivity and efficiency of many commercial banks has improved. It has happened due to the reduced Non-performing loans, increased use of technology, more computerization and some other relevant measures adopted by the government.

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BANKING SECTOR REFORMS (PHASE –II)

In 1998 the government appointed yet another committee under the chairmanship of Mr. Narsimham. It is better known as the Banking Sector Committee. It was told to review the banking reform progress and design a programme for further strengthening the financial system of India. The committee focused on various areas such as capital adequacy, bank mergers, bank legislation, etc.

RECOMMENDATIONS

There should be three types of banks:

Three Tier Banking

Two or three Tier Banking

(i) Two or three large Indian Banks with international character;

(ii) Eight or Ten large Indian Banks with international character;

(iii) Eight or Ten large National Banks to take care of the needs of large/medium corporate sector, and National Banks to take care of the needs of large/medium corporate sector, and

(iv) Large or Local Area/ Regional Banks to serve local trade, small industry and agriculture, and agriculture.

Universal Banking

The distinction between Development Finance Institutions and commercial banks should disappear paving the way for universal banking. and commercial banks working capital finance while commercial banks term DFIs should also give working capital finance while commercial banks term loans, loans.

Narrow Banking

Weak banks whose accumulated losses and net NPAs exceed the capital and reserves are called narrow banks. These Banks can be rehabilitated by branding them as Narrow Banks´. Their capital funds can be rehabilitated by branding them as Narrow Banks´ (banks which restrict their operation to only certain activities).(banks which restrict their operation to only certain activities).

Mergers

Merger among the banks to be encouraged especially among the strong banks to obtain Force Multiplier Effect´.

Govt. Holding in Banks

Govt. holding in banks should be reduced to 33%. Govt. should not disinvest its capital. The capital should be increased by market subscription to bring down the Govt. holding to 33%.

Capital Adequacy Requirement

The Capital Adequacy ratio should be increased from existing 8% to 9% by 2000 AD and to 10% by 2002. (Since increased from existing 8% to 9% by 2000 AD, and to 10% by 2002.(Since accepted) The start up capital for new private banks be increased.

Asset Classification

An account should be classified as NPA if interest or installment is not serviced for a period of 90 days and Installment is not serviced for a period of 90 days.

Provision Requirement

Banks should make general provision of 1% on their standard assets.

Directed Credit

The directed credit should also encompass other areas of credit like food processing, fisheries, dairy, etc. like food processing, fisheries, dairy, etc.

Autonomy to Banks: Autonomy to Banks

The appointment of M.D. / Chairman should be left to the Board of the banks.

Recruitment Policy

The recruitment procedure and remuneration policies should be changed to attract specialized officers should be changed to attract specialized officers

Evaluation of Narsimham Committee Reports

The Committee was first set up in 1991 under the chairmanship of Mr. M. Narasimham who was 13th governor of RBI. Only a few of its recommendations became banking reforms of India and others were not at all considered. Because of this a second committee was again set up in 1998.

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As far as recommendations regarding bank restructuring, management freedom, strengthening the regulation are concerned, the RBI has to play a major role. If the major recommendations of this committee are accepted, it will prove to be fruitful in making Indian banks more profitable and efficient.

Basel Committee

The Basel Committee on Banking Supervision is a forum for international cooperation on banking supervisory matters. Created by the G10 in 1974, it issued the Basel Accords on credit risk and capital adequacy in 1988 and 2004. Its name is derived from the fact that the Committee's secretariat is based at the Bank for International Settlements (BIS) in Basel, Switzerland and meetings are held there. Its members are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Luxembourg, Mexico, the Netherlands, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, the United Kingdom and the United States.

Migration to approaches under Basel I

Basel I, that is, the 1988 Basel Accord, primarily focused on credit risk. Assets of banks were classified and grouped in five categories according to credit risk, carrying risk weights of zero (for example home country sovereign debt), ten, twenty, fifty, and up to one hundred percent (this category has, as an example, most corporate debt). Banks with international presence are required to hold capital equal to 8% of the risk-weighted assets. The creation of the credit default swap after the Exxon Valdez incident helped large banks hedge lending risk and allowed banks to lower their own risk to lessen the burden of these onerous restrictions. The recommendations of the Basel Committee were adopted by the RBI in a phased manner so as to ensure that these do not distort the overall banking sector in India. In the first phase these norms were applied to the commercial banks and gradually those were also applied to the Cooperative banking sector.

Migration to advanced approaches under Basel II

All the Indian banks have adopted the standardized approaches under the Basel II framework in 2009, however, the pace of migration to the advanced approaches has naturally been very slow. Though the Reserve Bank has set an indicative time schedule for implementation of the Advanced Approaches, banks’ response has been less than encouraging so far. Migration to the Advanced Approaches is important for larger banks because it involves adoption of more sophisticated risk management systems. Moreover, there are issues of reputation too if large banks continue with standardized approaches. Apart from the fundamental issues mentioned above, much of this sluggishness could be attributed to issues relating to development of human resource skills, technology upgradation, branch interconnectivity, availability and management of historical data, robustness of risk management systems, etc. within the banks. Even within the Reserve Bank, the supervisors would have to make rapid strides to be able to appreciate the nuances associated with the quantitative techniques and modeling.

CONCLUSION

Information Technology has come a long way in the Indian banking sector. However, a lot still needs to be done particularly in terms of reorienting the existing CBS and other technological solutions in the banking sector towards more customer centric and yet, more well-governed technological solutions, improving MIS capability in terms of quality, speed and integrity, harnessing IT for effective CRM, thereby, increasing business and profitability.

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MARKETING STRATEGIES

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ABSTRACT

Financial Newspaper is a product which is required by all the stakeholders who deals in the financial market. Delay in the distribution can cause many problems to the readership figures. It is a product which loses its value as day goes on. It is a product without which a day cannot be started for this specific crowd. Most of the financial daily newspapers are published from Monday to Friday. It covers most of the sector and industry news in 10 to 12 pages. It also covers few pages of very important news and tips regarding stock markets which are very much helpful to the investors and stock brokers. A company needs to know the behavior of their consumers to know what they think about the product or service which they are offering. The study has been done to understand the consumer behavior on financial dailies. The comparison has been done between various financial newspapers. There was comparison done on the basis of the time of reading the newspaper by the readers and various features the readers wanted in a particular paper. The survey has been done on the basis of various parameters by comparing the features of various newspapers.

