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A CASE STUDY OF ACTIVITY BASED LEARNING IN ENGLISH LANGUAGE CLUB AT VPIMSR, SANGLI

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ABSTRACT

Activity Based Learning basically is a student centric teaching pedagogy. It facilitates a holistic learning and understanding of the concepts and theories. It is an educational activity that includes student's direct participation. It acknowledges student's voice in the learning experience where student's active participation is most important. The paper focuses on the need and importance of activity based learning and its results were based on the reviews collected from the members of Language Club.

Keywords: active learning, performance, scholastic skills, non-scholastic skills

INTRODUCTION

Gone are the days of traditional method of teaching which was totally teacher centric. Students were passive learners. In today's scenario, teaching through traditional method is inadequate to compete and sustain in the present world. Today's educational expectations requires learning to be constructive and self-motivated where students' active engagement is required to explore their environment. In Activity Based Learning the teacher's role is just to provide learning situations and students are required to construct knowledge on their own.

In the bygone days acquiring knowledge was very expensive as the sources available for collecting, understanding and analyzing the information was limited to teachers, educators and the library as the sources of imparting knowledge. But today in the world of information and technology, information on any subject has become cheap because of the easily available resources such as internet, videos, podcast and so on. **If we teach today's students as we taught yesterday's, we rob them of tomorrow. –John Dewey**

Instead, posing questions and problems on the available information would be much wiser and effective to make the education more productive as well as encourage the students to critically think, analyze, experience and express their views independently. So there is a need of such learning where students would get themselves expertise in their subjects. The solution is Activity Based Learning. This method or style of learning is the true essence of modern education.

▪ STATEMENT OF PROBLEM

In today's scenario modern education expects the students to be enriched with the scholastic and non-scholastic skills which is absent in the traditional method of learning. Activity Based Learning has become the need of the hour as it develops the above mentioned skills. Taking these into consideration the researchers have applied the concept of involvement and learning through Language Club and have observed the performance of the under graduate students of VPIMSR, Sangli.

▪ OBJECTIVES

1. To identify the need of activity based learning for UG Courses.
2. To analyze the role of activity based learning on scholastic and non-scholastic skills.

▪ HYPOTHESIS

H0-There is no significant relationship between activity based learning and scholastic skills of students

H1- There is significant relationship between activity based learning and scholastic skills of students.

H0- There is no significant relationship between activity based learning and non-scholastic skills of students.

H2- There is significant relationship between activity based learning and non-Scholastic skills of students.

▪ RESEARCH METHODOLOGY

Area of Study: The study was carried out at VPIMSR, Sangli.

Data Collection: The Data was collected through

- Primary data was collected by scheduled interview and structured questionnaire method.
- Secondary data was collected through various books, articles and journals.

- Observation technique by the Mentors to assess the changes in the performance among the students.

Research Tool: A structured questionnaire was designed to elicit information from the students.

Sample Design: Simple Random sampling technique was adopted by the researcher. The population for the study was Under Graduate students of BBA and BCA a total of hundred students who were members of Language Club of VPMSR, Sangli.

Sample Size: 50 respondents were randomly selected.

▪ NEED OF ACTIVITY BASED LEARNING

The main purpose is to provide appropriate environment to the students who get actively engaged in the learning process which is based on hands-on experiments and activities. The traditional method of learning considered the educator, the teacher or the knowledgeable expert as the only source who transfers the knowledge to students and the students in return are supposed to absorb the transferred knowledge from their educator. Students are just the audience in traditional method of learning rather than being a participant. On the contrary in Activity Based Learning, an educator, the teacher or the knowledgeable expert plays the role of a facilitator who just guides and assists the students in the whole of the learning process. Different methods can be used to connect the students with the topic and make them involved in their own learning process developing the dual aspects of scholastic and non-scholastic.

Modern job prospects encourage candidate to be well versed and have good hand on scholastic as well as non-scholastic aspects. Just the theory knowledge will not prove beneficial for acquiring a good executive job but a candidate should also possess employability skills. In order to sustain in the competitive job market a candidate needs to master non-scholastic skills like critical thinking, problem solving, initiativeness and decision making, etc.

▪ FORMATION OF LANGUAGE CLUB

As per the survey it was found that undergraduate students lack in communicating effectively and expressing their views confidently. With reference to this Language Club was formed. The main objective was to give its members a casual and informal platform for the students to learn English language in a playful manner thereby developing their co-scholastic aspects. Learning English, its grammar concepts, other parts of language learning cannot be taught nor learnt more effectively in a traditional method of learning. So it is a modern approach which encourages participative learning among the students. It consists of various scholastic topics such as grammar, reading, speaking, writing and listening skills in English language. It also focuses on non-scholastic topics like stage daring, confidence, critical thinking, analytical skills and so on. Thus Language club's objective is to focus on both scholastic and non-scholastic aspects by retaining knowledge of what they learn affecting the overall personality development of the students.

▪ DATA ANALYSIS

Table No.1

ACTIVITY NAME	Extremely Dissatisfied	Dissatisfied	Neutral	Moderately Satisfied	Extremely Satisfied	Weighted Mean
Alphabet freeze	5	2	3	18	22	4
Pictionary	1	2	1	24	22	4.28
Running dictation	0	0	0	12	38	4.76
Match the proverbs	1	1	1	21	26	4.4
Write a humorous story	1	2	3	19	25	4.3
Grammar scattergories	5	1	6	20	18	3.9
Newspaper Reporting	6	4	4	21	15	3.7
Newspaper Scavenger Hunt	2	1	1	24	22	4.26
Crosswords	10	10	6	13	11	3.1
What's in the bag?	10	10	8	10	12	3.08
Just A Minute	1	6	4	25	14	3.9
Explore the world of Grammar	3	8	8	20	11	3.56

Role Play	4	6	1	18	21	3.92
Think Fast	3	4	11	16	16	3.76
Rapid Fire	2	5	6	22	15	3.86
Treasure Hunt	1	2	5	12	30	4.36
					sum=	63.14
					average=	7.428235 294

The above table displays the satisfaction level of the students of language club activities conducted throughout the year. The analysis states that average of all the activities conducted in language club is 7.42% which denotes that activity based learning method proves more effective as there is direct student participation also students enjoy learning through activities which enhances not only their scholastic but also non-scholastic skills. So, learning through fun is the need of the hour.

Table No.2

Activity help you to	Always	Sometimes	Neutral	Never
come forward to correct the incorrect answers to peers	28	20	1	1
Discuss topics to broaden intellectual interest with teachers and students	26	22	2	0
communicate effectively by using available technology	30	15	3	2
prepare yourself for intellectual demand	26	22	2	0

The above table displays the response of the students with respect to how helpful and effective were the activities conducted in the language club. From the above analysis we can state that almost all the activities were beneficial to the students in terms of enhancing their knowledge.

Table No.3 Satisfaction of learning through the activities of language club

Rate your satisfaction	1	2	3	4	5
	1	3	5	13	28

The above table displays the responses of the students with respect to their satisfaction of the activities conducted in the language club. The satisfaction level among 50 students, 28 responses fall under highly satisfied grade with the language club activities.

▪ TESTING OF HYPOTHESES

A structured questionnaire based on scholastic and non-scholastic aspects was prepared and based on it the following analysis was made.

Table No.4 -Non –Scholastic Skills

Rate your agreement towards development of non-scholastic aspects through Activity based learning activity	Extremely Dissatisfied	Dissatisfied	Neutral	Moderately Satisfied	Extremely Satisfied
Creativity	2	3	6	12	27
Sharing	3	3	7	11	26
Problem Solving	2	4	9	13	22
Decision Making	2	3	5	12	28
Evaluating Skills	2	2	8	14	24
Self Evaluation	2	2	7	12	27
Critical Thinking	2	3	9	10	26
Reflective Skills	3	3	8	13	23
Presentation Skills	2	2	5	14	27
Leadership	2	2	6	12	28
Team Spirit	1	1	7	13	28
Analytical Skill	2	2	6	13	27

Effect on perspective	1	2	6	15	26
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Data collected was analyzed using Simple percentages and Analysis of Variance (ANOVA)

Table No.5

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	5149.077	4	1287.269	780.7698	5.53E-51	2.525215
Within Groups	98.92308	60	1.648718			
Total	5248	64				

Above table presented the ANOVA table of agreement towards development of non-scholastic aspects through Activity based learning of the students of language club. F value is more than F critical value hence automatically null hypothesis stating that; there is no significant relationship between activity based learning and scholastic gets rejected whereas our H1 gets accepted. So it can be stated that there is significant relationship between activity based learning and non-scholastic skills of students

Table No-6: Scholastic Skills

Rate the activities in terms scholastic skills	Extremely dissatisfied	dissatisfied	neutral	moderately satisfied	extremely satisfied
Group discussion	4	5	3	18	20
Viva	3	7	8	16	16
Quiz	4	6	8	14	18
Home Assignments	5	4	5	14	22

TableNo.7

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	734	4	183.5	49.15179	1.91E-08	3.055568
Within Groups	56	15	3.733333			
Total	790	19				

The above table presents the ANOVA table of agreement towards development of scholastic aspects through Activity based learning of the students of language club. The calculated P -Value from the above table is (E-08; $p > 0.05$). This implies that our H0 gets rejected and H2 gets accepted. So, it can be stated that there is a significant relationship between activity based learning and scholastic skills of students.

▪ FINDINGS & SUGGESTIONS

The research output is that students are nurtured and are well educated through activity-based learning. The activity-based learning motivates the students to come forward and express their views in their own way, enriching them not only with their academic performance but also their co-curricular activities. On the contrary in the traditional method of learning process, a student's academic skills are only focused. To make the point stronger a quote of Benjamin Franklin can be very rightly used which says that **"Tell me and I forget, teach me and I may remember, involve me and I learn."** In other words, such learning helps student's scholastic and non-scholastic skills.

A decision of accepting H1 and H2 means scholastic as well as non-scholastic aspects have positive impact on students' development. Thus, activity based learning is a self-directed learning process which gives scope for students to be independently a knowledge proficient as well as to think critically. It helps in the development of creative as well as communicative skills. It boosts the confidence of the students by generating in them a sense of achievement and a feeling of security which would be favorable in their overall personality development. Hence such sort of student interactive learning process should be fortified in the educational institutions. This would generate concentration and passion among the students in order to make their learning constructive and productive.

▪ CONCLUSION

The topics covered in the language club through activities if were taught through traditional method would fail in making the students understand the topics in a full fledged way. But on the other hand, the topics when they were taught through activities, proved beneficial, easy to understand and interesting to the students. The reason was students were the live participants or can be said that they were the doer of the action. They were the ones who were whole and sole responsible for the success in the learning process. The activities conducted developed a natural curiosity among the students that created interest in learning the various topics covered and which indirectly improved their scholastic and non-scholastic skills.

Traditional method of learning somewhere lacks in making the students more productive. It is not to be assumed that traditional method of learning is an utter failure or should not be adopted in the modern education system. But based on the analysis, we can come to the conclusion that both the traditional method and activity based learning can be used and encouraged simultaneously, provided that the switching of the methods based on the subject or topic to be taught should be considered.

Imparting education to the students should be an amalgamation of both the traditional and activity based learning where the objective of both the patterns of learning should be structured, effective, productive, useful and maximum student interaction resulting into fun through learning.

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A STUDY ON PROBLEMS OF SMALL ENTREPRENEURS

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INTRODUCTION

To become a successful entrepreneur, professionalism is must. Many businesses starts up but within a short span they end. Business is nothing but an identifying the target customers, identifying their needs, and accordingly prepare suitable products and services to gain unlimited profits. In every business there ingredients are must Team, System and strategy. If the team is loyal, dedicated, expert, competent and committed, business will definitely grow. The proper system has to be developed in the business then the dependency on people will reduce. Actually if a proper system is developed within the business, the owner can concentrate on the core activities and he or she can grow their businesses. System includes a process and structure. All the business activities need to be divided and delegated to different people in an organization.

There is a song in Hindi, " हम होंगे कामयाब , हम होंगे कामयाब...एक दिन....." which means one day we will get success. But we don't know when this one day will come in our life. The great leaders have established their empires; they lead the economy of nation. Anil Agarwal, Dhirubhai Ambani, Steve Jobs, Richard Bransan, Sam Walton, Dilip Sanghavi, Goutam Adani, Sachin and Binny Bansal, Ramesh Chaouhan, Brijmohan Munjal, Sanjiv Bhimchandani, Rahul Bhatia, Javed Habib, Kishor Biyani, Rajesh Agarwal an dmany more leaders proved their capabilities and established their ventures successfully. All these people are not the key but they always are the key makers. We read their stories; we get inspiration from all these great leaders but never bring their principles, their do hard work like them in our life. Always we blame the system, we blame the parents, we blame our faith and treat our self unlucky. Many small entrepreneurs think that there are many hurdles in the growth of their existing business, they are unfortunate and they are not growing due to lack of finance only.

Always small business men have a great fear in their mind, if he or she changed the existing business (even it is at loss), how can they start other business? What people will say? What relatives will say? What will be the consequences?. What to do, If they got a loss in that new business? Without undertaking any further activity, some people keep quite but they never change their line of business. Most of the businessmen run their businesses only for survival. They never try to expand their existing business.

STATEMENT OF THE PROBLEM

The small businessmen, traders are playing a vital role in the local economy of the Sangli & Kolhapur districts. These small entrepreneurs are doing their business activities only for the survival. They are not professional in their behavior. As any businessman does all the activities in the initial stage of start up, till after 20 years of their business experiences, they are totally engaged in basic activities, without concentrating on core activities. There is a need for the study to find the reasons and bring possible solutions and motivate them to expand their business.

OBJECTIVES OF THE STUDY

1. To analyze the problems of the entrepreneurs in expansion of businesses.
2. To give suggestions to improve the situation.

RESEARCH METHODOLOGY

The present study is basically a descriptive one that explains the problems of entrepreneurs and hurdles in expanding their existing businesses. The data has been collected from both primary and secondary sources. Since the secondary data collected provides only the background and supportive information relating to the study, primary data has been collected from the entrepreneurs from Sangli and Kolhapur districts. Convenience sampling method is used to select the respondents for the present study. Sample survey has been conducted in this study and total 150 respondents are selected for the present study.

ANALYSIS

The entrepreneurs are spread throughout the width and breadth of the Sangli and Kolhapur districts. The examination of the data revealed that out of the 150 samples, a majority of 145 respondents, representing 96.7%, are owned by proprietorship business, partnership business or cooperative societies and remaining five respondents ie 3.3 % have established private companies. The following table shows the forms of organization of sample entrepreneurs in study area.

TABLE:- 1. NATURE OF THE UNIT

Sr. No.	Particulars	No of Respondents	% to total
1.	Sole Proprietorship	82	54.7
2.	Partnership	49	32.7
3.	Pvt companies	05	3.3
4.	Co-operative Society	14	9.3
	Total	150	100

Significant revelation of the above data is that the principal forms of organization of selected entrepreneurs in selected districts are sole proprietorship concern. (54.7%)

Table 2. Nature of business they are doing

Normally there two types of nature of entrepreneurs one is survival type and another is aspirants for growth of the business. The examination of the data revealed that out of the 150 samples, a majority of 138 respondents, representing 92.0%, are doing their business for only survival and remaining 12 respondents ie 8.0 % have trying to expand their existing businesses . The following table shows the forms of organization of sample entrepreneurs in study area

Sr. No	Purpose	No of Respondents	% to total
1.	Survival	138	92%
2.	Growth	12	08%
	Total	150	100

This table makes it clear that the majority of businessmen (92%) of the selected samples are doing their entrepreneurial activities only for survival and remaining only 8 % are taking efforts to for the growth of their business. The reason behind this majority of the entrepreneurs has not adopted professionalism in their businesses. Majority of them are wasting their time in basic activities which are supposed to be done by their managers, workers.

Table-3: Business turnover of the selected entrepreneurs

Sr. No	Particulars	No of Respondents	% to total
1.	Up to 25 lakh	86	57.33%
2.	25 lakh to 50 lakh	40	26.66%
3.	50 lakhs to 1 crore	14	9.33%
4.	1 crore to 10 crores	08	5.33%
5.	Above 10 crores	02	1.33%
	Total	150	100

The above table makes it clear that the majority of the entrepreneurs ie 57.33% % are having their business turnover up to 25lakhs and only 6 to 7 % entrepreneurs are having the turnover between 1 crore to 10 crores. Many of the entrepreneurs are doing their businesses from more than five years. But they are all surviving but not taking efforts for growing or expanding their businesses.

Table-4: Activities/ responsibilities related to business

Sr No	Activities done for business	Who takes responsibility			% to Total
		Owner	Delegated	Never thought to do	
1	Signing cheques for business	135	15	-----	150
		90%	10%	-----	100
2	Address the last minute requirement and changes	132	16	02	150
		88%	10.66%	1.33%	100
3	Strategizing about the future	48	12	90	150
		32%	8%	60%	100
4	Problem solving	132	18	----	150
		88%	12%	-----	100
5	Decision making in a small issues	138	12	-----	150
		92%	8%	---	100
6	Collect daily activity Reports from the teams	120	12	18	150
		80%	8%	12%	100

7	Take care of office premises	139	11	-----	150
		92.66%	7.33%	-----	100
8	Recruitment and selection of Employees	142	08	-----	150
		94.67%	5.33%	-----	100
9	Conduct annual appraisal of the employees	56	12	82	150
		37.33%	8%	54.67%	100
10	Analyzing employee strengths	80	08	62	150
		53.33%	5.33%	41.33%	100
11	Decide job description	120	14	16	150
		80%	9.33%	10.66%	100
12	Understand the market demands	96	26	28	150
		64%	17.33%	18.66%	100
13	Issue appointment letters and fix salaries	135	15	----	150
		90%	10%	-----	100
14	Buying stationeries other essentials	128	22	----	150
		85.33%	14.66%	-----	100
15	Approve vouchers and payments	132	18	-----	150
		88%	12%	-----	100
16	Collaborations and tie up	04	08	138	150
		0.02%	5.33%	92%	100
17	Daily attendance of the workers	130	15	05	150
		86.66%	10%	3.33%	100

We can observe from the above table that majority of the selected entrepreneurs are doing routine activities only. More than 80 % of the total selected entrepreneurs are spending their important time in daily routine activities like signing cheques, problem solving, collecting daily reports, taking care of office premises, analyzing employee strengths, job description, issue appointment letters to their employees, buying stationary and other essentialities. If these entrepreneurs engaged in routine activities then, when can they think about the strategic business plans and their business expansion etc. 82 % entrepreneurs never think about annual employee appraisal. 60% entrepreneurs never think about strategic future plan. Out of total respondents, only 5 % entrepreneurs have thought about business collaborations and tie ups.

Many selected entrepreneurs are doing routine work without concentrating on core activities of marketing and selling. Lack of time is a common problem that plagues every business. At the start up stage of the business, doing all the business activities by the owner himself is OK but not at the stage of business expansion. In today's environment, entrepreneurs need to create more time for reaching the untargeted customers. It is also observed that entrepreneurs are notorious for doing all the activities without handing over the tasks to skilled employees and which can free the entrepreneur for his or her vision and creativity.

Table 5: Reasons for only survival purpose of entrepreneur

Sr No	Required activities	Opinions		% to Total
		Yes	No	
1	Have you chalk out business expansion plan?	08	142	150
		5.33	94.66%	100
2	Do you wish to expand your business?	138	12	150
		92%	8%	100
3	Have you taken advise of a growth adviser or mentor	15	135	150
		10%	90%	100
4	Have you interacted with likeminded entrepreneurs/ business aspirants	16	134	150
		10.66%	89.33%	100
5	Have you appointed the specialized people in your business?	18	132	150
		12%	88%	100
6	Have you delegated your routine works to managers?	22	128	150
		14.66%	85.33%	100
7	Have you decided your salary / reward for your efforts ?	25	125	150
		16.66%	83.33%	100
8	Have you ever attended a business related	28	122	150

	seminar/workshop?	18.66%	81.33%	100
9	Do you have your own business website?	12	138	150
		8%	92%	100
10	Are you advertising about your products and services on any social media?	45	105	150
		30%	70%	100

It is must for every business to have a business plan which is realistic and based on accurate information. It is good thing that 92% entrepreneurs wish to expand their businesses but unfortunately, they don't have chalked out the business plans. The study shows that only 10% entrepreneurs have taken advice of growth advisers or business mentor to keep them focused. It is also observed that only 10.66% entrepreneurs have interacted with like minded entrepreneurs to grow their businesses. Only 12% entrepreneurs have appointed management expertise in the area of finance, production, selling and hiring and managing the employees or outsourcing the work to competent professionals. Business related seminars and workshops motivate and inspire the entrepreneurs to remain focused, but only 18% entrepreneurs use to attend the business seminars. Every business whether it is small or big should have a professional looking and well-designed website which enables the users to find out the products and services provided by the entrepreneurs. Only 8% of the selected entrepreneurs have their own website. Now a day's social media is playing a vital role in marketing. Only 30 % entrepreneurs are using social media to market their products and services.