Keywords: newspaper, investors, consumer, behavior

A company needs to be in constant touch with its customer as we know that customer is the king of any business and it's necessary to know the behavior of the consumers so that a company can frame the strategies accordingly. Due to increase in competition in various business industries, it is necessary to provide the customer with best service or product as and when necessary.

A company needs to know the behavior of their consumers to know what they think about the product or service which they are offering. Here, in this project we have done a survey on consumer behavior on financial dailies. The comparison was done between various different financial newspapers. There was comparison done on the basis of the time of reading the newspaper by the readers and various features the readers wanted in a particular paper. The survey is done on the basis of various parameters by comparing the features of various newspapers.

We have carried out a survey on consumer behavior for Business Standard here. A detail analysis has been done in every respect. We have found out many loopholes and have come up with suggestions for the company. We have come up with good suggestions for the company to improve their market share and how to maintain the customers and create new one. The various needs a customer wants in the company's product. The expectations of people in respect of the service of the business standard and their newspapers content and printing details. Various other suggestions as in how to improve the competitive strategy or maintaining the market share in the industry due to new entrants in the industry.

RESEARCH METHODOLOGY

The study is an empirical study based on the survey method and the data is collected with the help of questionnaire. The study is Descriptive research where the data is collected by non-random sampling method.

RESEARCH OBJECTIVES

1) To identify the current market situation of Financial Dailies.

2) To understand the consumer behavior towards financial daily newspaper.

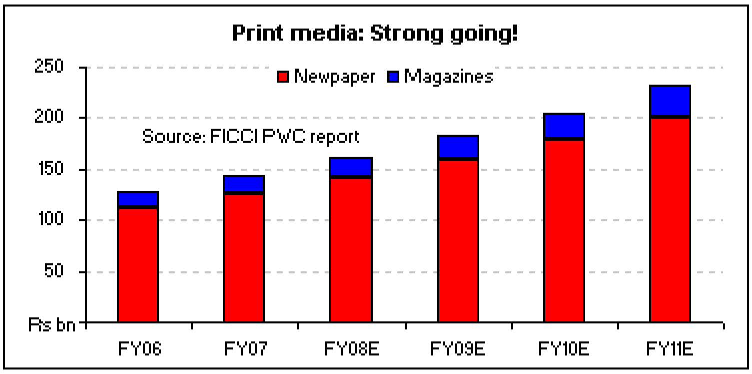
3) To study awareness of consumer about various financial daily newspaper.

RESEARCH METHODOLOGY, TOOLS & TECHNIQUE

The data was collected with the help of structured questionnaire. A sample of 100 readers of financial daily newspaper from Ahmedabad city was selected from different occupation and designation. Proper care has been taken in asking the questions, in wording them and in maintaining the sequence of the question.

INDIAN PRINT INDUSTRY: AN OVERVIEW

The structure of the Indian print media industry is highly fragmented with importance to regional dominance. The Indian print media segment primarily comprises newspaper and magazine publishing. Book Publishing also forms part of the print media though currently the share is not substantial.



As per PwC report, the print industry is expected to grow from Rs 128 bn in 2006 to Rs 232 bn by 2011, at 12.6% CAGR. While the newspaper industry is estimated at Rs 112 bn, the magazine segment is valued at Rs 16 bn.

Growth drivers

- Higher literacy levels: In 2006, the literacy levels increased to 71.1% as compared to 69.9% in 2005. While rural literacy is at 64.8%, urban literacy touched 85.3%. Currently Indian print media is estimated to reach over 220 m people, and has immense growth potential since close to 370 m literate Indians are believed to not be served by any publication. Also, the reach of newspapers is only 27%, as compared to the global average of 50%.
- Lower cover prices: Earlier, due to strong hold over a region, the newspaper had higher cover charges. However, with increasing competition and venture into newer regions the companies have reduced the cover prices to augment more sales. Many English dailies are sold for as low as Re 1 or Rs 2. The initial subscription offers of 'DNA' and 'Hindustan Times' (HT) in Mumbai, during their launch period, further reduced the cost of the newspaper to around 50 paisa for an average issue .
- Higher ad spends: Print media accounts for 48% of the total Rs 137.5 bn advertising spend in the country. However, the ad spend in India is just 0.4% of GDP as against 0.5% in China, 1.3% in the US and a world average of nearly 1.0%. With rising consumerism and growing interest from domestic and global brands in Indian market, the growth in ad segment is expected to be strong.

As per the registrar of newspapers, there were approximately 6,529 daily newspapers as of March 2005. No single newspaper had a national circulation. In 2006, India had the second largest circulation of newspapers with 88.9 m copies per day; second only to China with 98.7 m copies a day.

DATA ANALYSIS & INTERPRETATION:

1. Which newspaper do you read?

Purpose: The main purpose behind asking this question is to know readership of different financial newspaper.

PARTICULARS	RESPONDENTS
ECONOMIC TIMES	43
BUSINESS STANDARD	24
FINANCIAL EXPRESS	22
BUSINESS LINE	11

Interpretation: From the above graph we can clearly see that as per as responses regarding reading of different news paper is concern economic times is highest in readership with 43 respondents this can be because of loyalty and brand name of times group and after that there is business standard in terms of readership is concern which followed by financial express and business line. So in this way economic time is highest in terms of readership is concern among financial dailies are concern.

2. How long have you been reading this newspaper?

Purpose: This question is asked to know about the time period in terms of years spend in reading of financial news papers.

PARTICULARS	RESPONDENTS
≤1	16
1 to under 3 year	13

3 to under 5 year	25
5 ≥	46

Interpretation: From the above chart we can come to know that maximum number of people is reading the financial daily for more than 5 years. So we can conclude that maximum number of readers is loyal to their newspaper.

FINDINGS

- We came to know about the preference of customers after doing the activity of market tapping.
- People have different needs and wants, so one should be able to understand their needs and wants in order to sell the product.
- Economic times are the first & Business standard is the second most preferred newspaper in the areas surveyed.
- News covered by the newspaper i.e. the coverage plays an important role. Readers feel that the lack of news coverage may lead them to change the newspaper they read. Some of vernacular readers have switched to English daily only because of their need to improve their English but the percentage is negligible.
- News channels and Internet media has affected the reading pattern of the readers up to a considerable extent.
- The basic idea of reading a newspaper is to gain information and knowledge; hence the news coverage is a dominating factor in newspaper purchase as well as reading.
- Due to increase in the usage of Internet, people prefer to do surfing on the net and thereby collect more information on the different aspects simultaneously.
- Agriculture industry news is not provided.

RECOMMENDATIONS

From the study carried out and the analysis of the result obtain from the survey, the following suggestion and recommendation can help the firm to improve upon the product.

1) Add the news on IT and Information in much more detail
2) Give scrip code BSE and NSE companies
3) Increase the font size of stock detail
4) Improve print quality
5) Come up with new creative advertisements
6) Build proper positioning in the minds of the readers
7) Increase the no. of supplement throughout the week
8) Service check calls at regular intervals
9) Publishing their Club and giving membership to regular customers
10) Improve circulation service.

LIMITATIONS

- The main shortcoming of the study is that the generalizations have been made based on a restricted sample of 100 respondents.
- Because of a small sample size consisting of Ahmedabad city consumers only it might turn out that introducing new strategy for financial daily cannot be completely applicable throughout the country.
- Respondents to whom we questioned about the product due to lack of time they may have given answers without thinking much on the question.
- Samples are taken among the corporate only, so there may be some variation in analysis if households and non-corporate are also added

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MOBILE TICKETING: PRACTICABILITY OF MOBILE TICKETING WITH REFERENCE TO UTS- MUMBAI LOCAL TRAINS

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INTRODUCTION

Indian Railway Catering and Tourism Corporation Ltd. (IRCTC) is a Public Sector Enterprise under Ministry of Railways. IRCTC was incorporated on 27th September, 1999 as an extended arm of the Indian Railways to upgrade, professionalize and manage the catering and hospitality services at stations, on trains and other locations and to promote domestic and international tourism through development of budget hotels, special tour packages, information & commercial publicity and global reservation systems. Prime Minister of India announced Digital India On 1st July, 2015 & Ministry of Information & Technology are the pioneers. Now suburban commuters on the Central and Western Railways can print their mobile tickets using the unreserved ticketing system (UTS) mobile application. The Centre for Railways Information System (CRIS) - the information technology wings of the Indian Railways-introduced this option on its app. This means more than 80 lakhs suburban commuters can opt for a ticket they can print at the Automatic Ticket Vending Machines (ATVMs) at railways. To book a paperless ticket, you must be between 30m to 2km of the concerned station. This rule was introduced to prevent ticketless travelers from misusing the app. Mobile ticketing was introduced in Mumbai in December 2014. It was made paperless a year later but failed to take off among commuters. E-ticketing through IRCTC website, has revolutionized the way the common man deals with the railways and has been biggest success story of e-governance in India. Taking this further, keeping an eye on enhanced payment technologies IRCTC has taken a quantum leap in revolutionizing payment modes to empower the customers.

Keywords: IRCTC, UTS, DOI: Digital Object Identifier

Meaning

Mobile Tickets are a form of e-ticket or electronics ticket that arrives directly to your Smartphone’s via email.

Definition

“It is the process whereby customers can order, pay for, obtain and /or validate tickets using mobile phones or other mobile handsets.”

Objectives

1. To survey the awareness about the ticketing app
2. Major Problems faced by the users
3. To understand its future viability

Hypothesis

1. Mobile Ticketing is feasible for commuters.
2. Mobile Ticketing is not able to be carried out.

LIMITATIONS

The present study will be limited to Mumbai Suburban only.

SAMPLING

30 Passengers from Mumbai suburbs area will be considered as a sample in the present study. Stratified and Random sampling method will be used for sampling to collect primary data.

Review of Literature

Sr. No.	R. Scholar	Factor	Year	ISSN No.
1	Anum Khan	Digital Governance	April 2014	0976-2183, Vol. 4, Issue 04
2	Lakshmi Kondaka	Time	Feb.16	0975-8887 Vol. 135, No.8
3	Omprakash	Ease	Dec.14	2250-3153

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	Yadav			Vol.5, issue 12
4	Smrita Jain	Viability	Dec. 15	IJMSS, 2321-1784 Vol. 4, Issue 9, M15
5	Priyanka Gite	Assistance	May-June. 15	SSIJ, 2278-5973, Vol.4, Issue12,M 15
6	N.M.Srinivas	Convenience		IJCS, 2320-288X, Vol.4, Issue3, M15
7	Xue Hu	Authentication	Oct-13	Vol.5, N5,
8	BDRC	Awareness	April 2015	
9	Abhishek Arware	Integration		JJEIT, 2277-3754, Vol.4, Issue9, M 15

Process and Steps
1. Download App from CRIS- UTS

(Google Store or Play Store)

2. Registration: Mobile Number

Name

City

3. Successful registration: ‘R’ wallet (Railway)

RESEARCH METHODOLOGY
1. Descriptive Statistics
Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Some measures that are commonly used to describe a data set are measures of central tendency and measures of variability or dispersion. Measures of central tendency include the mean, median and mode, while measures of variability include the standard deviation (or variance), the minimum and maximum values of the variables, kurtosis, skewness, and many more.

The following table provides the descriptive statistics based on the data collected.