SUGGESTIONS

1. The entrepreneurs should not engage in routine activities of the businesses. They should appoint the relevant business and management expertise in areas such as finance, purchasing, selling, production, and hiring and managing employees. These competent professional people will look after the required business-related activities so that entrepreneur will get time to engage in core activities of the business.
2. Small business owners can educate themselves on skills they lack, and they can also hire skilled employees or outsource the work to competent professionals.
3. Small entrepreneurs should consult the skilled growth advisors who will offer business expertise and knowledge about growth strategies and business development.
4. Small entrepreneurs should have strategic interaction with like-minded entrepreneurs, who can become a partner in the business and they both can take synergic effects of the joint business.
4. Entrepreneur is the owner of the business; it doesn't mean that he/she should not take any reward. Yes, they should withdraw a particular predefined amount as a reward for their efforts.
5. Entrepreneurs should participate in workshops or business related seminars so that they can come to know the solutions for their problems, they can meet the people and enhance their network.
6. Entrepreneurs should have a professional looking and well designed website which enables the users to easily find out their business and how to avail themselves of their products and services. By this local customers will come to know address, phone number and hours of operation etc.
7. Now a day's social media is playing important role in marketing products and services. Entrepreneurs should increase their network and advertise about their services and products through social media.

CONCLUSION

To create a big business or to expand the existing businesses, professionalism is must. All these entrepreneurs have potential but they are not focused, not confident. All common people are taught “माणसाने अंथरून पाहून पाय पसरावे” It means the person should learn to live within our means. But it is not true in case of entrepreneurs; they should be focused, ambitious, creative, and professional so that they can expand their business. They should delegate all the routine work to managers/ leaders and concentrate only on core activities of business.

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COMPARATIVE APPRAISAL OF NON-PERFORMING ASSETS OF REGIONAL RURAL BANKS IN UTTAR PRADESH: A STUDY OF PRATHMA BANK, PURVANCHAL GRAMEEN BANK AND ARYAVRAT GRAMEEN BANK

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ABSTRACT

Purpose-The aim & objective of this research paper is to know the difference of mean score among the three Regional Rural Banks such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank (Sometimes called Grameen Bank of Aryavrat) with respect to various parameters like Gross NPA Ratio, Net NPA Ratio, Gross NPA Asset Ratio, Net NPA Asset Ratio, Share Holders Risk Ratio and Total Provision Ratio.

Design/methodology/approach-Three Regional Rural Banks such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank operating in Uttar Pradesh (India) was considered for the analysis. The data were taken from Annual Reports of RRBs and Reserve Bank of India website. The parameters like Gross NPA Ratio, Net NPA Ratio, Gross NPA Asset Ratio, Net NPA Asset Ratio, Share Holders Risk Ratio and Total Provision Ratio were taken as variables. The Descriptive statistics, ANOVA and Post Hoc Tools were used to examine the difference of mean score among the three Regional Rural Bank such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. The study covers the period ranging from 2006 to 2017.

Findings-The study reveals that there exists a statistically significant difference among three RRBs such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank with respect to Gross NPA Ratio, Net NPA Ratio and also there was no significant difference among three RRB's with respect to Gross NPA Asset Ratio, Net NPA Asset Ratio, Share Holders Risk Ratio and Total Provision Ratio Relationship.

Research limitations- The limitation in this research paper was the financial data of Regional Rural Bank during 2006 to 2017 time period.

Practical implications- The results thus imply that mean score of difference among three RRB's such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank with respect to various parameters like Gross NPA Ratio, Net NPA Ratio, Gross NPA Asset Ratio, Net NPA Asset Ratio, Share Holders Risk Ratio and Total Provision Ratio.

Originality/value-This research paper analysis results are derived with the help of a software statistical package SPSS 23.0 by using Descriptive statistics, One Way ANOVA and Post Hoc Multiple Comparison.

Keywords: Gross NPA Ratio, Net NPA Ratio, Gross NPA Asset Ratio, Net NPA Asset Ratio, Share Holders Risk Ratio and Total Provision Ratio.

INTRODUCTION

Uttar Pradesh is agricultural based state and its maximum population stays in rural area. The Regional Rural Banks have plays an important role in Agricultural financing. At present there are seven (07) RRBs are functioning in the state and all over India are fifty six (56). The establishment of RRBs under the provisions of an ordinance promulgated on the 26th September 1975 and the RRBs Act, 1976 with an objective to ensure sufficient institutional credit for agriculture and other sectors and its mobilize financial resources from rural / semi urban areas and grant loans and advances mostly to small and marginal farmers, agricultural labourers and rural artisans. The area of operation of RRBs is limited to the area as notified by Government of India (GoI) covering one or more districts in the state. The capital contribution of RRBs jointly owned by GoI, the concerned state and sponsor Banks in the ratio of 50:15:35 respectively. The RRBs in Uttar Pradesh have had a long standing of nearly more than four decades.

RRBs play an important role in the socio economic development of country. These banks are growth driver and the banking business is exposed to various risks, such as credit risk liquidity risk, interest risk, operational risk and management risk. Apart from these risks are very important risk is loan recovery. The sound financial position of a bank depends upon the recovery of loans or its level of Non-Performing Assets (NPAs). As an amount minimum NPAs or reduced NPAs are generally gives the impression that banks have strengthened their credit appraisal process over the years and augmentation in amount of NPAs involves the necessity of provisions, which brings down the profitability of Banks. The Indian Banking Sector is facing a severe problem of NPAs. The magnitude of NPAs is comparatively higher in Regional Rural Banks. To improve the efficiency and profitability of banks the NPAs need to be reduced and controlled.

The concept of NPAs originated when Reserve bank of India introduced 'prudential norms, on the recommendations of the Narashimam Committee in the year 1992-93. As per the prudential norms laid down by RBI, An asset is considered as "Non-performing Asset" if interest on instalment of principal due remains unpaid for more than 180 days (from 31st March 2004, it has been decided to adopt the 90 days, overdue norm for identification of NPAs).

In a simple word, as long as the expected income is realized from the asset, it is treated as performing asset but when it fails to generate income or deliver value on due date it is treated as Non-performing Assets. The augmentation of NPAs on the financial statement of banks erodes the solvency, profitability and financial health of banks.

REVIEW OF RELATED LITERATURE

The incidence of NPAs is affecting the performance of credit institutions both financially and psychologically and also suggested to get rid of these severe problems improving the recovery management, corporate governance practices, upgrading technology, credit management, effective legal system, credit information Bureau and inculcating ethics in borrowers.(Samir & Kamra, A Comparative Analysis of Non-Performing Assets (NPAs) of Selected Commercial Banks in India, 2013)

A study of Non-performing Assets and its Impacts on Banking Sector explain the banks seems to have an increasing trends of NPAs in last four years and also suggested that the bank needs to proactive in the selection of clients and customers while sanctioning of loans.(Mishra, 2017)

The research paper "A comparative Statistical Approach towards NPAs of PSU and Private Sector Banks in India" explain the NPAs having downward trends over the study period but NPAs of public sector banks are still higher than private sector banks. The returns on the assets have also the downward trends but this is much lower in PSU banks as compared to private banks. He found that the core management of private sector banks is more professional, much competent and expertise than the PSU banks.(Miyani, 2017)

Management of NPA in the Commercial Banks in Odisha: An Empirical Analysis explain the finding on the demand side mismanagement or diversion of funds, wilful default and flaw in the legal system account for NPAs and another major hurdle in the way of efficient functioning of banks has been sluggish legal system of our country.(Pradhan, 2012)

A Comparative study of Non-performing Assets in Public and private Sector Banks in the New Age of Technology explain the Non-performing Assets are one of the major concerns for banks in India and it also reflect the performance of banks. His study show that extent of NPAs is comparatively very high in public sectors banks as compared to private banks. He suggested that bank management should speed up the recovery process and the government should also make more provisions for faster settlement of pending cases and it should be reduce the mandatory lending to priority sector as this is the major problem creating area.(Satpal, 2014)

OBJECTIVES

On the basis of review of related literature, the researcher has designed the following objectives

1. To study the performance of the three RRBs with respect to various financial parameters.
2. To know the difference of mean score among the three Regional Rural Bank such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank with respect to various parameters like Gross NPA Ratio, Net NPA Ratio, Gross NPA Asset Ratio, Net NPA Asset Ratio, Share Holders Risk Ratio and Total Provision Ratio.

HYPOTHESIS

Null Hypothesis

On the basis of Review of related literature and objectives, we have formulated the following Null Hypothesis such as:

H01: There is no significant difference of mean Gross NPA ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank.

H02: The Gross NPA ratio of Purvanchal Grameen Bank is not better than Prathma Bank.

H03: The Gross NPA ratio of Aryavrat Grameen Bank is not better than Prathma Bank.

H04: The Gross NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank.

H05: There is no significant difference of mean Net NPA ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank.

H06: The Net NPA ratio of Purvanchal Grameen Bank is not better than Prathma Bank.

H07: The Net NPA ratio of Aryavrat Grameen Bank is not better than Prathma Bank.

H08: The Net NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank.

H09: There is no significant difference of mean Gross NPA Asset ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank.

H010: There is no significant difference of mean Net NPA Assets ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank.

H011: There is no significant difference of mean Share Holders Risk ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank.

H012: There is no significant difference of mean Total Provision ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank.

RESEARCH METHODOLOGY

RESEARCH DESIGN

In this case the exploratory as well as descriptive research design was used such as for the new facts, new knowledge, more in-depth study and formulation of null hypothesis; the researchers has applied the exploratory research design and for the testing of above null hypothesis the descriptive research design are applied for more conclusive oriented research for decision making.

DATA COLLECTION

The secondary data collection was collected through the website of Reserve Bank of India and annual reports of RRBs issued by NABARD annually.

SIGNIFICANCE LEVEL

In the above study, we have set in advance the 5% significance level that means we would be wrong only 5% and this is known as Alpha error and or confident 95% or known as Beta error in the decision making. The alpha error is the Type I error in which Reject Null Hypothesis when it is True and the beta error is the Type II error in which Accept Null Hypothesis when it not true.

STATISTICAL TOOLS

The Descriptive statistics, ANOVA and Post Hoc Tools were used to examine the difference of mean score among the three regional rural Banks such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. The study covers the period ranging from 2006 to 2017. The IBM SPSS 23.0, a statistical package for social science package was used for this study, which was designed by International Business Machine Company.

DECISION RULE

In this study the researcher has fixed in advance 5% level of significance that means the researcher would be 5 % wrong or 95% confident (correct) in the decision making or hypothesis testing. If sig. value (p Value) will be less than 0.05 than reject Null Hypothesis (H0). If sig. value (p value) is greater than 0.05 accept Null Hypothesis (H0), Since Alternative Hypothesis is opposite of Null Hypothesis therefore we can also use the following decision rule such as, If sig. value (P Value) will be less than 0.05 than Accept Alternative Hypothesis (H1), If sig. value (p value) is greater than 0.05 reject Alternative Hypothesis (H1).

DATA ANALYSIS AND INTERPRETATION

Gross NPA Ratio Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PRATHMA BANK	11	3.1845	1.27459	.38430	2.3282	4.0407	1.35	5.61
PURVANCHAL GRAMEEN BANK	11	9.3923	4.14482	1.24971	6.6078	12.1769	4.11	14.97

ARYAVRAT GRAMEEN BANK	11	8.6312	6.78378	2.04539	4.0738	13.1886	2.07	21.53
Total	33	7.0693	5.30461	.92341	5.1884	8.9503	1.35	21.53

From the above descriptive statistics table, it is clear that mean score for Gross NPA ratio of Prathma Bank is 3.18, Purvanchal Grameen Bank 9.39 and Aryavrat bank is 8.63, therefore it can be concluded that the Gross NPA ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank.

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	H01
Between Groups	252.207	2	126.104	5.836	.007	Reject
Within Groups	648.238	30	21.608			
Total	900.445	32				

Since the Null Hypothesis was H01: there is no significant difference of mean Gross NPA ratio among three Regional Rural Bank such as Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. From the ANOVA Table it is clear that the sig. value (p value=0.007) is less than 0.05 at 95% confidence Interval, hence Rejected Null Hypothesis, therefore it can be concluded that there was a significant difference of mean Gross NPA ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Now with the help of Post Hoc Test we can find out which regional rural bank Gross NPA ratio was High or Low by comparing any two bank at a time.

Post Hoc Tests

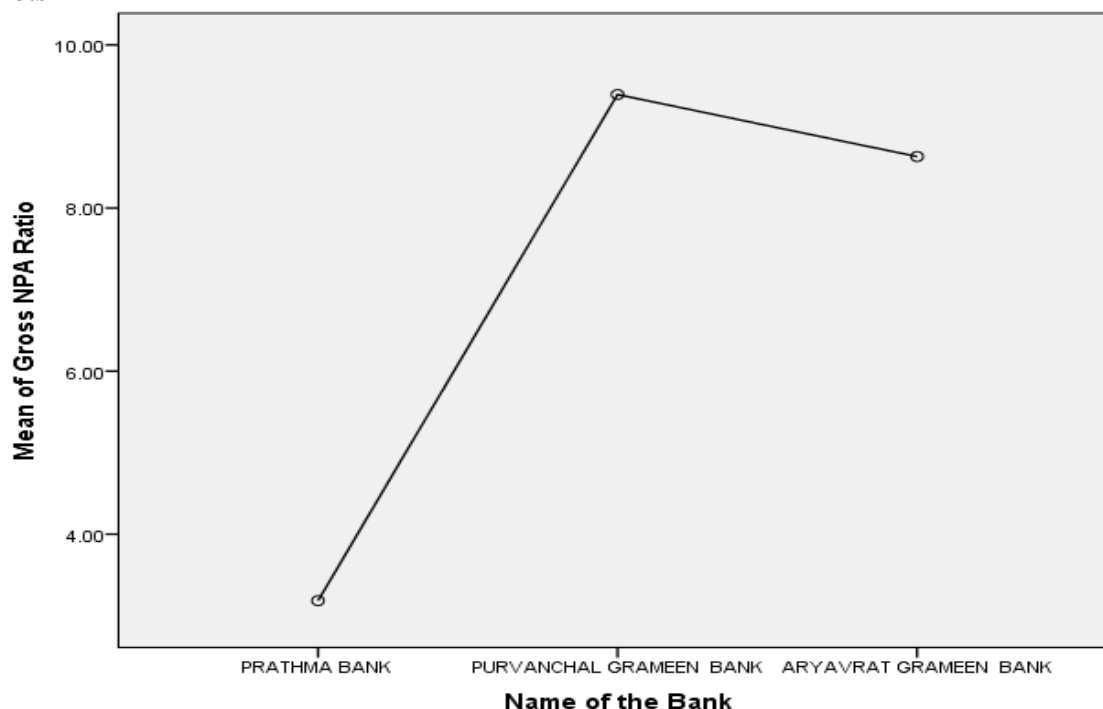
Multiple Comparisons							
Dependent Variable: Gross NPA Ratio Tukey HSD							
(I) Name of the Bank	(J) Name of the Bank	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		H0
					Lower Bound	Upper Bound	
PRATHMA BANK	PURVANCHAL GRAMEEN BANK	-6.20788*	1.98210	.010	-11.0943	-1.3215	H02:Reject
	ARYAVRAT GRAMEEN BANK	-5.44671*	1.98210	.026	-10.3331	-.5603	H03:Reject
PURVANCHAL GRAMEEN BANK	PRATHMA BANK	6.20788*	1.98210	.010	1.3215	11.0943	
	ARYAVRAT GRAMEEN BANK	.76118	1.98210	.922	-4.1252	5.6476	H04:Accept
ARYAVRAT GRAMEEN BANK	PRATHMA BANK	5.44671*	1.98210	.026	.5603	10.3331	
	PURVANCHAL GRAMEEN BANK	-.76118	1.98210	.922	-5.6476	4.1252	
*. The mean difference is significant at the 0.05 level.							

Since the Null Hypothesis was H02: The Gross NPA ratio of Purvanchal Grameen Bank is not better than Prathma Bank. From the Post Hoc test table, it is clear that Sig. Value (p value= 0.010) is less than 0.05, hence it was safe to reject Null Hypothesis, therefore it can be concluded that The gross NPA ratio of Purvanchal Grameen Bank is better than Prathma Bank.

Since the Null Hypothesis was H03: The Gross NPA ratio of Aryavrat Grameen Bank is not better than Prathma Bank. From the Post Hoc test table, it is clear that Sig. Value (p value= 0.026) is less than 0.05, hence it was safe to reject Null Hypothesis, therefore it can be concluded that The Gross NPA ratio of Aryavrat Grameen Bank is better than Prathma Bank.

Since the Null Hypothesis was H04: The Gross NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank. From the Post Hoc test table, it is clear that Sig. Value (p value= 0.922) is greater than 0.05, hence it was safe to accept Null Hypothesis, therefore it can be concluded that the Gross NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank that mean Purvanchal Grameen Bank is better than Aryavrat Grameen Bank with respect to Gross NPA ratio.

Means Plots



From the above plots, it is also clear that Mean score of Gross NPA ratio was Highest for Purvanchal Bank, then Aryavrat Grameen Bank and Lowest ratio was for Prathma Bank.

Net NPA Ratio Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PRATHMA BANK	11	1.0474	1.26030	.38000	.2007	1.8941	.00	4.00
PURVANCHAL GRAMEEN BANK	11	6.0201	3.97019	1.19706	3.3529	8.6873	1.61	12.40
ARYAVRAT GRAMEEN BANK	11	4.1237	5.29706	1.59712	.5650	7.6823	.00	13.65
Total	33	3.7304	4.30352	.74915	2.2044	5.2563	.00	13.65

From the above descriptive statistics table, it is clear that mean score for Net NPA ratio of Prathma Bank is 1.04, Purvanchal Grameen Bank 6.02 and Aryavrat Bank is 4.12, therefore it can be concluded that the Net NPA ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank.

ANOVA						
	Sum of Squares	Df	Mean Square	F	Sig.	H05
Between Groups	138.554	2	69.277	4.577	.018	Reject
Within Groups	454.097	30	15.137			
Total	592.650	32				

Since the Null Hypothesis was H05: there is no significant difference of mean Net NPA ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. From the ANOVA Table it is clear that the sig. value (p value=0.018) is less than 0.05 at 95% confidence Interval, hence Rejected Null Hypothesis, therefore it can be concluded that there was a significant difference of mean Net NPA ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Now with the help of Post Hoc Test we can find out which regional rural bank Net NPA ratio was High or Low by comparing any two bank at a time.

Post Hoc Tests

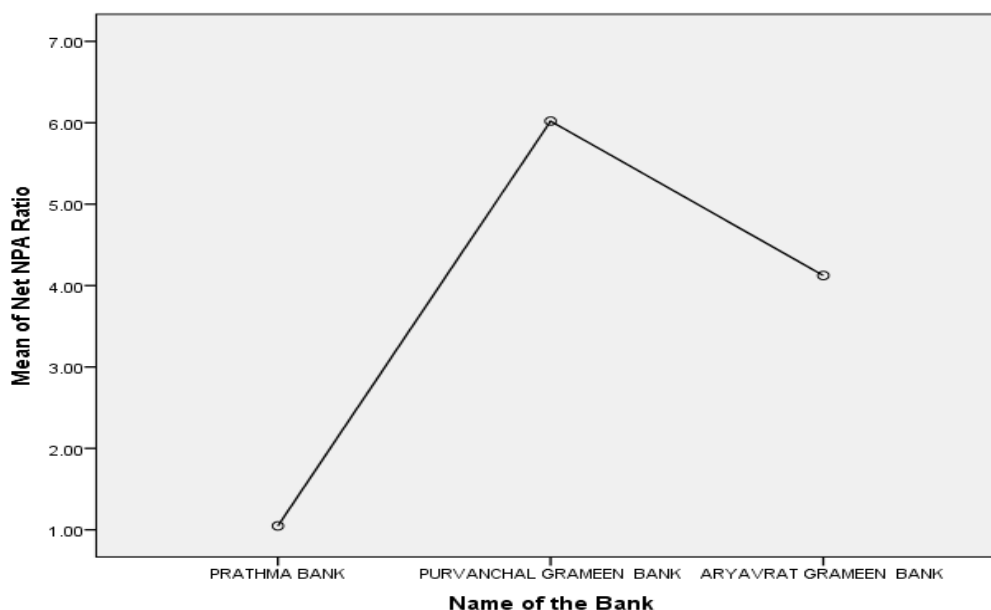
Multiple Comparisons							
Dependent Variable: Net NPA Ratio Tukey HSD							
(I) Name of the Bank	(J) Name of the Bank	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval		H0
					Lower Bound	Upper Bound	
PRATHMA BANK	PURVANCHAL GRAMEEN BANK	-4.97268*	1.65895	.015	-9.0624	-.8829	H06:Reject
	ARYAVRAT GRAMEEN BANK	-3.07626	1.65895	.170	-7.1660	1.0135	H07:Accept
PURVANCHAL GRAMEEN BANK	PRATHMA BANK	4.97268*	1.65895	.015	.8829	9.0624	
	ARYAVRAT GRAMEEN BANK	1.89643	1.65895	.496	-2.1933	5.9862	H08:Accept
ARYAVRAT GRAMEEN BANK	PRATHMA BANK	3.07626	1.65895	.170	-1.0135	7.1660	
	PURVANCHAL GRAMEEN BANK	-1.89643	1.65895	.496	-5.9862	2.1933	
*. The mean difference is significant at the 0.05 level.							

Since the Null Hypothesis was H06: The Net NPA ratio of Purvanchal Grameen Bank is not better than Prathma Bank. From the Post Hoc test table, it is clear that Sig. Value (p value= 0.015) is less than 0.05, hence it was safe to reject Null Hypothesis, therefore it can be concluded that The Net NPA ratio of Purvanchal Grameen Bank is better than Prathma Bank.

Since the Null Hypothesis was H07: The Net NPA ratio of Aryavrat Grameen Bank is not better than Prathma Bank. From the Post Hoc test table, it is clear that Sig. Value (p value= 0.170) is greater than 0.05, hence it was safe to accept Null Hypothesis, therefore it can be concluded that The Net NPA ratio of Aryavrat Grameen Bank is not better than Prathma Bank.

Since the Null Hypothesis was H08: The Net NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank. From the Post Hoc test table, it is clear that Sig. Value (p value= 0.496) is greater than 0.05, hence it was safe to accept Null Hypothesis, therefore it can be concluded that the Net NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank that means Purvanchal Grameen Bank is better than Aryavrat Grameen Bank with respect to Net NPA ratio.

Means Plots



From the above plots, it is also clear that Mean score of Net NPA ratio was Highest for Purvanchal Bank, then Aryavrat Grameen Bank and Lowest ratio was for Prathma Bank.

Gross NPA Asset Ratio

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PRATHMA BANK	11	1.7416	.62732	.18914	1.3202	2.1630	.75	2.68
PURVANCHAL GRAMEEN BANK	11	3.3651	1.70912	.51532	2.2169	4.5134	1.53	6.44
ARYAVRAT GRAMEEN BANK	11	3.8482	3.14159	.94722	1.7376	5.9587	.78	9.06
Total	33	2.9850	2.22650	.38758	2.1955	3.7745	.75	9.06

From the above descriptive statistics table, it is clear that mean score for Gross NPA Asset ratio of Prathma Bank is 1.74, Purvanchal Grameen Bank 3.36 and Aryavrat Bank is 3.84, therefore it can be concluded that the Gross NPA Asset ratio was maximum for Aryavrat Grameen Bank and Lowest for Prathma Bank and it is also very clear that the difference between Purvanchal Grameen Bank and Aryavrat Grameen Bank is very low, hence both the banks having near to low Gross NPA Asset ratio.

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	H09
Between Groups	26.792	2	13.396	3.048	.062	Accept
Within Groups	131.842	30	4.395			
Total	158.634	32				

Since the Null Hypothesis was H09: there is no significant difference of mean Gross NPA Asset ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. From the AVOVA Table it is clear that the sig. value (p value=0.062) is near to greater than 0.05 at 95% confidence Interval, hence it is safe to accept Null Hypothesis, therefore it can be concluded that there was no significant difference of mean Gross NPA Asset ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank, hence there is no need to do the Post Hoc analysis in case of Gross NPA Asset ratio.

Net NPA Asset Ratio

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PRATHMA BANK	11	.5362	.61560	.18561	.1226	.9497	.00	1.88
PURVANCHAL GRAMEEN BANK	11	2.0651	1.45671	.43922	1.0865	3.0438	.54	5.12
ARYAVRAT GRAMEEN BANK	11	1.7638	2.26102	.68172	.2449	3.2828	.00	5.49
Total	33	1.4550	1.68229	.29285	.8585	2.0516	.00	5.49

From the above descriptive statistics table, it is clear that mean score for Net NPA Asset ratio of Prathma Bank is 0.54, Purvanchal Grameen Bank 2.07 and Aryavrat Bank is 1.76, therefore it can be concluded that the Net NPA Asset ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank.

ANOVA						
Net NPA Asset Ratio						
	Sum of Squares	df	Mean Square	F	Sig.	H10
Between Groups	14.431	2	7.215	2.843	.074	Accept
Within Groups	76.132	30	2.538			
Total	90.563	32				

Since the Null Hypothesis was H010: there is no significant difference of mean Net NPA Asset ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. From the AVOVA Table it is clear that the sig. value (p value=0.074) is greater than 0.05 at 95% confidence Interval, hence it is safe to accept Null Hypothesis, therefore it can be concluded that there was no significant difference of mean Net NPA Assets ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Hence there is no need to do the post hoc analysis in the case of Net NPA Assets ratio.

Share Holders Risk Ratio

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PRATHMA BANK	11	5.2233	6.66917	2.01083	.7429	9.7037	.01	21.66
PURVANCHAL GRAMEEN BANK	11	23.5430	16.43577	4.95557	12.5013	34.5847	9.32	58.83
ARYAVRAT GRAMEEN BANK	11	21.4033	28.07243	8.46416	2.5440	40.2626	.00	67.75
Total	33	16.7232	20.33624	3.54008	9.5123	23.9341	.00	67.75

From the above descriptive statistics table, it is clear that mean score for Share Holders Risk ratio of Prathma Bank is 5.22, Purvanchal Grameen Bank 23.54 and Aryavrat bank is 21.40, therefore it can be concluded that the Share Holders Risk ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank.

ANOVA						
	Sum of Squares	Df	Mean Square	F	Sig.	H011
Between Groups	2207.265	2	1103.633	3.003	.065	Accept
Within Groups	11026.736	30	367.558			
Total	13234.002	32				

Since the Null Hypothesis was H011: there is no significant difference of mean Share Holders Risk ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. From the AVOVA Table it is clear that the sig. value (p value=0.065) is greater than 0.05 at 95% confidence Interval, hence accept Null Hypothesis, therefore it can be concluded that there was no significant difference of mean Share Holders Risk ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank, hence there is no need to the post hoc analysis in the case of Share Holders Risk ratio.

Total Provision Ratio

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PRATHMA BANK	11	43.1810	41.65024	12.55802	15.2000	71.1620	.27	106.53
PURVANCHAL GRAMEEN BANK	11	22.6356	13.46350	4.05940	13.5907	31.6805	7.08	47.85
ARYAVRAT GRAMEEN BANK	11	21.8491	20.31876	6.12634	8.1988	35.4994	.97	74.74
Total	33	29.2219	28.78104	5.01014	19.0166	39.4272	.27	106.53

From the above descriptive statistics table, it is clear that mean score for Total Provision ratio of Prathma Bank is 43.18, Purvanchal Grameen Bank 22.63 and Aryavrat Bank is 21.84, therefore it can be concluded that the total provision ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank.

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	H012
Between Groups	3218.541	2	1609.271	2.073	.143	Accept

Within Groups	23288.600	30	776.287			
Total	26507.141	32				

Since the Null Hypothesis was H012: there is no significant difference of mean Total Provision ratio among three Regional Rural Bank vs. Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. From the AVOVA Table it is clear that the sig. value (p value=0.143) is greater than 0.05 at 95% confidence Interval, hence accept Null Hypothesis, therefore it can be concluded that there was no significant difference of mean Total Provision ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank, hence there is no need to do post hoc analysis in the case of Total Provision ratio.

RESULTS AND FINDINGS

It is clear that mean score for Gross NPA ratio of Prathma Bank is 3.18, Purvanchal Grameen Bank 9.39 and Aryavrat Bank is 8.63, therefore it can be concluded that the Gross NPA ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank. It can be concluded that there was a significant difference of mean Gross NPA ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Now with the help of Post Hoc Test we can find out which regional rural bank Gross NPA ratio was High or Low by comparing any two bank at a time. The gross NPA ratio of Purvanchal Grameen Bank is better than Prathma Bank. The Gross NPA ratio of Aryavrat Grameen Bank is better than Prathma Bank. The Gross NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank that means Purvanchal Grameen Bank is better than Aryavrat Grameen Bank with respect to Gross NPA ratio. It is also clear that Mean score of Gross NPA ratio was Highest for Purvanchal Bank, then Aryavrat Grameen Bank and Lowest ratio was for Prathma Bank.

It is clear that mean score for Net NPA ratio of Prathma Bank is 1.04, Purvanchal Grameen Bank 6.02 and Aryavrat Bank is 4.12, therefore it can be concluded that the Net NPA ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank. There was a significant difference of mean Net NPA ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Now with the help of Post Hoc Test we can find out which Regional Rural Bank Net NPA ratio was High or Low by comparing any two banks at a time. The Net NPA ratio of Purvanchal Grameen Bank is better than Prathma Bank. The Net NPA ratio of Aryavrat Grameen Bank is not better than Prathma Bank. The Net NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank that means Purvanchal Grameen Bank is better than Aryavrat Grameen Bank with respect to Net NPA ratio. Mean score of Net NPA ratio was Highest for Purvanchal Bank, then Aryavrat Grameen Bank and Lowest ratio was for Prathma Bank.

Mean score for Gross NPA Asset ratio of Prathma Bank is 1.74, Purvanchal Grameen Bank 3.36 and Aryavrat Grameen Bank is 3.84, therefore it can be concluded that the Gross NPA Assets ratio was highest for Aryavrat Grameen Bank and Lowest for Prathma Bank and it is also very clear that the difference between Purvanchal Grameen Bank and Aryavrat Grameen Bank is very low, hence both the banks having near to low Gross NPA Asset ratio. It can be concluded that there was no significant difference of mean Gross NPA Asset ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank, hence there is no need to do the Post Hoc analysis in case of Gross NPA Asset ratio.

It is clear that mean score for Net NPA Asset ratio of Prathma Bank is 0.54, Purvanchal Grameen Bank 2.07 and Aryavrat bank is 1.76, therefore it can be concluded that the Net NPA Asset ratio was highest for Purvanchal Grameen Bank and Lowest for Prathma Bank. It can be concluded that there was no significant difference of mean Net NPA Asset ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Hence there is no need to do the post hoc analysis in the case of Net NPA Asset ratio.

It is clear that mean score for Share Holders Risk ratio of Prathma Bank is 5.22, Purvanchal Grameen Bank 23.54 and Aryavrat bank is 21.40, therefore it can be concluded that the Share Holders Risk ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank. It can be concluded that there was no significant difference of mean Share Holders Risk ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Hence there is no need to the post hoc analysis in the case of Share Holders Risk ratio.

It is clear that mean score for Total Provision ratio of Prathma Bank is 43.18, Purvanchal Grameen Bank 22.63 and Aryavrat bank is 21.84, therefore it can be concluded that the total provision ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank. It can be concluded that there was no significant difference of mean Total Provision ratio among all the three banks that is Prathma Bank, Purvanchal Grameen

Bank and Aryavrat Grameen Bank. Hence there is no need to do post hoc analysis in the case of Total Provision ratio.

COCLUSIONS AND DISCUSSION

The Gross NPA ratio was highest for Purvanchal Grameen Bank and Lowest for Prathma Bank. There was a significant difference of mean Gross NPA ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. The gross NPA ratio of Purvanchal Grameen Bank is better than Prathma Bank. The Gross NPA ratio of Aryavrat Grameen Bank is better than Prathma Bank. The Gross NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank that means Purvanchal Grameen Bank is better than Aryavrat Grameen Bank with respect to Gross NPA ratio. It is also clear that Mean score of Gross NPA ratio was Highest for Purvanchal Bank, then Aryavrat Grameen Bank and Lowest ratio was for Prathma Bank. Net NPA ratio was highest for Purvanchal Grameen Bank and Lowest for Prathma Bank. There was a significant difference of mean Net NPA ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. The Net NPA ratio of Purvanchal Grameen Bank is better than Prathma Bank. The Net NPA ratio of Aryavrat Grameen Bank is not better than Prathma Bank. The Net NPA ratio of Aryavrat Grameen Bank is not better than Purvanchal Grameen Bank that means Purvanchal Grameen Bank is better than Aryavrat Grameen Bank with respect to Net NPA ratio. Mean score of Net NPA ratio was Highest for Purvanchal Bank, then Aryavrat Grameen Bank and Lowest ratio was for Prathma Bank. Gross NPA Asset ratio was highest for Aryavrat Grameen Bank and Lowest for Prathma Bank and it is also very clear that the difference between Purvanchal Grameen Bank and Aryavrat Grameen Bank is very low, hence both the banks having near to low Gross NPA Asset ratio. There was no significant difference of mean Gross NPA Asset ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank, hence there is no need to do the Post Hoc analysis in case of Gross NPA Asset ratio. Net NPA Asset ratio was maximum for Purvanchal Grameen Bank and Lowest for Prathma Bank. There was no significant difference of mean Net NPA Asset ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank, Hence there is no need to do the post hoc analysis in the case of Net NPA Asset ratio. The Share Holders Risk ratio was highest for Purvanchal Grameen Bank and Lowest for Prathma Bank. There was no significant difference of mean Share Holders Risk ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank. Hence there is no need to the post hoc analysis in the case of Share Holders Risk ratio. The total provision ratio was highest for Purvanchal Grameen Bank and Lowest for Prathma Bank. There was no significant difference of mean Total Provision ratio among all the three banks that is Prathma Bank, Purvanchal Grameen Bank and Aryavrat Grameen Bank, Hence there is no need to do post hoc analysis in the case of Total Provision ratio.

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A COMPARATIVE STUDY OF BOARD STRUCTURE OF SELECTED FMCG COMPANIES IN INDIA

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ABSTRACT

The corporate governance plays vital role for the corporate world. The rules and regulations which are followed by the companies, is based on the clause 49. This research paper focuses on comparative analysis of board structure of three FMCG companies namely ITC Limited, Dabur India Ltd. and Nestle India Limited, the comparison is based on the score obtained by the companies by adopting the parameters, if they have followed the rules 1 score is assigned otherwise 0 score is assigned. For comparing the board structure One Way ANOVA has been applied and to know the accurate result Post Hoc test (Tukey) has been applied, the result obtained from the analysis indicates that there is statistically significant among these selected companies' board structure.

Keywords: Corporate Governance, Clause 49, FMCG, Parameters, Board Structure.

INTRODUCTION

Corporate governance is the system of rules, practices and processes by which a company is directed, controlled and governed. Corporate governance essentially involves balancing the interests of a company's many stakeholders, such as shareholders, management, customers, suppliers, financiers, government and community.

Board structure of any company is important for the proper functioning. The member of the board control and brings innovative ideas and implement them in the company's functions. The board structure includes dependent, independent and women director in specified proportions as per the clause 49(I). Clause 49(I) explain the criteria, rule and regulation for the board of director, it comprise the no. of meeting to be held in a financial year, salary of the directors, age, tenure, role and responsibility, definitions of independent directors etc.

LITERATURE REVIEW

Shukla, h. et al.(2015), in their research entitled "Indian corporate boards-a comparative study of 2012 and 2014, tried to analyze the changes that have been in corporate governance parameters, for it secondary data had been used. The sample firms are listed on BSE 100 index. They applied percentage and chi- square Tests. They concluded that there was decreased in percentage of independent directors on the board, and 10% increased in women directors.

Akpoyomare, O.B.E and Barbra, O.A.(2018), in their study entitled "Traditional Management Philosophies and Practices: The Case of the Esans of Edo State of Nigeria". Their work was based on literatures appraisal, they found that the administrative management school unlike the scientific management school was concerned with the management of organization as a whole rather than an individual.

Gyamos, R.K. and Dzisi, Smile(2018), in their study "A comparative corporate governance mechanism". This studied used content analysis research design to gather literatures and random sampling. They found that there was existence a secure connection between management and governance in that not only are they responsible for leading the organization into realizing their objectives but also conflict arising when the two interact can result in an unexpected failure of the organization

Das, S.K. et.al. in their research work "Comparative Study of Corporate Governance Guidelines in SAARC Countries" they applied exploratory research design to compare corporate governance scenario in Bangladesh and three other countries and identified the area that needed improvement and develop best practices of corporate governance in Bangladesh. They collected secondary data from SEC guidelines of different countries including Bangladesh, India, Pakistan and Srilanka, relevant books, publications, journals, periodicals, research paper, newspaper clippings, articles, and internet. They found that their code has specifically mentioned the range of board size, the role of the BOD is mentioned but there was no restriction regarding maximum no. of committee act as Chairman and member of the board of directors.

OBJECTIVES

1. To study the board structure of selected units of FMCG companies and ranking them
2. To examine the board structure of selected units of FMCG companies

HYPOTHESIS

The prime null hypothesis is - H_0 : There is no significant difference of board structure among selected units of FMCG companies, and sub null hypothesis are -

H_0 : There is no significant difference of board structure between ITC Limited and Dabur India Ltd.

There is no significant difference of board structure between ITC Limited and Nestle India Limited.

There is no significant difference of board structure between Dabur India Ltd and Nestle India Limited.

RESEARCH DESIGN AND METHODOLOGY

The research is based on the descriptive research design; three companies are selected on the basis of their age completed generally all have completed 100 years of operation, in this study the company have been selected are ITC Limited, Dabur India Ltd. and Nestle India Limited. The study is based on the parameters which are based on clause 49(I), if the company following one parameter then it get 1 score otherwise 0. The study has focused on the comparative analysis, the comparisons has been on the basis of scored obtained by the selected units. For the comparative analysis One Way ANOVA has been applied and further Post Hoc Test applied to compare each units to remains others.

Table-1: DATA ANALYSIS AND INTERPRETATION

Company	year wise score obtained by the companies out of 15 points										Total
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
ITC Limited	12	11	12	12	12	12	12	11	11	11	116
Dabur India Ltd.	13	13	12	12	12	13	13	13	12	12	125
Nestle India Limited	13	13	13	12	12	12	12	12	12	12	123
Mean	12.6	12	12.3	12	12	12.3	12.3	12	12.4	11.6	126

The table 1 shows the score obtained by the companies with reference to board structure; these score are based on the 15 parameters. The score has been calculated for 10 years from 2007 to 2016.

Table-2: Total score obtained by selected FMCG companies with respect to structure of board of directors

S.N.	Name of the Companies	Obtained Score	Expected score	CGBSI %
1	ITC Limited	116	150	77.33
2	Dabur India Ltd.	125	150	83.33
3	Nestle India Limited	123	150	82.00
	Total	354	450	78.66

Formula of CGBSI: Corporate Governance Score= Obtained Score X 100/ Expected Score

The table: 2 indicates the total score obtained by the selected companies for 10 years for 15 parameters, it is observed that Dabur India Ltd. got highest score 125 out of 150 which is 83.33 %, Nestle India Limited has got 123 which 82% and occupies 2nd position and ITC Limited scored lowest score and occupies last position.

DESCRIPTIVE STATISTICS**Table: 3 Corporate Governance Score**

Company	N	Mean	Std. Deviation	Std. Error	95% confidence interval for mean		Minimum	Maximum
					Lower Bound	Upper Bound		
ITC Limited	10	11.60	.516	.163	11.23	11.96	11	12
Dabour India Ltd.	10	12.50	.527	.167	12.12	12.87	12	13
Nestle India Limited	10	12.30	.483	.152	11.95	12.64	12	13
Total	30	12.13	.628	.114	11.89	12.36	11	13

The descriptive table 3 indicates that the mean of the mean of the ITC Limited, Dabour India Ltd, and Nestle India Limited are 11.60, 12.50 and 12.30 respectively.

ANOVA Table

Table: 4 Corporate Governance Score

	Sum of square	Degree of Freedom	Mean Square	F	Sig.
Between Group	4.467	2	2.233	8.614	.001
Within Group	7.000	27	.259		
Total	11.467	29			

The mean difference is significant at the 0.05 level.