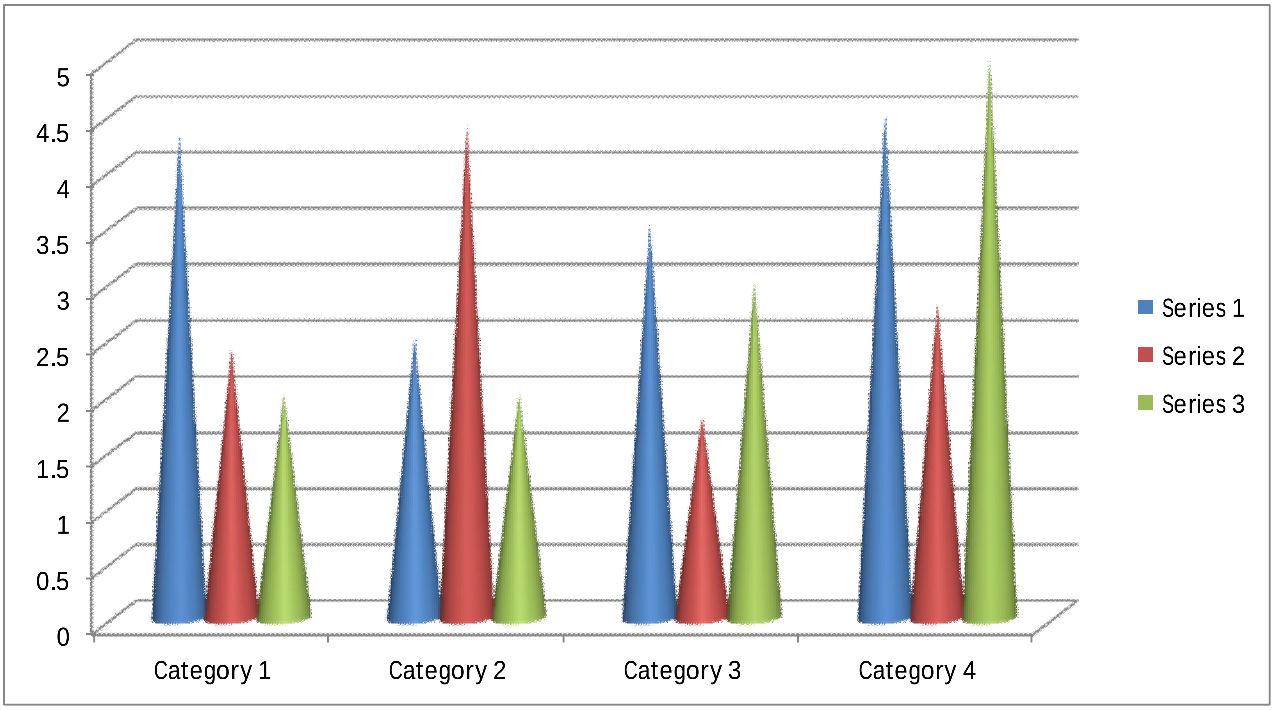

Figure-1: Descriptive Analysis

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Descriptive Statistics										
Variable	Mean	Median	Mode	Standard Deviation	Sample Variance	Range	Minimum	Maximum	Sum	Count
V01	3.93	4.00	4.00	0.64	0.41	4.00	1.00	5.00	118.00	30.00
V02	4.00	4.00	4.00	0.69	0.48	4.00	1.00	5.00	120.00	30.00
V03	3.90	4.00	4.00	0.66	0.44	4.00	1.00	5.00	117.00	30.00
V04	3.77	4.00	4.00	0.63	0.39	4.00	1.00	5.00	113.00	30.00
V05	3.47	3.00	3.00	0.82	0.67	4.00	1.00	5.00	104.00	30.00
V06	3.63	4.00	4.00	0.89	0.79	4.00	1.00	5.00	109.00	30.00
V07	3.27	3.00	4.00	0.83	0.69	4.00	1.00	5.00	98.00	30.00
V08	3.47	3.00	3.00	0.63	0.40	4.00	1.00	5.00	104.00	30.00
V09	3.77	4.00	4.00	0.73	0.53	4.00	1.00	5.00	113.00	30.00

Table–1, Source: Primary Data

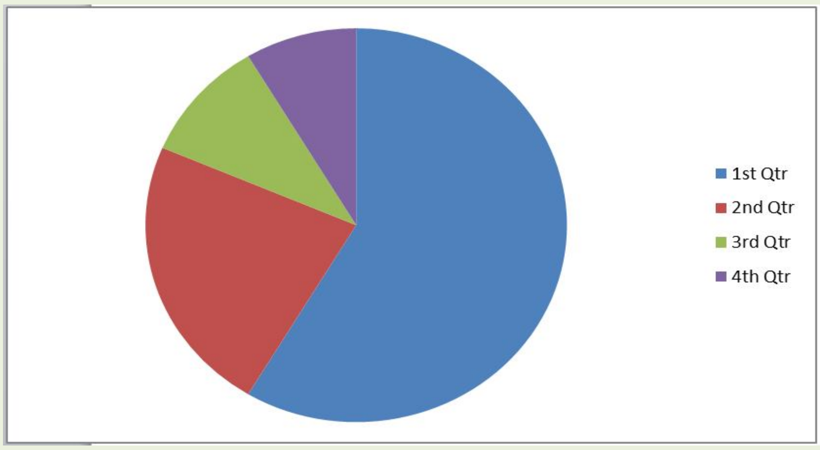
In case of **Mean**, variable ***V02*** is ranked as the highest mean i.e.

- **4.00**; followed by **3.93** of variable ***V01***; and also **3.90** of variable ***V03***.
- In case of **Standard Deviation**, variable ***V06*** is ranked as the highest standard deviation i.e.**0.89**.
- In case of **Sample Variance**, variable ***V06*** is ranked as the highest variance i.e.**0.79**; and **0.69** of variable ***V07***.

2. Percentage Analysis

The percentage analysis/ descriptive analysis describes the distribution of respondents in each classification as it is expressed in percentage it facilitates comparison.

The following table shows the percentage analysis of variable.



Variable	5	4	3	2	1	total	"5"%	"4"%	"3"%	"2"%	"1"%	total%
V01	5	18	7	0	0	30	17%	60%	23%	0%	0%	100%
V02	7	16	7	0	0	30	23%	53%	23%	0%	0%	100%
V03	5	17	8	0	0	30	17%	57%	27%	0%	0%	100%
V04	3	17	10	0	0	30	10%	57%	33%	0%	0%	100%
V05	3	11	13	3	0	30	10%	37%	43%	10%	0%	100%
V06	5	12	10	3	0	30	17%	40%	33%	10%	0%	100%
V07	1	12	11	6	0	30	3%	40%	37%	20%	0%	100%
V08	1	13	15	1	0	30	3%	43%	50%	3%	0%	100%
V09	4	16	9	1	0	30	13%	53%	30%	3%	0%	100%

Table–2, Source: Primary Data

It is found from the above table that the respondents are having following opinion towards variables:-

- In case of variable ***V02 (Time)***, 23% respondents expressed their opinion as "Highly Agree".
- In case of variable ***V01 (Digital Governance)***, 60% respondents expressed their opinion as "Agree".
- In case of variable ***V08(Awareness)***, 50% respondents expressed their opinion as "Neutral".

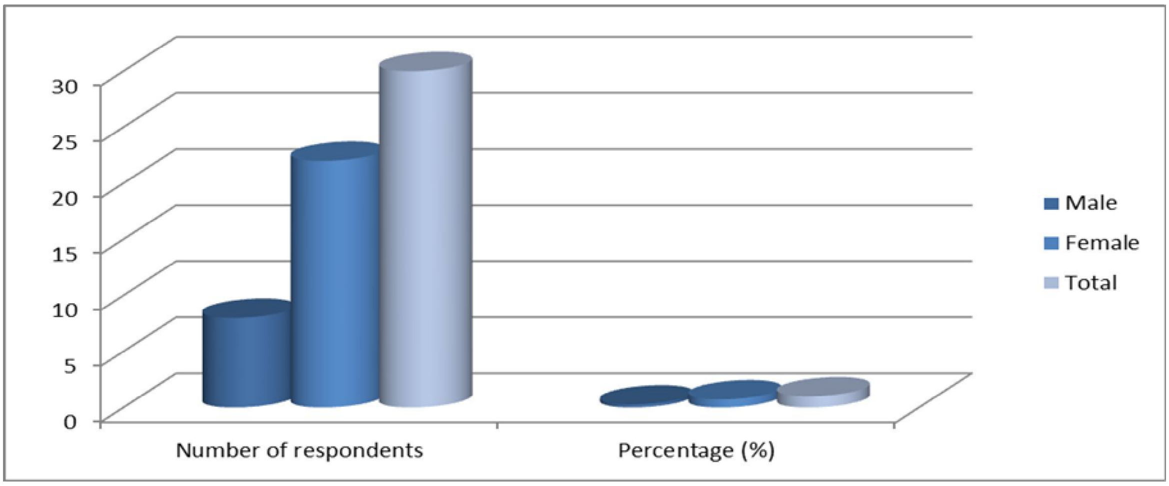
3. Gender wise Analysis

The Table below describes the distribution of respondents based on gender considered in the study. The gender is classified as Male and Female.

Gender of Respondents

Gender	Number of respondents	Percentage (%)
Male	8	27%
Female	22	73%
Total	**30**	**100%**

Table – 3, Source: Primary Data



It is found from the Table 3 that male respondents are 27% and females are 73%

The following table describes gender wise percentage analysis of opinion of respondents as to the variables:

Gender wise Percentage Analysis											
Var code	Female(1)					Male(2)					Total
PG1	5	4	3	2	1	5	4	3	2	1	
V01	16.67%	36.67%	20.00%	0.00%	0.00%	0.00%	23.33%	3.33%	0.00%	0.00%	100.00%
V02	13.33%	40.00%	20.00%	0.00%	0.00%	10.00%	13.33%	3.33%	0.00%	0.00%	100.00%
V03	6.67%	43.33%	23.33%	0.00%	0.00%	10.00%	13.33%	3.33%	0.00%	0.00%	100.00%
V04	3.33%	43.33%	26.67%	0.00%	0.00%	6.67%	13.33%	6.67%	0.00%	0.00%	100.00%
V05	3.33%	30.00%	36.67%	3.33%	0.00%	6.67%	6.67%	6.67%	6.67%	0.00%	100.00%
V06	6.67%	30.00%	33.33%	3.33%	0.00%	10.00%	10.00%	0.00%	6.67%	0.00%	100.00%
V07	0.00%	33.33%	26.67%	13.33%	0.00%	3.33%	6.67%	10.00%	6.67%	0.00%	100.00%
V08	3.33%	33.33%	36.67%	0.00%	0.00%	0.00%	10.00%	13.33%	3.33%	0.00%	100.00%
V09	13.33%	30.00%	30.00%	0.00%	0.00%	0.00%	23.33%	0.00%	3.33%	0.00%	100.00%

Table – 4, Source: Primary Data

It is found from the above table that,

- In case of variable ***V01 (Digital Governance)***, 60% respondents expressed their opinion as "Agree". Out of which the Males respondents expressed maximum percentage of 23% followed by 37% of Females.
- In case of variable ***V02 (Time)***, 53% respondents expressed their opinion as "Agree". Out of which the Female respondents expressed maximum percentage of 40% followed by 13% of Males.
- In case of variable ***V03 (Ease)***, 57% respondents expressed their opinion as "Agree". Out of which the Female respondents expressed maximum percentage of 44% followed by 13% of Males.

- In case of variable ***V04 (Viability)***, 57% respondents expressed their opinion as "Agree". Out of which the Female respondents expressed maximum percentage of 44% followed by 13% of Males.
- In case of variable ***V05 (Assistance)***, 43% respondents expressed their opinion as "Neutral". Out of which the Females respondents expressed maximum percentage of 37% followed by 7% of Males.
- In case of variable ***V06 (Convenience)***, 40% respondents expressed their opinion as "Agree". Out of which the Females respondents expressed maximum percentage of 30% followed by 10% of Males.
- In case of variable ***V07 (Authentication)***, 40% respondents expressed their opinion as "Agree". Out of which the Females respondents expressed maximum percentage of 33% followed by 7% of Males.
- In case of variable ***V08 (Awareness)***, 50% respondents expressed their opinion as "Neutral". Out of which the Females respondents expressed maximum percentage of 37% followed by 13% of Males.
- In case of variable ***V09 (Integration)***, 53% respondents expressed their opinion as "Agree". Out of which the Females respondents expressed maximum percentage of 30% followed by 23% of Males.

AVERAGE SCORE ANALYSIS

The Average score analysis is mainly used in any study is to assess the level of opinion/awareness/satisfaction of the different category of respondents on the various aspects relating to the study. First the opinion of the respondents are assessed through a scaling technique and then based on the consolidated opinion of the respondents, the average score is calculated.

In this study the opinion of the respondents are assessed through a **five point scaling technique** similar to likert scaling and then based on the consolidated opinion of respondents the average score is calculated and the results are presented in different tables with suitable interpretations. The following table contains the analysis based on Average Scoring of responses.

Overall Average Score Analysis

Variable	Highly Agree score	Agree score	Neutral score	Disagree score	Highly disagree score	total score	Grant Mac score	Grant Min score	Average Score	Low score	Lower HL	Middle HL	High score
V01	25	72	21	0	0	118	150	30	2.36	1	2.5	3.75	5
V02	35	64	21	0	0	120	150	30	2.4	1	2.5	3.75	5
V03	25	68	24	0	0	117	150	30	2.34	1	2.5	3.75	5
V04	15	68	30	0	0	113	150	30	2.26	1	2.5	3.75	5
V05	15	44	39	6	0	104	150	30	2.08	1	2.5	3.75	5
V06	25	48	30	6	0	109	150	30	2.18	1	2.5	3.75	5
V07	5	48	33	12	0	98	150	30	1.96	1	2.5	3.75	5
V08	5	52	45	2	0	104	150	30	2.08	1	2.5	3.75	5
V09	20	64	27	2	0	113	150	30	2.26	1	2.5	3.75	5

Table – 5, Source: Primary Data

It is found from the above table that,

- In case of variable ***V02 (Time)***, Average Score is highest i.e. **2.4**.
- In case of variable ***V07 (Authentication)***, Average Score is lowest i.e. **1.96**.