We note from the above ANOVA table (4) that the sum of square between group is 4.467 and within group is 7.000, mean square of between group and within group are 2.233 and .259 respectively, F value is 8.614, the P value is .001 which is less than 0.05, the assumed level of significance. Therefore the null hypothesis H_0 : H_0 : There is no significant difference of board structure among selected units of FMCG companies is rejected. It means that there is significant difference between any two or more than two company's compositions of board of director of the selected units of FMCG sector, to know this fact we have applied Tukey HSD Post Hoc Test which is as follows:

Post Hoc Test (Tukey) Multiple Comparisons

Table-5: Dependent Variable Corporate Governance Score

Company's Name(I)	Company's Name(J)	Mean Difference (I-J)	Std. Error	Sig.	95% confidence interval	
					Lower Bond	Upper Bond
ITC Limited	Dabour India Ltd	-.900	.227	.001	-1.464	-.335
	Nestle India Limited	-.700	.227	.013	-1.264	-.135
Dabour India Ltd	Nestle India Limited	.200	.227	.001	-.364	.764

From the results as given by the ANOVA Table, we know that there are statistically significant differences between the groups as a whole, the above table (5), multiple comparisons show which company's composition of board of director is different from each other. For multiple comparisons Tukey post hoc tests has been used on a one-way ANOVA. We observe from the table (5) that there is statistically significant difference in compositions of board of directors between ITC Limited & Dabour India Ltd. ($p=.041$), ITC Limited and Nestle India Limited ($p=.013$) and between Dabour India Ltd and Nestle India Limited ($p=.001$), so the sub null hypothesis

H_0 : There is no significant difference of board structure between ITC Limited and Dabur India Ltd.

H_0 : There is no significant difference of board structure between ITC Limited and Nestle India Limited.

H_0 : There is no significant difference of board structure between Dabur India Ltd and Nestle India Limited

are rejected, and we can conclude that there is statistically significant difference of board structure between the selected FMCG companies.

FINDING

Dabur India Ltd. scored highest in all three companies which is 125 out of 150.

Nestle India Limited scored 123 out of 150 which are 82%.

ITC Limited has got score 116 out of 150 which is 77.33%

There is significant difference of board structure among selected units of FMCG sector.

CONCLUSION

The board structure of the any company is most important for directing and controlling the board functions, the study reveals that the selected companies are not adopting all the parameters related to the board structure but it good enough to survive. All the units are less or more considering the same no. of parameters. On the basis of above finding we it can be concluded that there significant difference of parameters of board structure adopted by the companies.

SUGGESTIONS

After analysis the data and observing the results it can be say that there should be strong will power to follow the rules and regulations, the companies should also define the definition of independent directors and financial expert as per the clause 49(I).

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DEVELOPMENT OF FORMAL EDUCATION AMONG BUGUNS

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ABSTRACT

The Bugun tribe (earlier known as Khawa) is one of the tribes of Arunachal Pradesh. They live mainly in the sub-tropical Tenga Valley or Singchung administrative circle of West Kameng district with its whole native populations spread across 14 villages/areas namely – Wanghoo, Dikhiyang, Bichom, Ramu, Lali, Chitu, Sachida, Lichini, Ditching, Mago-Pam, Singchung, Namfri, New Kaspi and Tenga market. Though Buguns have an established status of separate tribe like Galo, Adi, Apatani, Monpa and so on but their relative position in comparison to other tribes of the state in terms of socio-economic, political, educational and other status can be considered less developed. In order to take any step forward for their development, however, need thorough understanding of their socio-economic and educational condition. It is within this context that an attempt had been made in the present paper to highlight development of formal education among Buguns. The information was collected based on Personal interviews to some of Bugun elders.

Keywords: Formal Education, Buguns.

INTRODUCTION

Arunachal Pradesh with total 83,743 square kilometres is the largest state among north-eastern states in India. The state along with Lakshadweep, Mizoram, Nagaland, Meghalaya, and Dadra & Nagar Haveli are predominantly tribal states/union territories where scheduled tribes population constitutes more than 60% of their total population. As per 2011 census report 68.8% of its total population consists of ST population. It is considered to be luxuriant in biodiversity and has been recognized as the 25th biodiversity hotspot in the world. The state is not only a biodiversity hotspot but also having vast diversity of traditional community with 26 major tribes and 110 sub-tribes. As per 2011 census report 68.8% of its total population consists of ST population. Majority of the people in the state depend on agriculture and forest products to sustain their survival. However, every tribe has unique tradition and distinct style of housing, dressing, fooding and so on. They have their own skill of harvesting the natural resources through traditional knowledge system since long back.

The Bugun tribe (earlier known as Khawa) is one of the tribes of Arunachal Pradesh. This tribe is further composed of several exogamous clans according to their specific locality like Hakhongdua, Hajidua, Braidua, Khuchundua, and Hayindua. They live mainly in the sub-tropical Tenga Valley or Singchung administrative circle of West Kameng district with its whole native populations spread across 14 villages namely – Wanghoo, Dikhiyang, Bichom, Ramu, Lali, Chitu, Sachida, Lichini, Ditching, Mago-Pam, Singchung, Namfri, New Kaspi and Tenga market. **Shri Tilli Glow** (presently UDC in ADC office Sinchung)- the former general secretary of All Bugun Youth Association (presently known as All Bugun Welfare Association) told that till 1982, **Bugun tribe** was known as **Khawa tribe**. Change in the name took place only after 1982. Further, **Shri Gellong Mosbu** (2018) - a retired Bugun school teacher (first literate and teacher among Buguns) told that the name “Khawa” was given to them by **Shri Katiram Jebisaw** – a political interpreter during British regime. Exact reason for change from Khawa to Bugun is unknown. However, according to the trio – **Shri Gellong Mosbu** (2018), retired school teacher, **Shri Dawa Sarai** (2018), retired army (presently head Gaon Bura of Sinchung village) and **Shri Tilli Glow**, (2018) former general secretary of All Bugun Welfare Association (earlier known as All Bugun Youth Association), the name “KHAWA” is an assamese term which mean “to eat”. The name Khawa, thus, caused Buguns to be mocked by others, saying that as they eat too much they are known as “Khawas”. Therefore, later they felt that the term is derogatory and must be changed. So, the name had changed from “KHAWA” TO “BUGUN” after 1982.



From left Shri Gellong Mosbu, Dr. Anga Padu, Shri Dawa Sarai and Shri Tilli Glow, 2018

Agriculture is the predominant occupation of Buguns supported with other allied activities like fishing, hunting and cattle rearing etc. They have their own unique culture, traditions and customs. They speak bugunish which has been listed as one of the endangered languages of India. 20th century has led penetration of Buddhism, Christianity, Hinduism and other religion among Buguns. Otherwise, they followed their traditional faith – animism. Pham Kho – a harvesting festival is a very popular and one of the main festivals of the Buguns. It is celebrated on 10th September every year officially. But the number of days for Pham Kho celebration range from 3 – 4 days, depending on the decision of organising committee. It is told that earlier Pham-Kho was celebrated by every Bugun villages separately but since 2014 onwards Pham-Khow is celebrated centrally (*Shri Anje Phiong* (2018), Principal, Government Higher Secondary School Singchung). In extent, *Shri Anje Phiong* (2018) also informed that the idea of celebrating Pham-Kho centrally was conceived by the former local *MLA Thrizino - Buragaon, Shri Naresh Glow* which was practiced through the initiative of Shri *Kumsi Sidisow, present local MLA Thrizino – Buragaon*.



Shri Anje Phiong, Principal, Government Higher Secondary School Singchung and Dr. Anga Padu, 2018.

West Kameng district of Arunachal Pradesh lying between the Akas, the Mijis, the Monpas and the Sherdukpens, is also inhabited by the Bugun (Khawas) community with separate entity of language, religion, and other cultural, political and socio-economic systems. Growing demand of survival facilities and development process has obviously led Buguns to scattered in various places of the state, but since long their population are mainly concentrated in 14 villages of West Kameng district namely Wanghoo, Dikhiyang, Bichom, Ramu, Lali, Chitu, Sachida, Lichini, Ditching, Mago-Pam, Singchung, Namfri, New Kaspi and Tenga market. Therefore, to detail out the history of development of formal education among Bugun tribe of Arunachal Pradesh, the investigator had made the statement based on the educational development taken place in the mentioned 14 villages which was narrated to her by the Bugun participants through personal interviews.

Due to absence of written records, no definite statement can be made about the origin of education among Buguns. However, based on the information provided by *Shri Gellong Mosbu* (2018) (a retired Bugun school teacher, who is the first literate person and school teacher among Buguns) it is revealed that, the first formal/primary educational institution was established in the year 1965 in Dahung. Later it was shifted to Kaspi village and again after some years the same school had been shifted to New Kaspi village. Since then it is permanently established there and in the year 2008, it was upgraded to middle school. Presently it is known as Government residential School New Kaspi. The formal education since then spread to other Bugun villages, which can be witnessed in the table – 1.



Government Residential School New Kaspi, first formal primary school established in 1965, (2018 photo)

Table – 1: Development of Education among Buguns

Year	Stages of Education					
	Pre-primary	Primary	Upper - Primary	Secondary	Higher Secondary	Higher Education (UG & PG)
1951-60	Nil	Nil	Nil	Nil	Nil	Nil
1961-70	..	2
1971-80	..	3	2	1	2	..
1981-90	..	4	2	Nil	Nil	..
1991-2000	..	4	2	2
2001-2010	2	6 -1* = 5	4	3
2011- till date	2	5	4	3 + 1 army school** = 4	2	..

Source: Field work, 2018, *the first primary school established in the year 1965 was later upgraded to Middle school, **the date of establishment of army secondary school was not known. Therefore, only the number was added with the total.

The table – 1, shows that there is a gradual increase in the number of formal educational institutions among Buguns. From 2 primary schools during the year 1961 – 70, presently Buguns have 2 pre- primary education centres, 5 primary schools, 4 upper-primary, 4 secondary and 2 higher secondary (inclusive of state government schools, army school, KV, private and government aided schools). Further, the same table also reveals that till date there is no any institute for higher education in Bugun villages.

More than five decades have passed away after the establishment of first formal school among Buguns. But still countable Buguns have completed higher education. This may be a reason why there are only few A grade officers among Buguns. The name of the first A grade Bugun officer is Dr. Divakar Phinya, MBBS. MD

(Forensic Medicine), 2002 APPSC Cadre. S/O Rinchin Phuntso Phinya. Presently he is serving in Tomo Riba Institute of Health Medical Science, Naharlagun, Arunachal Pradesh.



Dr. Divakar Phinya (The first A grade Bugun officer), 2018.

CONCLUSION

Education is one of the main instruments for social development. Therefore, to bring development in any sector of our society, it is very important that first care should be taken to the education of people. More than five decades have passed since the establishment of formal schooling among Buguns but still growth of educational institutions among them is very low. And it is very surprising that there is no any single institute of general higher education (BA, B Sc., B Com. etc.) education within their accessible range. This reveals that pace of educational development is very slow among Buguns.

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AN ANALYTICAL STUDY ON EXPORT OF INDIAN JUTE PRODUCTS BETWEEN FY 2013-14 AND FY 2017-18

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ABSTRACT

The manuscript titled as “An Analytical Study on Export of Indian Jute Products between FY 2013-14 and FY 2017-18”. The study seeks to analyse the position of export performance of Jute Products from India. India is the largest producer of raw jute and its products in the world which accounts 50 percent of total world production. Jute industry facilitates around 3.5 million direct employment opportunities which include both forward and backward integration. Around 4 million farmers are directly involved in supplying the raw jute material to this industry and earn their livelihood. This Industry has turnover of INR 10,000 Crores. The objectives of the study are to analyse the export trend of Jute products, to examine the contribution of export share with respect to the total textile export, and also to understand the existing different types of export promoting schemes of Jute sector. These objectives are achieved by collecting the secondary data from the crucial sources which includes the online published reports from the websites such as Ministry of Textiles Government of India, Jute Mill Association of India, and other websites of Jute statistical data. Five Financial years of Export data from FY 2013-14 to FY 2017-18 was referred for the study. The research type is analytical in nature. It is found that there is slight fall in Jute export value from FY 2013-14 to FY 2017-18 and there is also fall in case of total Textile export value for the same period. There were several factors might have influenced on the fluctuating position of Jute export such as Demand, Export promotional schemes, Production, Economic conditions like impact of Demonetisation, GST etc.

Keywords: Jute Export, Textile Export, Jute Mills, Jute Products, Export quantity of Jute

INTRODUCTION

JUTE INDUSTRY

According to the Annual Report¹ of 2017-18 from the Ministry of Textiles, the Jute sector plays pivotal role in the Indian economy. India is the stellar producer of raw jute and its products in the world which accounts 50 percent of total world production. It is noticed that presence of jute industry is very much prominent in Eastern region of India especially West Bengal. The speciality of Jute products is that it is natural, bio-gradable, renewable and eco-friendly in nature. India is the largest consumer of jute and its products in the world. By considering average of last four years jute product consumption in domestic market we consume around 1033 thousand tons per year which comprise 74 per cent of total average production. Majority of the jute products are being used for packaging purport in India.

As on 1st January 2018 there are total of 97 jute mills are working in India. Out of which West Bengal has large number of Jute mills which is 71 in number, Andhra Pradesh has twelve, Bihar, Uttar Pradesh, and Odisha has three each, Assam and Chhattisgarh two each, and Tripura has one mill. Jute industry has total of 48,322 installed looms as on 1st January 2018 which includes 25,117 Sacking looms, 17478 Hessian Looms, 549 CBC (Carpet Backing Cloth) looms and 5,178 other looms. As on same period there were 7,48,612 installed spindles exists (excluding export oriented units) which incorporates 6,04,496 fine spindles and 1,44,116 coarse spindles. As per the Indian Mills Association² Jute industry provides about 3.5 million direct employment opportunities including both forward and backward integration. Around 4 million farmers are connected to supply raw jute to this industry and earn their livelihood. Turnover of this Industry is about INR 10,000 Crores.

TEXTILE INDUSTRY

Glimpse of Indian Textile* Industry (as per Annual Report 2017-18 from MoT, GoI.) ³	
2% of	Gross Domestic Product
7% of	Total Industrial Production
15% share of	Total Export from India
5% share of	Global Trade in Textiles & Apparel.
45 million people	Direct Employment.
Textile Industry	Hand spun-Hand woven sector one end Capital intensive sophisticated mill sector other end.
sectors	Readymade Garment, Cotton, Wool, Silk, Jute, Carpet, Manmade Fibre,

	Handloom, Handicrafts etc.
Export countries	USA, EU (accounts for two-third of textiles export) Canada, UAE, Saudi, Turkey, Japan, Bangladesh etc.

Source: Annual Report 2017-18, Ministry of Textiles, Government of India

*Textile Industry includes both Textiles & Apparel including Handicrafts

REVIEW OF RELATED LITERATURE

Banik Sumit & Shil Parga (2014)⁴ in their article titled as “*Indian Jute Diversified Products in the Export Market, 2000-01 to 2012-13: Pattern and Performance*”, analysed the pattern of diversified jute products export and assess the role of National Jute Board, India for promotion of Jute products. They concluded that Indian jute products are highly demanded in the export market. MD. Mohiuddin (2015)⁵ have done study on “*Green Marketing of Jute and Jute Products: A Study on Bangladesh*”. Author has pointed that Bangladesh is the leading exporter of raw jute in global market. Other major jute producing countries are India, Myanmar, China, and Thailand. Baag Satya Narayan (2017)⁶ have done research study titled as “*Productivity Improvement in Jute Industry: A Case Study*”. The study summarises the opinions of managerial and technical staffs of Bally Jute Company Limited. He focused on collecting the views of how to improve the productivity by identifying the major issues in the company. It is found that company is facing the various problems such as Machine Breakdown, shortage of skill manpower, absenteeism etc. Shamna et.al. (2017)⁷ conducted a research study titled as “*Jute Production: The Need for Linkage among Research, Farmers and Industries in West Bengal, India*”. The main objective of the study was to identify the issues in Jute sector and provide the solution. Survey method was used to collate the data and analyse the issues. They found that several problems are sustained such as high cost of labour, lack of knowledge about fibre grades and middle men role between farmers and jute mills etc.

Though several studies being conducted related to Jute sector and export of Jute products but no detailed analytical study found with respect to the continuation of analysing the export performance of jute products for the last five years. Hence the need of study felt.

OBJECTIVES OF THE STUDY

- To analyse the trend of Indian JUTE products’ export from FY 2013-14 to FY 2017-18.
- To assess the export share of JUTE products to the total textile export.

SCOPE OF THE STUDY

Study highlights the performance of exporting the Jute products sector. The time period selected for the study is for five years between FY 2013-14 and FY 2017-18. The outcome of the study gives handful information to the corporate analysts or academic researchers who would like to analyse or carry on the study related to this sector especially in case of study is related to export.

RESEARCH METHODOLOGY

To attain the objectives of the study an analytical type of research is being chosen. All the objectives are analysed and studied through collating the secondary data. The data is collected from the reliable sources of online published materials such as annual reports, export data, articles from the journals etc.

Data has been analysed by using tools of MS Excel for graphs and finding log values.

The following Compound Annual Growth Rate formula is being used for interpretation in the Discussion.

$CAGR = [Ending\ Value/Beginning\ Value]^{1/n} - 1$ where ‘n’ is number of years.

LIMITATIONS OF STUDY

- Since the study is based on the secondary data sources hence the accuracy of the data analysis will be purely depends on the reliability of published data from the above mentioned sources.
- Time period of the study is limited to five financial years from FY 2013-14 to FY 2017-18.
- Study is limited to Jute sector only which cannot be generalized to other sectors of textile industry.

DISCUSSION AND RESEULTS

Table-1: Export Value⁸ of Jute Products from FY 2013-14 to FY 2017-18 (Values are in INR Crores)

Product	2013-14	2014-15	2015-16	2016-17	2017-18
Hessian	861.02	769.57	827.32	931.18	917.24
Sacking	527.29	296.54	307.50	411.80	407.19
CBC	0.26	0.17	0.40	0.29	0.67

Yarn	143.58	138.73	118.56	72.76	130.19
Soil Saver	8.61	13.37	17.06	9.14	7.92
JDPs	483.87	508.57	562.40	590.95	631.49
Total Value (Including Others)	2121.94 (USD 351 Million)	1813.87 (USD 297 Million)	1892.34 (USD 289 Million)	2074.20 (USD 309 Million)	2158.56 (USD 335 Million)

Source: DGCI&S, Kolkata, Indian Jute Mills Association
CBC: Carpet Backing Cloth; JDPs: Jute Diversified Products;

Table 1 shows the export value of all jute products (including others) for five financial years (FY), between the FY 2013-14 and FY 2017-18.

- Export value of product Hessian during FY 2013-14 was INR 861.02 Crores and reached to INR 917.24 Crores in FY 2017-18 with a Compound Annual Growth Rate (CAGR) of around 1.27 percent.
- Export value of product Sacking during FY 2013-14 was INR 527.29 Crores and reached to INR 407.19 Crores in FY 2017-18 with a negative CAGR of around -5.03 percent. That means there is a declining trend of product Sacking in terms of export value with -5 percent.
- Export value of product Jute Diversified Products (JDP) during FY 2013-14 was INR 0.26 Crores and reached to INR 0.67 Crores in FY 2017-18 with a CAGR of around 20.84 percent.
- Export value of product Yarn during FY 2013-14 was INR 143.58 Crores and reached to INR 130.19 Crores in FY 2017-18 with a negative CAGR of around -1.93 percent. That means there is a declining trend of product Yarn in terms of export value with -1.93 percent.
- Export value of product Soil Saver during FY 2013-14 was INR 8.61 Crores and reached to INR 7.92 Crores in FY 2017-18 with a negative CAGR of around -1.65 percent. That means there is a declining trend of product Soil Saver in terms of export value with -1.65 percent.
- Export value of product Carpet Backing Cloth (CBC) during FY 2013-14 was INR 483.87 Crores and reached to INR 631.49 Crores in FY 2017-18 with a CAGR of around 5.46 percent.
- Total value of all Jute Products including others during FY 2013-14 was INR 2121.94 Crores and reached to INR 2158.56 Crores in FY 2017-18 with a CAGR of around 0.34 percent which cannot be considered as appreciable growth rate.

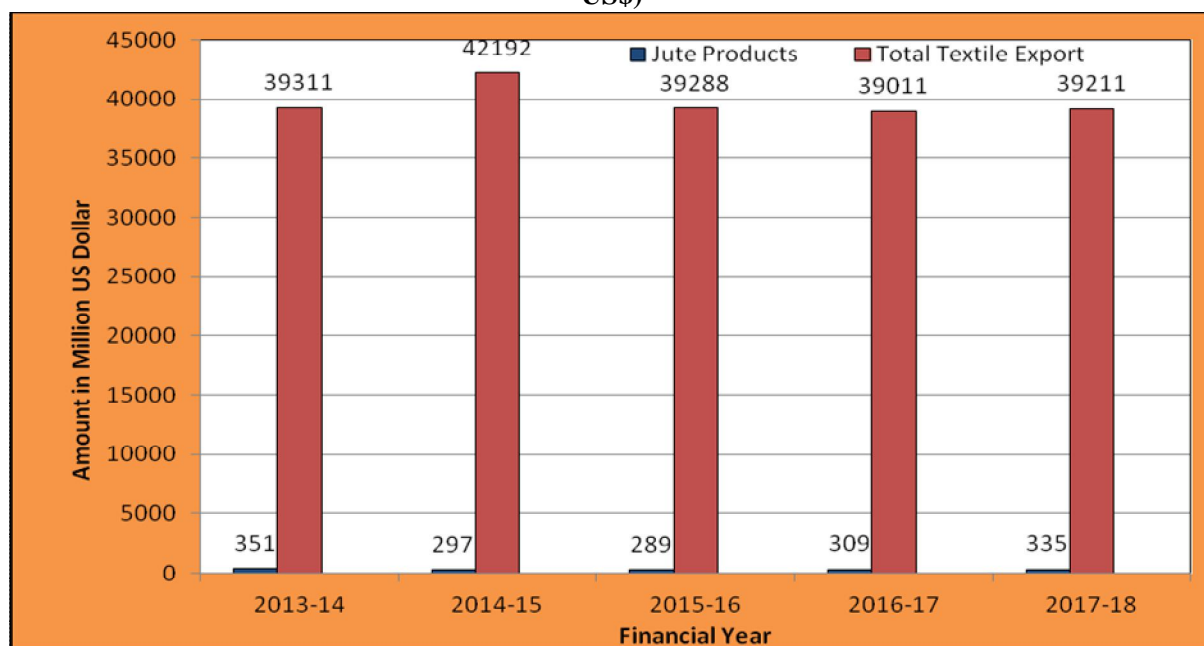
Table-2: Export Values and Share of Jute Products and Total Textile Export from FY 2013-14 to FY 2017-18 (Values are in US\$ Million)

Financial Year	2013-14	2014-15	2015-16	2016-17	2017-18
Jute Products Export	351	297	289	309	335
Share of Jute products export	0.84%	0.70%	0.73%	0.79%	0.85%
Total Textile Export	39,311 [@]	42,192 ⁺	39,288 [*]	39,011 [*]	39,211 [*]
Jute products export (Log Value)	5.86	5.693	5.666	5.733	5.814
Total Textile Export (Log Value)	10.631	10.65	10.578	10.571	10.576

Source: DGCI&S, Kolkata, Indian Jute Mills Association
@Annual⁹ Report 2014-15; +Annual¹⁰ Report 15-16; *Press Info Bureau MoT¹¹

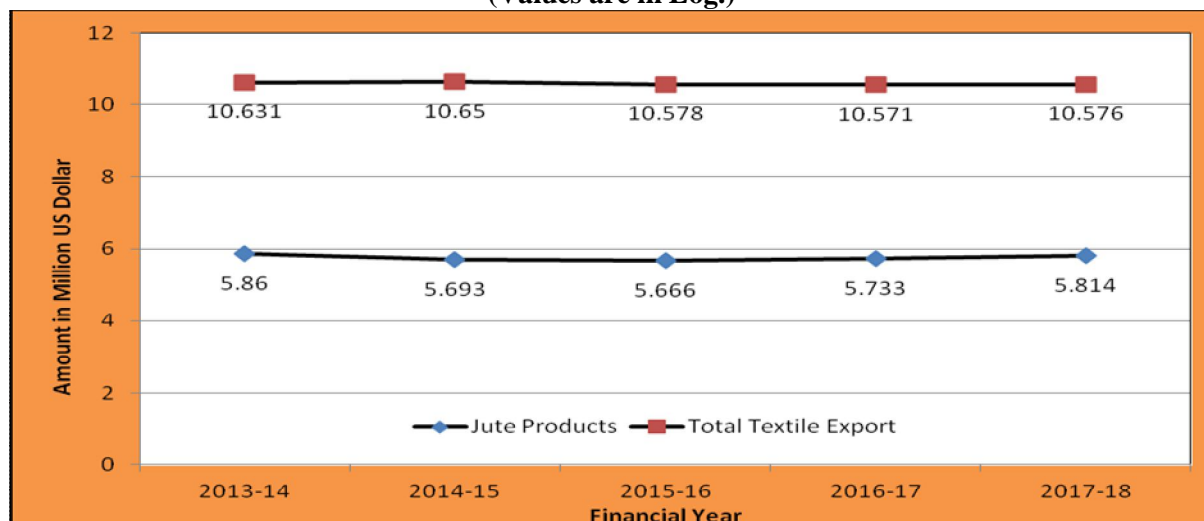
Table 2 shows the details of Jute Products export values and Total Textile export values. Since there is a huge difference between the Jute products export values and Total Textile export values, these values are converted to log values for the analysing purpose.

- The share of Jute Products export is 0.84 percent during FY 2013-14 which fell down to 0.70 percent in FY 2014-15 then slightly rise to 0.73 percent in FY 2015-16 then again rise to 0.79 percent and finally rise to 0.85 percent of total textile export.

Graph1: Jute Products Export vs. Total Export from FY 2013-14 to FY 2017-18 (Values are in Million US\$)

The Graph 1 shows the bar graph between Jute products export value and total export value from FY 2013-14 to FY 2017-18.

- During FY 2013-14 the value of Jute products export was US\$ 351 Million which has come down to US\$ 335 Million with a negative CAGR of around -0.93 percent that means there is a fall in growth rate of Jute products export during five financial years.
- During FY 2013-14 the value of total textile export was US\$ 39311 Million which has come down to US\$ 39211 Million with a negative CAGR of around -0.25 percent that means there is a fall in growth rate of total textile export during five financial years.

Graph2: Jute products export log value vs. Total Export log value from FY 2013-14 to FY 2017-18 (Values are in Log.)

The Graph 2 depicts about the log values of Jute products export and total textile export from FY 2013-14 to FY 2017-18.

- It is noticed that during FY 2014-15 there is fall in Jute products export as compare to the previous financial year and at the same time there is a bit rise in total textile export.
- During FY 2015-16 there is a marginal fall in both Jute products export and total textile export as compared to the previous financial year.

- During FY 2016-17 there is rise in Jute products export and almost equivalent position in total export as compared to the previous financial year.
- During FY 2017-18 there is rise in Jute products export and no much change in the total export as compared to the FY 2016-17.

Table-3: Export Quantity¹² of Jute Products from FY 2013-14 to FY 2017-18

Product Financial Year	Hessian		Sacking		CBC	Yarn	Soil Saver
	MT*	SQM**	MT*	SQM**	SQM**	MT*	MT*
2013-14	50.10	122.63	84.60	0.85	0.02	25.00	2.00
2014-15	29.70	168.35	46.40	1.60	0.02	23.60	2.80
2015-16	30.10	157.62	37.90	1.41	0.03	16.90	2.20
2016-17	27.09	171.56	46.41	0.72	0.02	9.26	1.25
2017-18	29.81	189.96	44.59	0.61	0.03	16.98	0.92

Source: DGCI&S, Kolkata, Indian Jute Mills Association

*MT: 000' Metric Tons; **SQMT: Million Square Metre;

CBC: Carpet Backing Cloth; JDPs: Jute Diversified Products;

The Table 3 depicts the details of export quantity of various jute products for five financial years, between the FY 2013-14 and FY 2017-18. In total, export quantity of product Hessian is highest among all products next one is product Sacking then other products follows.

CONCLUSION

In general total export values of jute products are not raised greatly between FY 2013-14 to FY 2017-18 but we can conclude that it has maintained its consistency as it was in FY 2013-14 when we consider the values in terms of Indian currency. But in case export values are considered in US dollars currency there is a fall in Jute export value for the same period. The reason could be fluctuation in dollar exchange rate. When we considering the export values in US dollars, through the all five financial years except the FY 2014-15 there is a fall in total textile export values and in case of Jute export values it is observed that there is two times fall between FY 2013-16 and two times rise between FY 2016-18. There were several factors which might have influenced on the fluctuating position of Jute export such as Export promotional schemes, Demand, Production, Economic conditions like impact of Demonetisation, GST etc. It is observed that the contribution of Jute products export value to the total textile export value has remained same at the end of the five financial years by witnessing the fall and rise during the same period.

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MOTIVATION AND FRUSTRATION OF BUSINESS VENTURES IN OMAN

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ABSTRACT

A country's economic development lies in better industrial development and advancement in technology. Hence, the study aimed to know the reasons and factors which motivated the entrepreneurs to start their business and also to understand the challenges faced by them. The research work was carried out by collecting information through a structured questionnaire that was distributed to 50 entrepreneurs covering all regions of the country. Due to time and location constraints, the number of respondents was restricted to 50. The collected data was analysed using percentage and average rank analysis. The study results show that most of the entrepreneurs were not willing to be hired employees and their willingness to have better position in the society were the major reasons for starting own business. Own bad experience and government policies/support were factors that influenced to start a new business. The major challenges faced were lack of business knowledge and adequate finance.

Keywords: Entrepreneurship, entrepreneur, challenges for a new business.

INTRODUCTION

Entrepreneurship is gaining importance in the modern economy. A country's economic development lies in better industrial development and advancement in technology. The faster phase of globalization has forced countries to concentrate on entrepreneurial development also. Fresh graduates need to be inculcated with entrepreneurial culture which will boost the young talents and will stimulate economic growth and development. Encouraging entrepreneurial activities will decrease the problem of unemployment faced by many countries. Adequate training and financial assistance provided to young entrepreneurs will get them on track towards country's economic development. Unemployment has become a major concern for the policy makers in Oman. The unemployment rate has increased to 16 percent in 2017 from 15.80 percent in 2016 (<https://tradingeconomics.com>, n.d.). The government takes initiative to create employment opportunities and at the same time encourages graduates to start their own business.

CONTEXT OF THE STUDY

The Sultanate of Oman located in the Arabian Peninsula is geographically segmented into 11 governates. They are A'Dakhiliyah, A'Dhahirah, AL Batinah (North), AL Batinah (South), AL Buraymi, AL Wasta, A'Sharqiyah (North), A'Sharqiyah (South), Dhofar, Muscat, Musandam. Oman has a population of 4.897 million people. (www.worldometers.info/world-population/oman-population/, 2018). The Gross Domestic Product is expected to increase by 2.3% in 2018 and 2.5 % in 2019. The main social concern for Oman is the lack of jobs and the adverse effects of subsidy reform on vulnerable households. The most recent International Labour Organisation estimate of unemployment was 17% in 2017, while youth unemployment is approximately 49% out of which over 40% of the population is under the age of 25. In January 2018 the authorities launched an initiative to provide 25,000 new jobs in the private sector and stopped issuing visas to expats for certain professions. The government announced mitigation measures to support the vulnerable population in 2018; (1) it will allocate 100 million rials (US\$260 million) to support needy households, (2) a new fuel subsidy scheme where households with an income below 600 rials will receive 200 liters of petrol per month at a subsidized rate. (www.worldbank.org/en/country/gcc/publication/economic-outlook-april-2018-oman, n.d.).

As entrepreneurship is gaining momentum, there has been an increase in the number of SMEs started by fresh graduates. They are supported by government schemes which assist them both technically and financially through various funds and financial institutions. Even though the new entrepreneurs are supported there exists a challenge in them. Thus this study aims to bring out the reasons and factors that influenced the entrepreneurs to start their business and the challenges faced by them.

PURPOSE OF THE STUDY

In pursuant to the decision issued by the Ministry of Commerce and Industry in January 2016, the classification of SMEs based on number of workforce and annual sales are as below:

Table no-1: New SME classification

Classification	Number of workforce	Annual sales (OMR)
Micro	1 – 5	Less than 100,000
Small	6 – 25	100,000 – 500,000
Medium	26 – 99	500,000 – less than 3,000,000
Large	More than 99	3,000,000 and above

Source: (<http://www.incountryvalueoman.net/getattachment/d7f2d623-6be0-467c-8a78-e4f170233acd/New-SME-Classification>, n.d.)

The total number of SMEs registered with Riyada in the end of August 2018 was 35,596 recording a rise compared to the end of July 2018 which was 35,381. The number of SMEs registered governate wise in the end of August 2018 is as below:

Table no-2: Governate wise number of SMEs registered

Governates	Number of SMEs registered
Muscat	10,490
AL Batinah North	4,988
AL Batinah South	2,403
Ad Dakhliyah	4,402
A'Dhahirah	2,086
Dhofar	2,850
A'Sharqiyah North	2,278
A'Sharqiyah South	1,877
AL Buraymi	590
AL Wasta	359
Musandam	118
Total	32,441

Source: (https://ncsi.gov.om/News/Pages/NewsCT_20180226072141034.aspx, n.d.)

The purpose of the present research is to explore the reasons and factors that has influenced the entrepreneurs to start their own business and to find out the obstacles faced by them which will be a solution to the fear of failure of entrepreneurship among young entrepreneurs in Oman. Most of the research works were based on the challenges faced by Omani entrepreneurs but, this study is aimed to understand the factors and obstacles faced after more than a year of launching their business. In order to study about the research topic, the following question was formulated:

1. What reasons motivated you to start a new business?
2. What were your fear factors and how did you cope up with it?
3. What were the challenges faced by entrepreneurs?

To examine these research questions, data was collected through structured questionnaire from 50 entrepreneurs covering all the regions of Oman.

RESEARCH OBJECTIVES

1. To know the reason and factors that motivated the entrepreneurs to start a business.
2. To study the challenges faced the entrepreneurs.

LIMITATIONS OF THE STUDY

The study has the following limitations.

1. Time and location constraints has restricted data collection from fifty entrepreneurs only.
2. As the number of respondents are less, the results cannot be generalized.

LITERATURE REVIEW**What is Entrepreneurship?**

The fundamental activity of entrepreneurship is new venture creation and new venture creation process. An entrepreneur is 'Someone who perceives an opportunity and creates an organization to pursue it' (William B.Gartner, 2004).

Entrepreneurship is centered on developing a mindset that allows one to see an opportunity in every situation - an opportunity to improve the lives of individuals or institutions by providing ease of access to products and services. (Ali, 2013).

The term "entrepreneur" is a French word derived from the verb "entreprendre", which means to do or to undertake. It can be divided into two parts, "entre", meaning "between", and "preneur" meaning "taker". Literally, then, an entre-preneur is a "between-taker", or "go-between" (Filion, August 2008).

In Oman, studies on entrepreneurship are very much limited.

STUDENT'S ATTITUDE TOWARD ENTREPRENEURSHIP IN OMAN

1. Rakesh Belwal, Hanan AL Balushi and Shweta Belwal (2015), in the study of Students' perception of entrepreneurship and enterprise education in Oman, revealed that majority of the students were interested to start their own business, but at the same time they lacked knowledge on how to start a business? The study used factors like confidence, connections on established entrepreneurs as a criterion for starting new business. Fear of failure and unwillingness to take risks were seen as major obstacles the respondents were facing in taking up their idea into business form. The major limitation of the study was the use of nonprobability sampling i.e. convenient sampling, where generalization of results cannot be done.
2. Abir S. Al-Harrasi & Zahran S. Al-Salti (2014) studied the intention of starting new business among Information Systems students at Sultan Qaboos University, using qualitative approach focusing on a group discussion with 7 respondents. The study revealed that the majority of the students have no intention to become an entrepreneur. The study shows that few students who are interested to take up entrepreneurship are influenced by money, independence, and work flexibility, due to less knowledge on entrepreneurship which is not boosted through any courses they study in the department and shows a negative impact on students' entrepreneurial intention. Further the study identified that Omani students are not well informed and educated about the supportive programs provided by the government and private sector for entrepreneurs.
3. Ammani Ammal & K.Malar Mathi (2014) studied on the attitude of undergraduate students of Ibri College of Technology towards taking up their career in entrepreneurship. The study included 60 students, and used descriptive approach. It was found that family business background, innovativeness, students' confidence and independence has majority impact on students' attitude towards taking entrepreneurship. The major limitation of the study was that it cannot be generalized as the sample size and area of study has covered only to a limited region.

FEAR OF FAILURE OF ENTREPRENEURSHIP

1. Nida Kvedaraite (2014). The idea of entrepreneurship is not taken to the next level mainly because of its fear of failure. This study is on entrepreneurship as a measure for youth inclusion in the labor market, as well as causes, benefits and obstacles to starting a business, based on the experiences of students of Lithuanian higher education institutions. Even though the institution implements a variety of measures for promoting students to involve them in entrepreneurship, students remain in a worse situation in terms of opportunities for entrepreneurship. The purpose of this research was to study the reasons and obstacles for inclusion of the undergraduate students in entrepreneurship. The research revealed that only a small part of them were engaged in business. The reason was unwillingness to be a hired employee. Students associate engaging in business with personal revenues, which they rate as the most significant benefit, while the main obstacle is the lack of information on starting a business.
2. Gabriella Cacciotti, James C. Hayton b, J. Robert Mitchell c, Andres Giazitzoglu (2016). The study is on fear of failure which inhibits and motivates entrepreneurial behavior and therefore represents a rich opportunity for better understanding entrepreneurial motivation. As majority of the studies are related to attitude of entrepreneurship, limited number of studies are toward fear of failure and this study is based on disciplinary perspectives. These perspectives have used definitions and measure the fear of failure. This paper has used exploratory research framing terms and adopting an approach that captures a combination of cognition affect an action, risk hidden, and progress in understanding the actions to be taken.

SURVEY METHODOLOGY

The study was done by collecting a structured questionnaire from 50 entrepreneurs whose business is located in different governates of Oman. The questionnaire consists of 10 questions divided into two parts.

- Part I: personal details of the respondents which includes name, sex, age and educational qualification.
- Part II: questions which are related to the study which includes factors influencing entrepreneurial activity, reason to start business and obstacles faced by them.

SAMPLING TECHNIQUE:

The study aims to cover all the governates in the country. In order to select the study sample, stratified random sampling method was used. Stratified sampling is a probability sampling method and also a form of random sampling in which population is divided into two or more groups called strata. Application of stratified sampling method involves dividing population into different subgroups (strata) and selecting subjects from each stratum in a proportionate manner. (Dudovskiy, January, 2018). The sampling method selected for the study purpose can be applied in a step by step manner.

- Step1: Identification of relevant strata in the population: Different criterion can be used to divide the population into different strata like age, education, etc. For the present study the criteria used to divide the population based on the region.
- Step 2: Numbering each stratum with a unique number.
- Step 3: Selection of sufficient numbers from each stratum: It is important to select samples from each stratum in a random manner to minimize bias in selection of respondents.

The sample selection was done using convenience random sampling. Convenience sampling is a non-probability sampling technique where subjects are selected based on their convenient accessibility and proximity to the researcher. (<https://explorable.com/convenience-sampling>). The number of samples selected in each governate is given in the table below:

Table no-3: Governate wise number of SMEs selected for the study

Governates	Number of SMEs selected for the study
Muscat	20
AL Batinah	8
Ad Dakhliyah	5
A'Dhahirah	5
Dhofar	3
A'Sharqiyah	8
AL Buraymi	1
Total	50

DATA ANALYSIS AND INTERPRETATION

The information collected from the respondents through structured questionnaire were processed and analyzed in tune with the study objectives.

The following tools were used to support the objectives of the study:

- Percentage analysis
- Average rank analysis

PERCENTAGE ANALYSIS

This tool is used in social science and management researches mainly to ascertain the distribution of the sample respondents considered for the study. As it is expressed in percentage it facilitates comparison. In the current study the questionnaire contains two segments, demographic factors i.e. age, gender and educational qualification which has been compared with study factors like factors influencing to start a new business, reasons to start a new business and obstacles faced in the business to understand the fear of failure of entrepreneurship among the respondents.

AVERAGE RANK ANALYSIS:

This tool is used to identify the priority of the respondents on a particular aspect. In this study average rank analysis is used to identify the priority of the respondents on various aspects relating to fear of failure of entrepreneurship. Based on the consolidated opinion of the respondents the average rank is calculated and the final rank is affixed using criterion 'lesser the average rank more is the priority'.