4. Correlation

The correlation is the study of finding the relationship between the variables. If there are only 2 variables in the study of correlations there it is called simple correlation. Otherwise the study is called as either partial or multiple correlations. If two variables are "positively correlated," they move in the same direction. When one goes up, the other goes up as well. Two variables that are positively correlated have a correlation coefficient that is between 0 and +1. The closer the correlation coefficient is to +1, the more exactly the two variables move together. A correlation coefficient between two variables of exactly +1.00 means that both variables move in lock-step with each other.

The Table following describes the results of inter-correlation analysis in terms of correlation coefficient & its significance at 5% level

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Correlation Analysis based on Age																															
Var code	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**	**25**	**26**	**27**	**28**	**29**	**30**	Correlation
PA2	**2**	**2**	**2**	**1**	**1**	**1**	**2**	**2**	**2**	**2**	**2**	**2**	**2**	**1**	**1**	**2**	**1**	**1**	**2**	**2**	**2**	**2**	**5**	**2**	**3**	**2**	**2**	**2**	**1**	**1**	coefficient
V01	4	3	3	4	5	3	4	3	5	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	5	4	3	3	4	5	-0.02
V02	3	4	3	4	4	3	4	4	4	5	5	3	5	4	5	5	4	5	4	4	5	4	3	4	4	3	4	3	4	4	-0.25
V03	3	4	4	3	3	3	4	4	4	4	5	4	5	4	4	5	4	4	4	4	5	3	5	4	4	3	4	4	3	3	0.49
V04	3	4	4	3	3	3	3	4	4	4	4	4	4	3	5	4	4	4	4	3	4	5	5	4	4	3	4	4	3	3	0.48
V05	3	3	3	4	3	3	3	4	2	4	3	4	5	4	3	2	5	3	4	4	2	4	5	4	4	3	3	3	4	3	0.23
V06	3	3	4	3	4	3	2	5	4	3	4	4	3	2	5	4	2	4	4	5	4	5	5	4	3	3	3	4	3	4	0.30
V07	3	3	4	2	4	3	3	3	4	4	4	4	3	2	2	2	3	4	4	4	2	5	3	4	3	3	3	4	2	4	0.12
V08	3	3	4	4	3	3	3	4	4	4	5	3	3	3	4	4	3	3	4	2	4	4	3	4	3	3	3	4	4	3	-0.05
V09	4	3	4	3	4	3	4	3	3	5	5	4	5	3	5	4	4	4	4	2	4	4	4	4	3	4	3	4	3	4	0.05

Table – 16, Source: Primary Data *Significant at 5% level (-0.5 – 0 low and 0 – 0.5 high

From the above table it is found that,

- Variable ***V03*** are highly correlated, showing the value **0.49**; followed by **0.48** by of ***V04***.
- Variable ***V05***are strongly correlated, showing the value **0.30**; followed by **0.23** by of ***V06.***
- Variable ***V07*** are moderately correlated, showing the value **0.12**

5. Anova

Gender wise Single factor ANOVA for Variable-01 i.e Digital Governance

Hypothesis:

Anova: Digital Governance						
SUMMARY:						
Groups Count		*Sum*	*Average*	*Variance*		
PG1	30	38	1.266667	0.202299		
V01	30	118	3.933333	0.409195		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*		
Between Groups	106.6667	1	106.6667	348.8722	*P-value*	*F.crit*
Within Groups	17.73333	58	0.305747		0.0000000000000000000000000328	4.00687289
Total	124.4	59				
P Value is less than 0.05, hence null hypothesis is rejected which means that gender influence study variable significantly.						

Anova: Viability						
SUMMARY						
Groups	*Count*	*Sum*	*Average*	*Variance*		
PG1	30	38	1.266667	0.202299		
V04	30	113	3.766667	0.391954		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*

Between Groups	93.75	1	93.75	315.5222	0.000000000000000000000000394	4.006873
Within Groups	17.23333	58	0.297126			
Total	110.9833	59				
P Value is less than 0.05, hence null hypothesis is rejected which means that gender influence study variable significantly.						

Anova: Ease						
SUMMARY						
Group	*Count*	*Sum*	*Average*	*Variance*		
PG1	30	38	1.266667	0.202299		
V03	30	117	3.9	0.437931		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	104.0167	1	104.0167	324.9354	0.000000000000000000000000191	4.006873
Within Groups	18.56667	58	0.320115			
Total	122.5833	59				
P Value is less than 0.05, hence null hypothesis is rejected which means that gender influence study variable significantly.						

CONCLUSION

It allows consumers to order, **pay** for, obtain and validate tickets wherever they are and whenever they want by using their smart phones. Besides, mobile tickets offer more advantages than traditional ones : better commodity for users, less queuing at the entrance of a theater, concert or event.

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COMMON ISSUES IN START-UPS

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ABSTRACT
Startup companies are newly born companies which struggle for existence. In this research article, the readers will come to know about the issues relating to start-ups. Taking into factors what are the key elements that are faced by the entrepreneur while starting a business. This research article tries to conceptualize the phenomenon, i.e. "startup," and recognize the challenges they might face. After reviewing the life cycle and the challenges, the research article concludes with some concluding remarks.

Keywords: Startups, Entrepreneur, Individual, Planning.

INTRODUCTION
Startups are formed mainly on brilliant ideas and grow to succeed, which are baby companies. A startup is started by individual or entrepreneurs to search for scalable business. More over a startup is a newly emerged business that aims to develop a market place. In the early stage of startups life expenses generally exceeded revenue because well startups tend to make revenues. In some cases startups might consider asking for loans from friends or family. Venture capital is an option for those startups that are able to prove their potential. With venture capital, capital is exchanged for partial company ownership. (Salamzadeh, 2015).

Hence the concept of startup & entrepreneurship refers to same, however entrepreneurship refers to all businesses including self-employment and business that never intended to grow big or become registered, while startups refer to new business that intend to grow beyond the solo founder, have employees and grow larger. Startups face high uncertainty and have a high rate of failure. The intention of a startup is to grow rapidly as a result of offering something that addresses a particular market gap (Simon, 1993).

There are no fixed parameters on what type of company can be considered a startup. Many startup companies don't have products for sale, and many don't have a revenue stream (Vesper, 1990).

Startups Which Are Successful In Present World
Uber: Tech Company based in San Francisco, California, which operates the ride sharing application and network Uber, as well as food delivering application and network, Uber eats. Uber also owns and operates the shipping application Uber fright, and a ride sharing network for business called Uber business.