DEMOGRAPHIC FACTORS

Demographic factors are the first part any questionnaire. The questionnaire used in the current study also has demographic factors like age, gender and educational background. These demographic factors are compared with the study factors to find the results of the stated objectives. The demographic factors of the study are presented as below:

Table no-4: Age of the respondents

S.No	Age	No. of respondents	Percentage
1	Below 20 years	2	4
2	21 – 25 years	8	16
3	26 – 30 years	15	30
4	31 – 35 years	14	28
5	36 – 40 years	8	16
6	Above 40 years	3	6
Total		50	100

The above table shows the age of the respondents approached for the study purpose. The respondents belonging to the age group of 26-30 years were 30%. In the age group of 31-35 years there were 28% respondents. The lowest was in the age group below 20 years were 4% of the total respondents.

Table no-5: Gender of the respondents

S.No	Gender	No. of respondents	Percentage
1	Male	32	64
2	Female	18	26
Total		50	100

Generally, the due to the nature of the business, most of the entrepreneurs are male which has been proved in the study also. The number of respondents approached for the study purpose were 50 out of which 64% i.e. 32 respondents were male and remaining of 26% i.e. 18 respondents were female. The number of male or female respondents do not affect the results of the study as the study purpose is to understand the factors that influenced them to start their business and the obstacles they faced in their business.

Table no-6: Educational qualification of the respondents

S.No	Educational Qualification	No. of respondents	Percentage
1	School education	3	6
2	Diploma level	18	36
3	Advanced diploma	13	26
4	Bachelor degree	8	16
5	Master's degree	5	10
6	Others	3	6
Total		50	100

Better education is a positive side in doing any kind of business, especially doing own business needs educational background as a criterion. To study educational background of the respondents the level of education was classified into school education, diploma level, advanced diploma, bachelor, master's level and others. Of the 50 respondents 36% of the respondents i.e. 18 of them had diploma level education while 13 respondents i.e. 26% were advanced diploma holders.

The results of the data analysis are presented objective wise to have a clear picture on the objectives of the STUDY.

OBJECTIVE 1: TO KNOW THE REASON AND FACTORS THAT MOTIVATED THE ENTREPRENEURS TO START A BUSINESS

The first objective of the study is find the factors which have positively influenced the respondents to start a new business. The factors influencing was studied with the help of two questions using the questionnaire.

- **Question 1:** The factors influenced to start a business was listed considering 8 different aspects. The respondents were asked to rank the reasons based on their experience and the results are presented in percentages.

- **Question 2:** Even though there are many reason for starting a business it felt that some factors would have pushed the respondents to move into entrepreneurial activity. In order to find out which factor best influenced them to start own business a rank analysis of the factors was done. The factors considered for the study purpose were educational background, family background, availability of capital, availability of efficient human capital, own bad experience in previous endeavors, government policies/support, as a part of national development. The respondents were asked to choose each factor based on a five-point scale and the results are presented below.

Table no-7: Percentage analysis of reasons that motivated to start a new business

S.No	Reasons for starting new business	Respondents Perception in ranks					Total
		1	2	3	4	5	
1	Unwillingness to be a hired employee	19(38)	12(24)	9(18)	6(12)	4(8)	50(100)
2	Aspiration of personal freedom	18(36)	11(22)	10(20)	7(14)	4(8)	50(100)
3	Demand of self-expression	12(24)	13(26)	9(18)	10(20)	6(12)	50(100)
4	Willingness to fulfil one's business idea	15(30)	11(22)	10(20)	7(14)	7(14)	50(100)
5	Willingness to apply the acquired knowledge in practice	14(28)	13(26)	10(20)	7(14)	6(12)	50(100)
6	Willingness to continue a family business	5(10)	19(38)	10(20)	5(10)	1(2)	50(100)
7	Willingness to have a better position in the society	20(40)	12(24)	6(12)	7(14)	5(10)	50(100)
8	Probability of higher income	15(30)	9(18)	8(16)	10(20)	8(16)	50(100)

Note: values given in brackets are percentages

The reasons for starting an own business was categorized into 8 points. The above table shows the percentage analysis of the data collected from the respondents. The results of the percentage analysis are as below:

The reason of unwillingness to be a hired employee was chosen as the first reason by around 38% of the respondents, while 24% of the respondents have chosen that to be in the second place and around 8% of them have felt that it is only in the fifth place of the ranking. The second reason being aspiration of personal freedom was ranked as first by 36% of the respondents, as second by 22%, as third by 20%, as fourth by 14% and finally as fifth by 8% of the respondents. Demand of self-expression was ranked by 24% of the respondents in the first place, 26% of the respondents ranked in the second place, 18% of them have ranked third and 20% have ranked fourth. It was ranked as fifth in the order by 12% of the respondents. Willingness to fulfill one's business idea a major reason to achieve one aim was ranked as no. 1 by 30%, no. 2 by 22%, no. 3 by 20%, no.4 and 5 by 14% of the respondents. Willingness to apply the acquired knowledge in practice was an interesting reason which has been ranked as first choice by 28% of the respondents, as second by 26%, as third by 20%, as fourth rank by 14% and fifth rank by 12% of the respondents. The reason of continuing the family business was felt as a criterion because many entrepreneurs are taking up their family business. Around 10% of the respondents felt that it stands as first reason, 38% felt that it is the second reason, 20% felt that it is the third reason, 10% and 2% of the respondents have felt that it is fourth and fifth reason respectively for starting the business. For everyone the willingness to have better position in the society is an important factor to start their one business. 40% of the respondents have answered that it will be in 1st rank, 24% of the respondents have ranked it at no.2, 12% of them ranked at no. 3, 14% have ranked at no.4 and 10% have ranked the factor at no.5. The choice of starting any business is undertaken probably to have higher income. 30% of the respondents have answered that it is the first option, 18% have chosen as second, 16% have selected it to be third, 20% have opted it to be fourth and 16% have opted it to be fifth rank.

The average rank analysis is used to identify the priority of the respondents on a particular aspect. Based on the consolidated opinion of the respondents the average rank is calculated and the final rank is affixed using criterion 'lesser the average rank more is the priority'

Table no-8: Rank analysis of reasons that motivated to start a new business

S. No	Reasons for starting an own business		5	4	3	2	1
1	Unwillingness to be a hired employee	AR	2.34	3.16	2.80	4.47	5.46
		FR	1	3	2	4	5
2	Aspiration of personal freedom	AR	3.69	3.05	2.74	2.40	4
		FR	3	4	2	1	5
3	Demand of self-expression	AR	2	2.33	3.44	3.67	4
		FR	1	2	3	4	5
4	Willingness to fulfil one's business idea	AR	2.86	3.29	2.60	2.17	4.77
		FR	3	4	2	1	5
5	Willingness to apply the acquired knowledge in practice	AR	3	2.91	2.14	2.92	4.34
		FR	4	2	1	3	5
6	Willingness to continue a family business	AR	3.19	3.94	2.88	1.88	4.38
		FR	3	4	2	1	5
7	Willingness to have a better position in the society	AR	2.44	2.90	2.63	3.05	4.25
		FR	1	3	2	4	5
8	Probability of higher income	AR	2.77	2.60	2.86	2.93	4.65
		FR	2	1	3	4	5

Note: AR – Average Rank; FR – Final Rank

The reasons for starting an own business was categorized into 8 points. The above table shows the average rank analysis and the results are as below:

Unwillingness to be hired employee has a calculated average rank of 2.34 as their first option, which is the highly preferred by the respondents. Aspiration of personal freedom is preferred as the calculated average rank is 2.40 as it is in the first place. Demand for self – expression, the average rank stands 2 which is the highly preferred factor by the respondents. Willingness to fulfil one's business idea, stand in the second place with majority of them accepted with an average rank of 2.17. Willingness to apply acquired knowledge in practice has a calculated average rank of 2.14 scoring the third rank. The average rank calculated for the factor of willingness to continue family business 1.88 which has scored second rank. Willingness to have better position in the society has been ranked fifth with an average rank of 2.44. Probability of earning a higher income has been ranked fourth rank option with calculated average rank of 2.60.

Table no-9: Rank analysis of factors influencing to start a business

S. No	Influencing Factor	More Influence	Somewhat Influence	Neutral	Less Influence	Very Less Influence	Total
1	Educational background	19(38)	22(44)	7(14)	2(4)	-	50(100)
2	Family background	11(22)	20(40)	12(24)	5(10)	2(4)	50(100)
3	Availability of Capital	16(32)	16(32)	6(12)	11(22)	1(2)	50(100)
4	Availability of efficient human capital	20(40)	10(20)	10(20)	6(12)	4(8)	50(100)
5	Own bad experience	22(44)	10(20)	7(14)	8(16)	3(6)	50(100)
6	Govt. Policies/Support	20(40)	13(26)	8(16)	7(14)	2(4)	50(100)
7	National Development	16 (32)	25(50)	6 (12)	3(6)	-	50(100)

Note: values given in brackets are percentages

The factors that influenced to start an own business is categorized into 7 factors and the rank analysis on 5 point scale are given in the above table and the results are as below:

Educational background was chosen by 38% of the respondents as more influencing to start new business. For 44% of the respondents this factor has been somewhat influential while for 14% of them it had no effect selecting the option of neutral and 4% of them have felt that the factor of educational background is less influential. The factor of family background has the least of 11% of the respondents considered as more influencing factor. Around 40% of the respondents felt that this factor is somewhat influential, while 24% felt that the factor had neutral effect. The factor of family background was less influencing for 10% and for 4% of the respondents it was very less influencing factor. The factor of capital availability had more and somewhat influence for 32% of the respondents and for 12% it was of no effect and for 22% of them it was less influential and for 2% of the respondents it was very less influential. Factors such as availability of efficient human capital is more influencing factor for 40% of the respondents, somewhat influencing with 20% and neutral for 20% of the respondents while 12% are less influenced while 8% are very less influenced by availability of efficient human capital. The factor of bad experience in previous endeavors is the highest influencing factor with 44% of the respondents choose as more influencing factor, for 20% of the respondents it is somewhat influencing, while 14% of the respondents have marked as neutral, 16% have this factor as less influencing and 6% of them are very less influenced by this factor. The factor of government policies/ support is preferred by 40% of the respondents as choosing as more influencing factor. For 26% of the respondents this factor was somewhat influencing while for 16% of the respondents there was no effect at all. For 14% and 4% of the respondents the factor of government policies/support is less influencing and very less influencing respectively. National development and availability of capital marked by 32% of the respondents as more influencing factor. For 50% of the respondents this factor has been somewhat influential while for 12% had no effect and for 6% it has been less influential.

OBJECTIVE 2: TO STUDY THE CHALLENGES FACED THE ENTREPRENEURS.

The second objective of the study is to explore the challenges faced by the entrepreneurs. The challenges faced is studied using factors like instability of financial market and infrastructure, cultural-psychological factors and socio-economic factors.

Table no-16: challenges faced by entrepreneurs.

S. No	Challenges faced by the Entrepreneurs		1	2	3	4	5
1	Lack of adequate information on starting a business	AR	3.03	3.51	2.64	1.95	4.79
		FR	3	4	2	1	5
2	Lack of entrepreneurial skills	AR	2.86	3.29	2.60	2.17	5.31
		FR	3	4	2	1	5
3	Poor loan possibilities	AR	3.08	3.25	2.67	1.50	4.67
		FR	3	4	2	1	5
4	Lack of information on sources of financing a business	AR	2.34	3.16	2.80	5.46	4.47
		FR	1	3	2	5	4
5	Lack of demand for self-expression	AR	2.87	2.90	2.29	2.52	4.65
		FR	3	4	1	2	5
6	Unwillingness to take risks	AR	2.69	2.72	2.74	3.85	3.79
		FR	1	2	3	5	4
7	Increase in operating expenses	AR	3.73	4.55	3.55	2.36	2.91
		FR	4	5	3	1	2

Note: AR – Average Rank; FR – Final Rank

The challenges faced by the entrepreneurs are studied using the above factors and the results are as below:

The challenge of lack of adequate information on a business has been ranked as the second rank by majority of them, with a calculated average rank of 1.95. The lack of entrepreneurial skills also has taken up second rank with an average rank of 2.17. Poor loan possibilities scored second rank with an average rank of 1.50. Lack of adequate information on sources of finance gained fifth rank with average rank of 2.34. Lack of demand for self- expression ranked at no.3 with an average rank of 2.29. Unwillingness to take up risk in business has gained 1st rank with an average rank of 2.69. Increase in operating expenses has scored 4th rank with an average rank of 2.36.

CONCLUSION

Studies on entrepreneurship is the need of the hour. Country like Oman, which concentrates more on the upcoming business units, this kind of study is of vital importance. Entrepreneurship is a source for improving the economy as a whole. Studies on motivational and fear factors will encourage the new start-ups to solve their issues.

RECOMMENDATIONS

The following are the recommendations based on the results of the study:

- The business idea chosen must be a practically implementable one. Preparing an appropriate business plan will be very effective to start a successful business.
- Adequate financing facilities, knowledge on available sources of finance will enhance knowledge in preparing financial plan before a business is started.
- Adequate information needed to start and run the business must be made available to the new entrepreneurs. Business valuable information like raw material availability, processing methods and market for the products.
- Market research should be done prior to the implementation of the production process to understand the customer preferences and adopt it in the business.
- The graduates who are willing to take up their career as a successful entrepreneur must be provided with adequate training to understand the business idea and bring it to a practical form. Many youngsters have better idea but do not know how to mold it in to a successful business.
- The graduates during their course of study must undergo entrepreneurship training program which will enable them to get clear idea on how, when and where to start a successful business.

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SUBSCRIPTION E- COMMERCE: A BOX FOR EVERYTHING AND EVERYONE

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ABSTRACT

The subscription business model is flourishing. A part of a marketing strategy and a method of product distribution frequently used now a days is **Subscription boxes** who serve as a chronic delivery of niche products. Subscription-based ecommerce businesses, referred to as **sub-com** use Subscription boxes. Consumers are flinging open their doors and welcoming brands into their lives through the subscription box model. What is required to be done by marketers is to box up a few products and reproduce the excitement of a gift that arrives quarterly, monthly or even weekly. Business-to-consumer(B2C) subscription businesses have attracted more than 11 million U.S. subscribers in 2017 and since 2011 the industry as a whole has been budding at 200%.. Such B2C applications need to be developed in India. Start-ups have launched these businesses in a wide range of categories in support with venture-capital investments. The purpose of this research paper is to study about subscription box market in India, its growing importance and challenges posed before online subscription service startups. This paper also examines the strategies that these start ups should adopt to overcome these challenges.

Keywords: Business-to-consumer, E-commerce, Niche, Subscription boxes, start up, sub-com

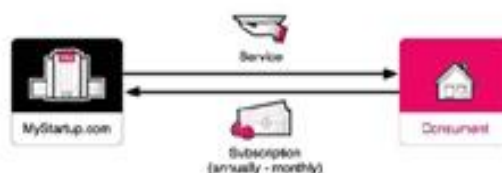
1. INTRODUCTION

In the recent years online subscription box service companies have started focusing on a variety of products including personal care, apparel, and cosmetics, food, footwear, and pet toys. A subscription box business is a service that sends subscribers a box on a regular basis. The boxes are frequently sent monthly but some services send them quarterly and others send them weekly or even more often. A part of a marketing strategy and a method of product distribution frequently used now a days is **Subscription boxes** who serve as a chronic delivery of niche products. Subscription-based ecommerce businesses, referred to as subcom use Subscription boxes. Startups based on Subscription box and newly created brands can extend operations rapidly due to growing access of technology and e-commerce.

Subscription box services are of two types 1) exploratory and 2) replenishment.

1. **Exploratory:** When shoppers are allowed to try new products, select items on their behalf such as healthy, non-gluten snacks or samples of new cosmetics it is known as exploratory service. Some subscription box services act as a curator, managing a variety of products across different product categories.
2. **Replenishment:** The boxes for regular use, routine products such as men's shaving items are part of replenishment services. Many subscriptions are purposely customized to the personal tastes of subscribers. Nowadays such is the volume of subscription box services offered that review sites, such as Mysubscriptionaddiction.com and Findsubscriptionboxes.com have surfaced.

Start simple: subscription model



2. OBJECTIVES

1. To study how to start subscription box business
2. To study the reasons of popularity of subscription box business
3. To study challenges of online service startup
4. To study strategies to overcome challenges

3. HOW TO START A SUBSCRIPTION BOX BUSINESS

One of the best ways to shop in recent times are subscriptions boxes. They present consumers sole experience managed around products and themes, they introduce new brands.

Step 1: Identify the niche

Specificity separates good ideas from great ones when it comes to subscription commerce. Competitive analysis, and customer profile is the first steps in building a successful subscription business when analyzing market. A specific market for products and services is a niche. The next step after finding niche and market fit is that one must find out prospective customer.

Step 2: Price the box

While pricing the box other things to consider are product cost, box cost, packing material cost, shipping cost, fulfillment cost, fixed monthly cost and acquisition cost.

Step 3: Put together a prototype box

The prototype box is used to introduce prospective subscribers to the types of products they will receive month after month.

Step 4: Begin your prelaunch

A prelaunch is the process of marketing the subscription box before launching in order to determine interest, collect email signups, and build buzz around the upcoming launch. Most prelaunches are hosted on email signup landing pages on prelaunch website theme. It easily connects to Mailchimp account and allows users to customize the page with their personal branding.

4. BENEFITS OF SUBSCRIPTION BOX

- **Customers checkout once to buy multiple times:** Make someone to pull out their wallet and pay for something is really hard. Subscription businesses only need to convince each customer to buy their service once. If they're happy with the service, they'll continue to pay on continuing basis. Convincing customers once is generally a lot easier than convincing them multiple times
- **Simplicity:** Subscription box services send customers a similar box every month. This provides a helpful regularity to the business and keeps operations reasonably simple – they can remove differences when they still only have a few subscribers and run a more efficient operation as the business grows.
- **As matter of course to follow:** Many subscription box businesses are now running so new business owners can follow in the footprints of people who have been there before and have developed solutions to the common challenges in subscription business model.
- **Save Money as compared to the Supermarkets:** The services can also help to save money as compared to the supermarkets, as some of them produce fresh, healthy, nutrient-rich greens at the farms which they own and are available in a clean and simple form that is easy to store and consume. So it is straight from the farm to the doorstep.
- **Develop customer relationships:** The biggest challenge in the typical e-commerce business is to acquire and retain a customer and the best way to know about business is to talk to potential customer. The most attractive feature of subscription lies in the fact that a customer who has signed up once will remain customer for subscribed duration. So the customer retention is easier and more productive.
- **Good publicity for vendors:** The platform for subscription box business is good for new and prospective vendors to get their products to the customer via a surprise box which increase their brand awareness and serves as the best marketing podium for the vendors. Vendors want their products in the box of customers, resulting in higher and healthier margins.

5. CHALLENGES IN SUBSCRIPTION BOX BUSINESS

- a. **Recurring Payments-** The subscription business is well known for the recurring payments. But, in India there is two-step authentication required for every online transaction. So either one will have to take the down payment upfront for the entire subscription period or will have to make the customer pay monthly for the subscribed service. The rigorous RBI policy is becoming challenge for this business.
- b. **Consumer are afraid of contracts-** As the business runs off charging customer monthly many people are afraid of putting their credit/debit card details.
- c. **Maintaining value is key-** Subscription services must focus on maintaining the value of their box, or else customers will start fading out. It's important to continue to attract customers and satisfy them into staying signed up for another month—because customers will reject a subscription service if the gifts become repetitive.

- d. **Expecting great experiences, not great subscriptions-** Consumers do not have an innate love of subscriptions. The customer want a great end-to-end experience and are willing to subscribe only where automatic purchasing gives them concrete benefits, such as lower costs.
- e. **Matching Supply And Demand-** Matching supply and demand is an important challenge for all subscription e-commerce providers because consumers are much more expected to cancel when products pile up or they can't customize order volumes to match their actual requirements. In such situations, subscribers say they would rather buy the products when they need them, either in stores or from transactional e-commerce services, instead of subscribing.
- f. **Churn-** Churn is another bigger challenge facing subscription e-commerce companies. These businesses depend on their long-term relationships to provide expected revenue growth and deep insights into customer behavior to personalize the experience. Churn can radically weaken their feasibility as the cost of replacing lost subscribers could not only make it difficult to meet their growth objectives but also quickly use up their cash reserves.

6. OVERCOMING CHALLENGES

To overcome these commonly encountered issues subscription box companies may adopt the following measures:

1. **Providing quality customer experiences** To establish quality relationships with customers the organization should have the tools in place to offer a seamless, intuitive experience. The orders should be managed effectively while maintaining transparency.
2. **Securely handling information** An organization's reputation and future can have serious consequences for mishandling private information from customers. While processing payments subscription companies must have the resources to keep details about customers safe month after month.
3. **Scaling up logistics** As organizations bring in more subscribers, they have to manage a growing inventory and continue speedily shipping boxes out. Integration of OMS with warehousing and distribution services will help company to manage its inventory more efficiently in real time.
4. **Staying on Top of Technology** Increasing the velocity of operations is critical as the business grows. The companies should make sure software and systems have the capacity to receive and centralize orders from every channel.
5. **Controlling Cost and Timing of Deliveries** Shipping costs and timing of deliveries is important to keep a close eye on expenses.
6. **Allowing for Expansion** Subscription companies now house an ecommerce platform on their website so that they can sell full-sized versions of sample products from monthly boxes. So one must be prepared to provide seamless service across channels, to manage the mix of subscription and ecommerce orders. Also, allow customers to pick and choose the contents of their subscription to suit their personal tastes. In due course one may want to offer curated boxes based on client profiles, interests, etc.
7. **Partnering with a Fulfillment Provider** Outsourcing fulfillment to an experienced provider can help to overcome key supply chain challenges and give them a competitive advantage in an increasingly packed market space. The right fulfillment partner can provide accurately the space and labor to meet the needs – from month to month or week to week.

7. CONCLUSION

A word of mouth and positive online reviews, is a key set off for consumers to sign up with a subscription service, predominantly those for curation and access. Subscribers to both want something new and innovative. As against this, replenishment subscribers are more motivated by financial incentives, such as discounts, and by a strong need for the product. As e-commerce sites are making a cognizant changeover from product-based model to customer specific model, more and more companies are switching to subscription models. It is predicted that from the existing B2C model, Subscription boxes can also extend to the B2B model. So, we can say that though in the nascent stage, subscription boxes will be continue in the growth trajectory. These small boxes will contain stories of big growth in the future. Subscription companies need highly developed tools and a quality infrastructure to deliver products and foster long-term customer relationships. Organizations are prepared to take on the challenges of subscription business with software and services from SFG, and continue going up into new markets. Wide-ranging data, experienced personnel and well-equipped facilities give companies the advantage in a fleet-footed industry.

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EXPLORATIVE STUDY OF SLUM DWELLERS LOW ERGONOMICS, MARGINAL INCOME, STRUCTURAL OCCUPATIONS AND EVOLVING MANAGEMENT APPROACHES TO REHABILITATE, ELIMINATE AND STOP IT FROM FURTHERING

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ABSTRACT

Research Paper Investigates abstract representative samples of certain slum dwellings colonies / areas in Pune city. This is to understand the prevailing causes that lead to structural, cyclical, occupational, and social living patterns evidenced widely across the most cities in India, contemporarily. Further to it, researcher investigates into possible impact of various schemes policies in metro cities that are in force to rehabilitate the slum dwellers and improve their overall living.

Work involves data collection through various channels for this purpose. Primarily through observations, data through interviews, private sources, expert opinion, NGO's and secondary sources such as government websites, web searches etc. views formed here in are subjected to multiple confirmatory analysis for verification and directional analysis.

Finally, through observations and intermediate analysis the research work aims at exploring socially and economically viable methods suggesting the effective 'management control system' for subversion and ultimately elimination of present complex form of living contrast among rich and poor in most metro cities across the country.

Work explores and evaluates the possible model role contribution of various components 'state as well as non-state actors' that could lead to evolution of most idealistic and desirable urban society that could be justified on the lines of Welfare State's, maximizing social surplus and social equity.

'Nudge effect' through various schemes should also be an objective generating Public Private Partnership and involvement of residents as volunteers to rise up and work towards self-empowerment on localized basis. This approach would invite various social economic and business agencies to this noble objective and ensuring their individual business interest alongside..

INTRODUCTION

The rising demand, dreams and slogans of 'Smart-City' have become the basic premise to a promising living of future generations.

Governments, political parties, and society at large are moving along an unorthodox vectored preconceptualization, untested, untried fairytale world. That too in a country where contemporarily rural urban divide, unemployment, skills shortage, low rate of capital formation, declining area under cultivation, class divide, disparities in social equity and plenty of other socio-economic-political problems peak at it's all-time high.

The utopia fed to masses through glaring glasses of a wonder world with absolute resolve of all social and economic evils sounds nothing beyond a fallacy and short-lived dose of opium.

History of economic growth and its tall claims over decades in the country have failed to address the objective of social and economic equity attainment even for people living in urban area. This could be evidenced from large prevalent slums in proximity of skyscrapers in most metro cities in the country.

The regulation of rehabilitation and redevelopment of slums was launched in Gujarat and Slum rehabilitation scheme program launched in Mumbai. This led the great initiative and attained a reasonable success although miles to go.

The researcher strongly feels to investigate the perennial problem of slum dwellers, their issues and contemplates the various management schemes, approaches to get low-income slum dwellers within the ambit of talked about 'Inclusive growth'.

LITERATURE REVIEW**Maharashtra Slum Areas Act 1971**

This act provides the details and manner for state initiative for slum development and rehabilitation. It is a comprehensive Act with provisions contemplating states role, laying out operating and administrative machinery, compensation and other legal procedures.

However, it largely fails to provide the nudge effect approach and only limits itself as an state initiative and doesn't invite peoples initiative, there is no effective provision and mechanism for private agency to take a wider initiative backed up by state.

Act in itself also is approaching the problem one sided towards slum rehabilitation alone, whereas the problem is far bigger that relates to low ergonomics, vicious cycle of poverty, lacking appropriate skillsets. Therefore, it is inappropriate and falls short of required comprehensive action plan i.e management and control system to eliminate the problem of slum dwellers on sustainable long-term basis within the practical and multidimensional issues.

Christian Henriot in the research paper document 'Slums, Sqats or hutment construction and deconstruction in modern shanghai' appreciates that during the span from 1920 till 1940 the peripheral villages so called beggar villages or slums became a the part of shanghai city with growth and development. However post world war and recession during 1945 – 1950 this turned into a grave problem for housing and resource management further inflicted by civil war. This study is with international reference for local Indian context

Sanjay Bagade and Prof. A.K Gupta in their paper slum rehabilitation: problems in implementation and their remedies conclude that problem involves various socio psychological issues than mere proposition by state. However, the paper is very limited in its study and scope. It does not delve into the very causes and methods to remove them. Study revolves around the slum area act and the methodology adapted, whereas the topic is sensitive and necessitates a much wider dedicated study.

Vedantu.com for general reference provides various schemes for the poverty alleviation programs with largely shows that government policies including

IRDP, Jawaharlal Gram Samridhi yojana, Jawahar rojgar Yojana, employment assurance scheme, Food for work scheme, Samporna Gramin Rojgar Yojana, Rural Housing, National Old Age pension scheme, National Family Benefit Scheme, National Maternity Benefit Scheme etc are largely for Rural areas and extremely poor and marginal workers. This necessitates a further study to evolve with a scheme that covers the different aspects of slum dwellers in urban area such as employment, skills development, minimum income etc to eliminate the causes of low income and low productivity along with restructuring of slum dwelling as a twofold approach.

The Jawaharlal Nehru National Urban Renewal Mission (JNNURM) and Pradhanmantri Awas Yojana have contributed largely to development and rehabilitation of small dwellings and slum development. 'PPP' private public partnership in some states have also contributed to an extent for slum development and rehabilitation.

OBJECTIVES

- 1- Identifying the nature of problem of slum dwellers
- 2- Identifying causes of these problems pertaining
- 3- Identifying policies for sustainable development and persistence
- 4- Exploring the role various institutions in urban slum dwellers rehabilitation and reconstruction.

DATA COLLECTION AND RESEARCH METHODOLOGY

The nature of study is descriptive and explorative which involved accordingly data collection through various channels involving primary, secondary, and tertiary sources.

The data so collected was subjected to confirmatory and directional analysis. It was relevantly categorized and compiled to evolve with observation and inferences. Conclusion were drawn keeping problems different dimensions into considerations.

Primary data: Various groups were identified and interviewed to gather a uniform representative information about people residing in those areas. Direct interaction with focused groups, peers, and people in social political circles were consulted. NGO's representatives operational in those areas were of great importance and provided a concrete insight into material and non-material issues.

Secondary data: Sources such as expert opinion, specific studies, City development plan other relevant journals and research papers- national and international are considered. Data so collected and identified proved to be quite useful and reliable.

Tertiary data: various old newspapers, reports, journal, media debates, and other augmentative articles, past research in the field, television (CNN/ BBC) programs and debates have been referred to a reasonable extent and were considered while forming the opinion and observation.

OBSERVATION & FINDINGS

Occupancy & Nature of Problem

- 1- There exists skills shortage among the marginal wage / income earners.
- 2- Low-income groups tend to align in those slum dwelling areas.
- 3- Migrants in unorganized sector labour force are largely residents in these areas.
- 4- Daily wage earners, Peddlers, Hawkers, temporary workers, unskilled, semi-skilled workers inhabit these areas.
- 5- Cottages industries, pickles manufacturers, labor contractors, small ancillaries, low hand food- snacks-tiffin, construction workers, household workers etc.

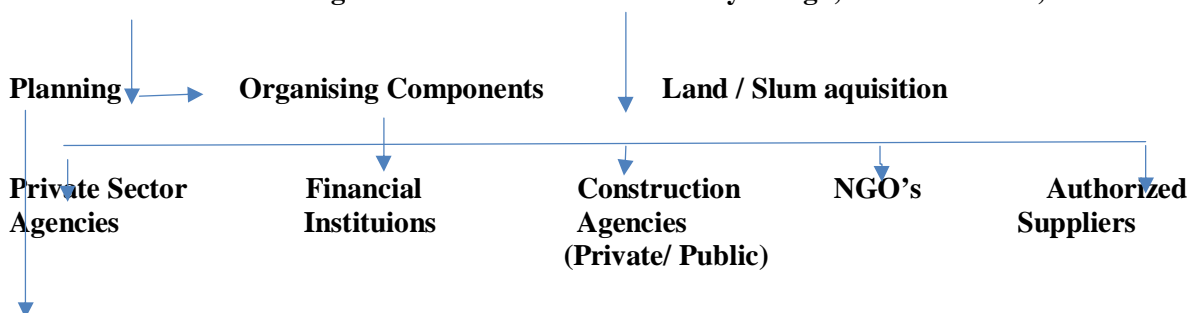
CAUSES

- 1- Low education and Lack of Specialized skillsets is the root cause of people persisting in slum dwelling.
- 2- Migrants and temporary migrants (seasonal) workers seek to have low cost temporary shelter.
- 3- Lack of urban housing options, transport option, infrastructure, lack of public sanitations furthers the slum living.
- 4- Lack of Capital, Low Wage Scales, Lack of financing reach continues to be a severe problem.
- 5- Lack of awareness about skill development plans, state support, and lack of reach and accessibility to such schemes also limits the opportunities and change.
- 6- Engagement in low cost- low return self employment.
- 7- Inability seek financial institutions low cost loan- financing facilities.
- 8- Lack of awareness about state financial supports and the complexities, paper work.
- 9- Lack of Public movement, Private sector participation.
- 10- Lack of Organized Financing options and institutional participation.

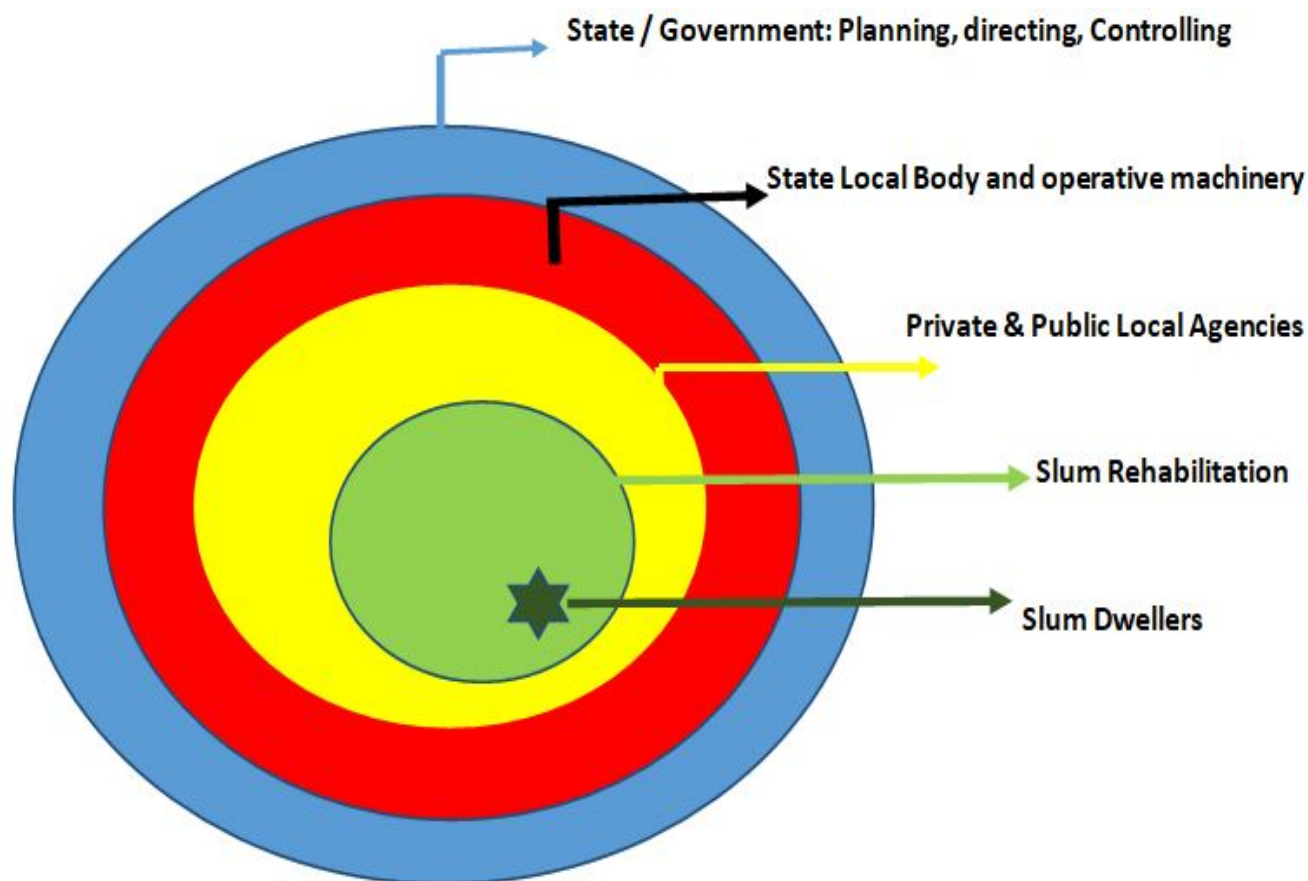
FINDING AND SUGGESTIONS

A comprehensive viable management model to rehabilitate, revamp, reconstruct, and transform urban slums into more socio-economically viable living and business space.

State / Government through Local Administration-- Policy Design, Administrative, Directive Control



- (i) Alternative arrangements, relocation, financial compensation for residents to be affected.
- (ii) Structural layout for efficient use of area under reform.
- (iii) Ensuring reasonable layout on the lines of community living with business and Work opportunities ensuring low cost multistoried apartments alongside commercial spaces in the given space.
- (iv) Operation and monitoring the project.
- (v) Allocating a part of acquired property for commercial (saleable) / Business purposes to be rewarded to constructing / contracting agencies.
- (vi) Thus acquired additional space could be sold by state or private agencies involved to raise finance or generate income.



Slum Dwellers Centric Rehabilitation Management Plan Model (SDCRMPM)

CONCLUSION

Given the veracity of schemes, its usefulness, and limitations in urban slum rehabilitation programs, a strong need is necessitated to build a more comprehensive, inclusive, harmonious plan keeping the causes of slum dwelling spread and the needs and interest of the slum dwellers.

There is no choice but to rise along the lines of professional business management directives and functions.

Indeed a strong political will and elite social awareness would make this dream a reality.

Researcher strongly opines that the implementation of this model would result in localized social, economic, business development and eventually contribute to national objectives of inclusive growth and development. It would eventually lead to harmonious society, reduction in extreme class divide and increasing social equity.

LIMITATION AND FURTHER SCOPE OF STUDY

In this working research paper due to time and resource limitations, the scope of further study remain open to explore the effective implementation, development of analytical - econometric model based on parameters. Establishing nitty-gritties and specifics of budgeting and finance could also be considered for a realistic parameters based model. **Scholars would consider extended scope consideration in the subsequent papers and research work on this topic.**

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LEADERSHIP ESSENTIALS FOR EFFECTIVE EMPLOYEE ENGAGEMENT

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ABSTRACT

The present paper tries to explore the valuable contribution and essentials of leadership for effective employee engagement at the work place. In order to sustain and create the competitive advantage in this dynamic world, organizations are spending huge amounts on the leadership training, because every business confronts unanticipated shifts in markets, technology, pressure from supplier, customer, and competitors. It's no longer good enough for an organization and its employees to simply execute the past routines. Now it's the time for leaders to create an organization that is adaptable and highly responsive. They are the key persons responsible directly for managing the vast majority of a company's employees and therefore have exceptional leverage on organization and performance. Hence they are coined as central players of an organizations business strategy.

Keywords: Leadership, employee engagement, business strategy, employees

INTRODUCTION

Employee engagement has emerged as a popular organizational concept in recent years. It has become one of the most leading priorities of human resource practitioners and senior managers in the organization today in the corporate world (Bhatla, 2011). Leaders have the largest single impact on organizational success in today's environment, simply because they are the last stop for providing focus and enabling associates to succeed. The transition to people manager is one of the most difficult leadership transitions an individual can make. Majority of the leadership success lies in the managers people skills and knowledge. The essential practices of a successful leader are:

- They know how to deliver results-and most importantly they know how to do it through their team members.
- They are great coaches- they know what each person on their team can do and needs to do, especially they are intentional about providing growth opportunities.
- They understand the relationship between engagement and performance and aware about each person's engagements needs are unique.
- They are able to build a winning team by increasing mutual trust, healthy conflict, commitment, raising accountability and relentlessly focusing on results.
- They rigorously apply Daily Management Processes to drive continuous, and sustained improvements.

Crim and Seijts, (2006) have discussed how leaders can engage employees' heads, hearts and hands. They summarize these as Ten C's of employee engagement.

These are shown in the below figure



Source: Crim and Seijts, (2006)

Connect: The managers should value the employees. Employee engagement is positively related with the behaviour of managers with the employees. Therefore employers should properly connect with their employees (Crim & Seijts, 2006).

Career: The manager should provide the opportunity for growth and development of the employees. Proper training and induction programme are very important for the career advancement of the employees.

Clarity: The managers must communicate the goals and objectives of the organization. The success of the organization is largely depends upon clarity of goals and objectives among the employees (Crim & Seijts, 2006).

Convey: The managers should discuss the expectation which they want from the employees and provide feedback on the performance of the employees. Effective leaders work daily to improve the performance of the employees.

Congratulate: The employees are getting feedback in the area where they are lacking behind and at the same they should also be rewarded and recognized on their excellent performance.

Contribute: The employees feel happy and motivated if their works contributes in achieving the organizational goals in a meaningful way. Therefore the managers must discuss the role of the employees in achieving goals and objectives of the organization. Effective leaders help employees to see and feel that how they are contributing to the organization success and future (Crim & Seijts, 2006).

Control: Control is very important function of management. It is process to check whether organization is running in desired direction or towards its goals and objective. The leaders should have the quality to control the organization.

Collaborate: When employees work in group and have trust and cooperation of their group members, they perform best. Good leaders are team builders, they create an environment that fosters trust and collaboration.

Credibility: Leaders should struggle to maintain organizational image and show high ethical standards. People want to be proud of their jobs, performance and organization

Confidence: Good leaders help to create confidence in the organization by developing high ethical and standards performance.

OBJECTIVES OF THE STUDY

- To identify the essentials of leadership which enhance the Employee Engagement.
- To study the impact of Leadership on Employee Engagement

➤ Leadership Essentials And Employee Engagement

Engagement is a feeling of involvement, commitment, and absorption in work, when people are highly engaged, they contribute a lot of discretionary energy; in other words, they go “above and beyond” what is expected, performing to their fullest capacity and expending time, brainpower, and effort beyond what normally be required. The core essentials of Leadership are :-

- Get results through others
- Delegating with purpose
- Coaching for Peak Performance through feedback
- Engage and retain talented Pool
- Build a Winning Team Environment
- Communicating For Leadership Success
- Leverage Daily Management



- **Get results through others :-**

It is the responsibility of the leader to develop and communicate clear, meaningful performance objectives in order to keep the team focused on critical priorities. They should be able to leverage and enhance individual's capabilities, competencies, experiences and developmental goals.