Airbnb: This is a story of 3 guys and how they went from renting mattresses to a $10 billion company. In 2007 designers Brian Chesky and Joe Gebbia couldn't afford the rent on their San Francisco apartment. There was a design conference coming to San Francisco and the cities hotels were fully booked, so they came up with the idea of renting out three air beds on their living room floor and cooking their guest breakfast. After a small success and product market fit they enlisted a former flat mate and a computer science graduate, to develop the website and join the venture.

SpaceX: Space explore corporation is a private aerospace manufacturer and space transport company founded and run by Tesla CEO Elon Musk. The ultimate goal of SpaceX is enabling people to live on other planets.

HOW STARTUPS ARE VALUED
There are few ways that investors and potential investors can go about evaluating their potential value on the market

1. **The cost to duplicate method:** In this the product or service created is evaluated by how much it costs to create. The main trouble with this method is that it doesn't consider intangible assets
2. **Market approach method:** This will aim an eye at comparable products on the market. The nature of startup even means that there are no comparable products or services on the market, or the data of these companies may be kept close and not publicly available.
3. **Development stage method:** These companies that are further developed get a higher valuation. For instance, a company with an interesting idea will receive a lower valuation than a company with a clearly envisioned path to profitability.

The main note to investors is that due to high rate of failure startups, potential investors should consider not only the touched product or service but also the quality of the founding members also.

CHALLENGES OF STARTUPS

Some of the prior challenges of Startups addressed a number of common challenges among different startups. Some of the common challenges are as follows:

Financial Challenges

As finance is termed as main element of the startup business. Any start up would face the financial issues and problems for several reasons and in different stages. Some business takes years until they make profits. This does not mean that business that does not generate profits initially is not going to succeed. Entrepreneurs have to start with seed capital. Money is necessary to rent premises, hire staff, lease equipment or more.

Uncertainty about the Future

Being able to predict customer trends, market trends etc. it's a vital changing economic climate, but not everyone have predictive powers. Before starting a startup everyone should have an idea of future forecast.

Monitoring Performance: Using a meaning set of rounded performance indicators that provide the business with insights about how well it is performing. In most cases companies rely on overly simple finance indicators that just clog up the corporate reporting channels. Within the operations of any organization we can find plenty of data to let management know what is working and which problem areas need to be addressed. Some of the steps for monitoring the key issues for performance improvement are:

- Measuring critical few performance criteria
- Analyzing results and recommending actions
- Implementing focused improvement actions

Money

Everyone need money, if you are lucky the cash flows straight away from sales or investors. You will need capital to fund software or product development, office space, marketing. The last thing a startup need is to trim back costs. According to David Roth "As leaders, it's our job to manage the time and money needed to get to the next level without running out of either one".

Neglecting Marketing /Sales: Some startups face the problem because they haven't put enough resources into the marketing and sales. Sometimes they ignore them completely and put their faith in word of mouth. Unless you make an effort to grow them with a properly structured plan to promote your startup.

Weak Co-Founders: It may be hard to believe that, your co-founders may be a part of your start up woes, says Roy Hodges, deputy editor of Startupmag.com. They may help a great product, but lack of skills need to help run the business. Startups may need new executives to spread the workload.

Competitors: As it is a crowded market place it's not going to be much easy. New arrivals may alter the market place, so having the great strategy, or being able to think on your feet quickly and adapting to the new reality will define your success (or) failure.

CONCLUSION

To be successful in sustainable business practices you require an innovation and you should rely on offering new products and services in response to the concerns. Should have a view about the future and the startup should not be for a short time purpose but should be for a long time. And also should have an eye on competitors. The idea of a startup starts with a simple idea and should develop on that idea. Time management also plays a crucial role for successful startup. All startups face the same challenges, but some can be avoided with careful planning. The other needs the quick decisions when they occur. The best suggestion is that to have a clear idea while starting a startup and never give up your idea.

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NEW PRODUCT DEVELOPMENT SUCCESS AND FAILURE

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ABSTRACT

This paper examines the nature of the core capabilities of a firm, focusing in particular on their interaction with new product and process development projects. Two concepts about core capabilities are explored here (Success and Failure). Success is not just elusive it is also multifaceted and difficult to measure. Bringing a successful product to the market is a team effort. While designers are responsible for usability, utility and the rest of the users experience there are many factors which contribute to the success or failure of the new product development and many of these are outside of the designer's direct control. Two case studies of new product and process development projects in five firms provide illustrative data, one describing success, and the other failure.

The factors that are useful to develop the successful products are: idea generation, idea screening, concept development, business environment, marketing mix, understanding the customer's pain, commercialization and testing the product before bringing into the market. The factors that why new product fails in the market are: poor product design, established customer loyalty in the market, weak launch, aggressive competitor's actions, poor pricing, weak supporting brand equity, poor internal marketing, and insufficient time for success.

Keywords: customer satisfaction, new product development, marketing strategy, marketing research activities, failures, timings.

INTRODUCTION OF NEW PRODUCT DEVELOPMENT SUCCESS & FAILURES:

Product design is to create a new product to be sold by a business to its customers in a systematic approach product designers conceptualize and evaluate ideas turning them into tangible inventions and products product design is the process and the set of strategic and tactical activities from idea generation to commercialization used to create a product design in a systematic approach product designers conceptualize and evaluate ideas turning them into tangible inventions and products. (Cooper 1998) The digital tools that now allow designers to do things that include communication, visualize, analyze, 3d modelling and actually produce the ideas in a way that would have taken greater manpower in the past.

Industrial design is concerned with bringing artistic form usability usually associated with craft design and ergonomics together in order to mass produce goods other aspects of product design and industrial design include engineering design particularly when matters of functionality or utility example problem solving are at issue though such boundaries are not always clear. The product design is not an easy task because the stakeholders involved all demand something different from the product designer and from the design process (Davis R.E 1993)

The purchaser looks at price, appearance, and prestige value of the product. The end user is concerned with usability and function ability of the final product the maintenance and repair department focuses on how well the final product can be maintained is the product easily reassembled, disassembled, diagnosed and serviced (Griffin, 1993).

SUCCESS OF NEW PRODUCT DEVELOPMENT

The new product success depends on having a unique superior product one with higher quality, features and value in use. It is well defined product concept a defined target market product requirements & benefits. One of the keys to successful new product and process development is the design and production of a new product with the minimal resources possible without sacrificing any quality of the finished and marketable article. A new venture can gain competitive advantage over larger companies if the product and process can be designed and built for a fraction of the cost that more established enterprises can achieve. Thus product development is one of the most important processes of new venture creation. (Ziger B.J 1990) New product development is both a manifestation & extension of strategy in terms of what the company puts into the market place, steering the direction of the enterprise and at the same time an influence upon strategy because founder or team capabilities limit the set of options available to the new ventures in terms of what can be done in the market place in terms of product.

The new product development process is so close to the concepts of idea generating & screening, developing the concept, and analyzing the business environment like external & internal factors. Here the internal factors

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like employees, financial reports, finance management and marketing, vision & mission. The external factors are the PESTLE analysis, analyzing the competitors. The organization should know who is the competitor to him and should have the product differentiation. Customers should be aware of the new product. One can observe in the market place that some new companies almost seem immediately to make a high impact on the market. Others enter the market place and seem to go nowhere while others grow gradually over a long period of time (Griffen & page A.L 1996).

FAILURE OF NEW PRODUCT DEVELOPMENT

Any product that does not satisfy a unique need of customer fails to dislodge more established brands available. Customer must comprehend the new products advantages unless sound communication strategies support the introduction of a new product failure usually follows. If its price and performance give it an advantage over competitive products it should be distinctive in one way or the other. Companies should have a good & proper plan that carries them through every stage and aspects of products life. The proper plan is to care for the customers in this customer needs and wants for product is very important. In this the social activities like lifestyle, age, preferences, etc. the company should analyze and should take feedback from customers and can plan according to it. The company should bring the awareness of product to the customers which means there should be proper timing when they are launching the product in the market. When the customer demand is high the company should launch the product. Hence the appropriate time has its strategic importance in product success than failure.

The organization should under-estimate the SWOT analysis of the competitor and own capabilities resulting in over-optimistic calculations which will be shattered soon by the actual product performance. This can happen when executives want to market a particular product because it is tied with their personal ambitions in the company. Many times technical product deficiencies are the common cause of new product failure. Engineers and product technocrats are capable of giving the best laboratory products by over-engineering. Hence over-engineered product costs a lot to the firm and finally to the customers where competitors have an edge over the firm in question.

Another reason for the failure of certain products is the price factor higher production and distribution costs may lead to higher price such a product cannot be sold in a market consisting of middle and lower income buyers. The faulty distribution policy of the marketer may lead to many problems the goods may not be available when required may lead to higher price and so on. Example in case of car the easy availability of spare parts may frustrate the buyers such buyers would not recommend the product to their friends and relatives.

OBJECTIVES OF THE STUDY

The main objective of this study is to satisfy the customers' needs and wants their preferences. The company should make the product awareness to the customers so the customers may come to know about the product through the advertisements and through promotional strategy. The communication of that product should be very useful and should show advantages to the customer's so they will be showing interest to purchase the product and have to launch the product at proper time. There should be product differentiation with high innovative features than the competitor product so that there will be no failure of the product rather than the success. Hence the main objective of this study is to make the profits with the new product development and to capture the market share and to create a position in the market.

METHODOLOGY OF THE PAPER

This paper use only secondary data that has been collected from various journals, books, articles, websites etc. This has been used to study the conceptual frame work of new product development and its success and failures and how to overcome the failures with high innovative features of the product. When the product fails there will be huge loss to company and the company falls in risk management here the R&D group should identify, analyze and should control the risk management.

Example of the Successful Product According To This Case

For example automotive companies are creating electric cars to meet changing needs of their existing market current market customers in the automobile market are becoming more environmentally conscious. The main success of the product development in automobile swift maruti Suzuki industry is with high mileage with large leg and boots space, affordable price, good design. Should be built in different platform by introducing all safety and regulatory requirements and can be exportable to the other countries. The product should offer the hybrid engine segment there should be petrol and diesel variants so that the customer can purchase according to his variants. This swift car has got much success in the product development as top to low level also can purchase this car as it is easy to maintain and can get the spares parts easily anywhere it has received the car of the year award in 2018.

Example of the Failure Product According To This Case

For example let's take a failure product as Skoda fabia yes it's true that Skoda fabia has failed in the market and vanished from the Indian market. In this case the Skoda fabia is the best example as a failure product although the fabia has many draw backs in terms of engine, diesel pump failure, higher maintenance costs coupled with poor sales and service experience from Skoda but it is still a very capable product IMO. The build quality and the interiors are among the best in the segment.

We do feel it's a bad decision to discontinue the fabia all it really needs are capable engine options. If this car engine gets any trouble it leads to a big problem and the customer feels dissatisfaction not only on the car but also towards the company and this leads to bad image on the company and the customer will not suggest any of his friends or relatives on that company due to dissatisfaction of the product. Skoda has incurred huge losses on the fabia losing up to 1.5 lakh per car repeated price cuts and discounts have failed to generate any increase in sales. Margins reduced as a result of 40% reduction in its price compared to 2008 launch. High level of foreign content in the fabia makes its expensive to produce.

CONCLUSION

In this search the successful product innovation, product managers and researchers typically focus on trying to identify the most effective organizational processes, strategies, and structures. Effort is directed toward understanding the process that consumers use for evaluating an innovation. By gaining insight into this evaluation process a firm can present an innovative product in a more effective manner and thus increases the likelihood that customers will respond favorably to the innovation. Their observations they develop a model of the detailed information-processing steps that these customers employed in order to evaluate the new products.

In a simplified model of the evaluating process when presented with an innovative concept, customers first attempt to the categorize the product in other words an innovation may rejected and fails simply because the customers somehow link to an existing category that has a negative connotation. If customers cannot categorize the product they then employ the judgment process based on some evaluating criteria.

Based on the information collected in this study this simplifies model is extended to include four other cognitive processes that strongly influence the evaluation process: forming evaluative criteria, forming expectations about the innovative concepts, assessing satisfaction with an old product and comparing the new and old products. When faced with highly innovative concept, customers may find it difficult to form their own evaluative criteria and expectations concerning that innovation consequently managers may be have an opportunity to shape the judgment process by educating consumers about the appropriate evaluative criteria or by clearly communicating the product: attributes, benefits, and appropriate use.

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1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1" margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
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5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
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EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

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Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, *2*(3), 29–33.

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- **Electronic sources should include the URL of the website at which they may be found, as shown:**

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Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

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Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

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7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

8. Decision of the Editorial Board regarding selection/rejection of the articles will be final.