- **Delegating with purpose:-**

Leader should be able to identify tasks and responsibilities that he can delegate to achieve key business results and develop teams capabilities. Its the leader who has to plan an effective delegation strategy by identifying clear boundaries and expectations that will prepare people for success, apply techniques to follow up on delegated tasks and responsibilities to monitor progress, measure results and provide ongoing coaching and support.

- **Coaching for Peak Performance through feedback:-**

Leaders should recognize strengths and challenges for individuals and the team to provide coaching to ensure someone's success or to enhance the work performance. They have to provide reinforcing and developmental feedback to manage performance gaps quickly and effectively.

- **Engage and retain talented Pool:-**

Leaders should engage individuals on a daily basis by uncovering and addressing what individuals need to be more satisfied and engaged at work. They have to inspire the employees through higher levels of engagement by acknowledging the value people bring to the organization.

- **Build a Winning Team Environment:-**

Leader should know the characteristics that differentiate high performing teams and create an environment that serves to increase trust and respect among team members. Build a model and encourage innovation and appropriate risk taking through daily actions with the team.

- **Communicating For Leadership Success**

Recognize people's personal and practical needs and importance of responding to those needs as a leader who sparks action in others. Use the interaction essentials like open the issue, clarify, develop, agree, and close the issue to enhance the communication with the team members. Provide support to the team without removing responsibility nothing can deflate people's confidence faster than telling them they are not doing something right, and then doing it yourself. Conversely, when you provide support without removing responsibility, you build people's sense of ownership of the task or assignment as well as the confidence that they can accomplish it.

- **Leverage Daily Management:**

Use visual management to track progress and drive team accountability and transparency, create a learning environment by incorporating the problem solving process. Try to determine the critical aspects and focus on them. This Daily management process promotes Focus, Transparency, Accountability, good communications and finally the true and desired results.

CONCLUSION

As opined by Kang (2014) engaged employees strengthen the organizations' competitive advantage and generate favorable business environment. Neeti and Leekha, (2011) have reported that engagement is one of the important and powerful strategy to attract, nurture, retain, respect and manage the manpower of the organization.

Mutunga (2009) argued that effective leadership is very important for smooth functioning of the organization. Organizational environment is directly influenced by the quality of leadership in human resource managers. A leader should have the quality to increase the level of engagement among the employees and without effective leadership, an organization cannot survive for a longer period of time.

Leaders need to actively demonstrate the organization's values and goals. They need to align themselves with the corporate values and create an open and fair work environment for employees within the organization (Mortimer, 2010).

Leadership Essentials and Employee engagement to some extent this may sound like old stuff but a list of Leadership Essentials could be populated by other practices, like establishing credibility, managing your manager, or communication skills all of which are not only People-Leadership practices, but are also important to the success of all leaders. But in this Dynamic and competitive world where resources are constraint, widening span of control, increasing complexity and ambiguity, multiple generations in the work force, virtual work groups that sometimes span geographies and time zones, and a never-renting push for more and more productivity mastery are essential to the Leader's success. When mastered these practices allow Leader's to have a direct and lasting positive impact on the performance not only of their teams and team members, but also of the organization as a whole.

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SOCIAL MEDIA AND WOMEN EMPOWERMENT

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ABSTRACT

There has been a change in the media countryside over the past period with social media openings such as blogs, online discussion forums, and online societies now enhancing old-style media openings such as newspapers, magazines, and television programs. Social media is attractive a mediator of change. It is altering the way evidence is connected to and from people about the world. Its use is growing day by day with high rate in all over the world. Social media has established probable for assembling consideration and responsibility to women's privileges, and stimulating judgment and typecasts. It has showed to be a influential vehicle for bringing women's privileges questions to the consideration of a broader public, stimulating achievement on the streets of cities around the world and inspiring strategy creators to step up promises to gender impartiality. The paper is an attempt to study how social media is underwriting to women enablement based on secondary data. The paper likes to conclude that though social media is donating to women permission but there is computer-generated gender gap due to lack of literacy, cybercrime, cyberbullying, etc. and women are not able to fully exploit the new space.

Keywords: Social Media, Empowerment, Women Empowerment, Cybercrime, New Media

INTRODUCTION

Over the past period, the media countryside has melodramatically transformed with social media openings such as blogs, online discussion forums, and online communities now complementing outdated media exits such as newspapers, magazines, and television programs. Social media are new evidence network and information technology using a form of communication employing collaborating and user-produced content, and relational associations are fashioned and conserved. Social media is becoming an mediator of change. It is altering the way data is connected to and from people around the world. Its use is growing day by day with high rate in all over the world. Social media has established possible for assembling consideration and responsibility to women's rights, and stimulating discernment and typecasts. It has verified to be a influential vehicle for transporting women's rights subjects to the consideration of a wider public, animating action on the streets of cities around the world and inspiring policy makers to step up promises to gender fairness. The outburst of social media, Cyber feminism and unparalleled use by women of new know-hows signifies important chances to bring gender equality and women's privileges issues to the vanguard of both policy making and media consideration. The paper is an attempt to study how social media is donating to women empowerment based on secondary data.

SOCIAL MEDIA

The word media is defined as 'one of the means or channels of communication, information, or entertainment in society' as newspapers, radio, televisions and social networking sites etc. Media technology has made communication progressively informal as time has passed throughout history. Today, children are fortified to use media tool in school and anticipated to have a general sympathetic of various media know-hows existing. The media knowledge outlines the improvement contemporary society. In the current period, social media is the most popular among all other means of communication and information. 30 percent of World's population is vigorous social media users whereas in India the active social media users are 15 percent of the population which is a substantial percentage. Usage of social media is on growth and it is projected that such percentage will increase every year by 10 percent. Moreover, 60 percent of social media operators are youth who are disposed to cybercrimes and problems. For many connected users in India, access to the Internet is mainly for retrieving social media networks. The most popular events on social media contain preserving one's own simulated outline on the likes of Facebook and Twitter, posting and sharing an update as well as responding to something a friend has posted.

EMPOWERMENT

Empowerment is a concept that relations individual strengths, capabilities, natural helping schemes and applied behavior to social plan and alteration. Empowerment concept and individual well-being with the superior social and political atmosphere. Empowerment proposes that individual with others to complete goals, efforts to gain admission to possessions and some serious sympathetic of the socio political environment as basic instruments of the supposition. Empowerment is a procedure of evolution from a state of powerlessness to a state of comparative regulator over one's life, vocation and a perilous considerate of their environment. This change can

obvious itself in an improvement not only in the apparent aptitude to control but also in the real aptitude to control. Thus, empowerment is a evolution from the submissive condition to a more active condition of control. It is part of the comprehension of one's humanity, as a person who is powerless with regard to one's life and environment is not understanding one's distinctive human possible. Since the sources of helplessness are entrenched in social procedures that disempowered entire inhabitants. Thus, the empowerment procedure goals to inspiration the fraught human agency and the social construction within the confines and potentials in which this human agency occurs and counters. Empowerment theory wants to make a place for itself among those new social philosophies that are attempting to attach the personal and the social, the individual and society, the micro and the macro.

ROLE OF SOCIAL MEDIA IN EMPOWERING WOMEN

Social media is developing as a substitute media as a dais to portion and increase the voice of women when their voice is constrained. People are joining Cyber hands to help women and share their voices in each and every complaint. The subject of empowering women is now being connected to social media as it is developing as a commanding tool for consciousness and exploit. Empowerment of women is needed for a optimistic future of the women, family, society and country so as to make them take their own verdicts for personal development. For a long time voice of women is constrained and it can be made loud by way of social media. Social media is the latest technological device for Economic Empowerment of Women. The concept of entrepreneurship has assisted women to get rid of the tag of being a load on others economically. Online attendance in social media is given that women with new independence, freedom and control, liberty, and empowerment like never before. It helps them to try things that were incredible in the real situation. Social networking proposals more of a chance to network and get to know people and places. Social Media is pretention questions and answering questions that could rise and directs answers for every search of hers. It can really turnout to be a friend indeed that gives her both knowledgeable and demonstrative company without having to lose her distinctiveness. The more women use social media, the more she will advantage from it as well. Social media supports women to master with friends, followers and connections all over the country or even the world. She may start to like, tweet, share, follow be linked to a new sort of technological empowerment and dynamism.

BENEFITS OF SOCIAL MEDIA

Social media is relatively less lavish and informal for training, recruitment, and organization than old-style methods. Various educations have shown that people who are energetic online are likely to be dynamic in group actions such as creating an online group for any cause, sharing their voices. It enables individuals to share them with friends, to see how many others share their perception and to organize action and get the word out about complaints, social issues.

CYBER CRIME

Cybercrime is a worldwide phenomenon. With the advent of technology, cybercrime and persecution of women are on the high and it attitudes as a major hazard to the safety of a person as a whole. Even though India is one of the very few countries to pass IT Act 2000 to competition cybercrimes, matters concerning women still endure uninjured in this Act. The said Act has designated certain crimes as hacking, publishing of aggressive materials in the net, intrusive the data as criminal defilements. But the critical cautionary to the preserve of women in general is not surrounded fully by this Act. Between the various cyber-crimes devoted against individuals and society at large, crimes that are precisely supervisory women are such as Cyber-stalking, Harassment via emails, Cyber Bullying, Morphing, Email spoofing and Cyber Defamation. While Cyber Stalking interrupts both men and women, women are disproportionately targets, particularly of age group of 16-35, who are followed by men. It is hypothetical that Over 75% of the fatalities are female. An marvelous one in twelve women and one in forty-five men will be tracked in their eras. Cyber pressure is a typical type of online harassment, which can be defined as throwing severe, ignorant, rude, playful remarks through the message box or in open chances targeting one's body form and construction, educational qualifications, professional qualifications, family, gender orientation, personal customs and outlook. Harassment through e-mails is not a new idea. It is very similar to harassing through letters. Harassment includes blackmailing, threatening, bullying, and even cheating via email. E-harassments are alike to the letter harassment but generates problem quite often when dispatched from false identifications. Cyber pornography is the other hazard to the women which include pornographic websites; pornographic magazines formed using computers (to publish and print the material) and the Internet (to download and transmit pornographic pictures, photos, writings etc). Internet has provided a medium for the simplification of crimes like pornography. There are gender gaps in literacy in India as literacy rate for males is 82.14% and for females is 65.46% as per 2011 Census which further limits the use of IT and social media by women. However, on the whole the women are getting benefits by use of social media.

CONCLUSION

Women who are being underprivileged of basic human privileges and life chances are becoming official due to social media. They can reach various helpline through the ingenuity of auxiliary media groups and members and connect with people. There is no doubt that the growing facts of women have always been the major emphasis of planning since individuality and a strong dream is needed to remove the problems on the path of women liberation from the government and women themselves. The numerous challenges modelled by the new era have involuntary us to deliver a tangible and growing features alternatives in lieu of empowerment of women through the possible accessible media. We need more action concerned with programmed and policies which instruct in understanding the various technicalities and forecasts of media keeping into deliberation women's empowerment a must need of the society. Various studies of popular media fling light on empowering and incapacitating effect of media. Generation of substitute media for women's empowerment and complaint against pejorative and offensive interpretation of women in media must go on concurrently. Committed and gender delicate men and women can implement gender sensitive policies within the system and effective use of the media by activists outside the system can generate consciousness and nonscientist masses for social alteration promising to empowerment of women. Likewise, substitute media and other optimistic methods need to attach to bridge the age old gender divide issues in India to achieve the rightful share of women and their authorizations in most optimum way. The paper likes to determine that though social media is donating to women empowerment but there is simulated gender gap due to lack of literacy, cybercrime, cyberbullying, etc. and women are not able to fully apply the new space. The paper commends that there is need to train women to make greater use of evidence technology for announcement and the media and safeguarding equal access to and use of new technologies is serious for maximizing social media's support role for women empowerment.

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MODERN ERA AND YOGIC PHILOSOPHY

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INTRODUCTION

The modern lifestyle lures us with comfort and convenience, in the form of gadgets that have become vital to our daily lives. But it comes with a big price tag and we pay for it with lifestyle diseases like obesity, hypertension and cardiac problems, among others. Excessive use of cell phones, laptops, dishwashers and the like pose a serious threat to our health. They make us physically inactive and put us at an increased risk of diseases like cancer, diabetes, obesity and cardiac troubles. Also, many gadgets, including like hair dryers, electric shavers and digital clocks, give out waves of electromagnetic radiation that pass through our bodies and disturb our biological processes. Social networking websites have replaced face to face contact, making people secluded.

PROBLEMS OF MODERN LIFESTYLE

- Radiation from cell phones is known to affect the brain cells and also reduce sperm count in men.
- Use of earphones can lead to hearing loss and headaches.
- Increased screen time leads to blurred vision, red eyes, difficulty in focusing and weak eyesight.
- Frequent use of keyboards and cell phone keys leads to orthopedic problems.
- Staying immobile for more than four hours increases the risk of heart disease.
- Lack of physical activity decreases bone mineral density and lowers immunity.
- Sedentary lifestyle amplifies loneliness, depression, anxiety and panic disorders.

It is therefore important to consider how much time you spend sitting every day. Nowadays, so many simple things in life are now just a click away, whether it's paying bills online, shopping online, studying online, etc. In the past, doing these same things would have required you to get up and move.

MODERN LIFE SITUATION

"We are a culture that relies on technology over community, a society in which spoken and written words are cheap, easy to come by, and excessive. Our culture says anything goes; fear of God is almost unheard of. We are slow to listen, quick to speak, and quick to become angry."

THE LEADING PROBLEM FOR THE YOUTH.

Now a day's maximum youth are thinking that being in relationship is a good thing, it is enforced by much advertisement like vivo smart phone and another example is MAHINDRA & MAHINDRA Car Company for the Xylo advertisement

And using a Smartphone, thinking the it very important thing for the life but it never worth, now a day's generation not looking around what going, instead looking their Smartphone and day by day getting addicted, and a new game Pokemon go, it is destroying the powerful youth brain has not to think except the game.

For middle aged people, the main problem of middle aged people is fear of death. They are thinking that they are the one who is more rich and he can do anything, without thinking the people around him, if he buys a new car, he used to drive alone and making traffic, ex: using a INNOVA car for a single person, showing to the society that he is very rich like this, the car will need a more place, whether u can drive a motorcycle it minimize the space in the place of car...

For children, parents are saying only to study not to teach good character, by respecting their

elder, respecting their relatives, respecting their relations, they are telling education gives you everything, but this is the not the truth, without disciplined education you can't succeed in your life.

In today's life everybody is having some stress in case of students they are having stress of Exam. Many people are having office stress, family stress. Stress can be of For the sake of completeness the other problems of society priority are

- POVERTY
- GREED

- FEAR
- OVER AMBISIOUS
- WORK PRESSURE
- POOR INTER-PERSONAL RELATIONSHIP
- INSECURTY
- CHANGE IN ENVIORNMENT
- NOISE POLLUTION
- DISTURB MARITAL LIFE
- HIGH COST OF LIVING
- POOR EMPLOYMENT OPPORTUNITIES
- JOB STRESS

WHAT IS YOGA?

Yoga means meditation, a control over your breath, simple body posture or structure to be adopted for relaxation and for healthy body.

DEFINITION OF YOGA

The word "yoga" comes from the Sanskrit root yuj, which means "to join" or "to yoke". Yoga is a practical aid, not a religion. Yoga is an ancient art based on a harmonizing system of development for the body, mind, and spirit.

In general Yoga is nothing but a part of or a method of mental, physical and spiritual wellbeing. Yoga helps to keep the body healthy and it keeps balance development in all these three aspects.

WHAT IS YOGIC PHILOSOPHY?

Yoga philosophy is one of the six major orthodox schools of Hinduism. Ancient, medieval and most modern literature often refers to the Yoga school of Hinduism simply as Yoga. ... The metaphysics of Yoga is built on the same dualist foundation as the Samkhya School.

Yoga philosophy, often simply referred to as yoga, is one of the six main darshans, or the orthodox schools of Hinduism. The origins of this philosophy are unclear, but first references can be found in the Upanishads from the 1st millennium B.C.E.

DEFINITION –

Yoga is a dualist philosophy, working with two fundamental realities: purusha, meaning "pure consciousness," and prakriti, meaning "matter." Every living being is a form of connection of these two realities and every living being is considered a union of body and mind. The path of yoga is guided by ethical principles, yamas and niyamas, and should ultimately result in moksha (spiritual liberation).

YOGA PHILOSOPHY

Yoga philosophy is closely related to one of the other six schools of Hinduism, Samkhya, but unlike Samkhya, yoga accepts the concept of God, described by Patanjali as Ishvara. Some scholars describe yoga philosophy as "Samkhya with God." While Samkhya states that knowledge is the only path to moksha, yoga says that it should be combined with systematic practice, or personal experimentation.

Yoga philosophy accepts Samkhya's theory of the three gunas - sattva, rajas and tamas - present in every living being. Sattva represents harmony and kindness; rajas represent passion and activity; and tamas represents darkness, destruction and chaos. Although present in every living being, the three gunas are found in different proportions. The theory of the three gunas is a base for yoga philosophy of the mind. Yoga philosophy believes that purusha is sattva and prakriti is tamas.

From the ethical principles of yamas and niyamas, yamas describe the values that should be avoided, such as stealing, lying or violence, while niyamas outline the values that should be followed, such as purity, self-study and contemplation of God.

Yoga philosophy is well described in "The Yoga Sutras of Patanjali," where he outlines the eight limbs, or stages, that one should follow to reach moksha. The eight limbs include the yamas and niyamas, asanas (physical practice), pranayama (breathing exercise), pratyahara (Withdrawal), dharana (concentration), dhyana (meditation) and samadhi (union with God).

The art and science of yoga is dedicated to creating union between body, mind and spirit. Its objective is to assist the practitioner in using the breath and body to foster an awareness of ourselves as individualized beings intimately connected to the unified whole of creation. In short it is about creating balance and equanimity so as to live in peace, good health and harmony with the greater whole. This art of right living was perfected and practiced in India thousands of years ago and the foundations of yoga philosophy were written down in the Yoga Sutra of Patanjali, approximately 200 AD. This sacred text describes the inner workings of the mind and provides a blueprint for controlling its restlessness so as to enjoying lasting peace.

The first two limbs of the philosophical yogic tree that Patanjali describes are the fundamental ethical precepts called the yamas, and the niyamas. These can also be looked at as guidelines of universal morality and personal observances. The Yamas and niyamas are suggestions of how we should deal with people around us and how we can optimally shape our attitude and behavior. The attitude we have toward people and things outside ourselves are the yamas, how we relate to ourselves inwardly are the niyamas (pronounced nee yamas). Both are mostly concerned with how we use our energy in relationship to others and to ourselves.

YAMAS

(Moral Disciplines and Restraints)

The yamas are broken down into five “wise characteristics.” Rather than a list of do’s and don’ts, they tell us that our fundamental nature is compassionate, generous, honest and peaceful. They are the moral virtues which, if attended to, purify human nature and contribute to health and happiness of society.

Ahimsa: Nonviolence ~ Non-harming ~ Compassion for all living things

The word ahimsa literally means not to injure or show cruelty to any creature or any person in any way whatsoever. Ahimsa is, however, more than just lack of violence as adapted in yoga. It means kindness, friendliness, and thoughtful consideration of other people and things. It also has to do with our duties and responsibilities too. Ahimsa implies that in every situation we should adopt a considerate attitude and do no harm.

Satya: Commitment to Truthfulness ~ Being sincere, considerate, genuine and honest ~ Commitment to Truthfulness

Satya means "to speak the truth," yet it is not always desirable to speak the truth on all occasions, for it could harm someone unnecessarily. We have to consider what we say, how we say it, and in what way it could affect others. If speaking the truth has negative consequences for another, then it is better to say nothing. Satya should never come into conflict with our efforts to behave with ahimsa. This precept is based on the understanding that honest communication and action form the bedrock of any healthy relationship, community, or government, and that deliberate deception, exaggerations, and mistruths harm others.

Asteya: Non-stealing ~ Not taking anything that hasn’t been given freely ~ Honoring other’s trust in us

Steya means "to steal"; asteya is the opposite-to take nothing that does not belong to us. This also means that if we are in a situation where someone entrusts something to us or confides in us, we do not take advantage of him or her. Non-stealing includes not only taking what belongs to another without permission, but also using something for a different purpose to that intended, or beyond the time permitted by its owner. The practice of asteya implies not taking anything that has not been freely given. This includes fostering a consciousness of how we ask for others’ time for inconsiderate behavior demanding another’s attention when not freely given is, in effect, stealing.

Brahmacharya: Moderation and self-control in sex and the senses ~ Resistance to seduction ~ To be beyond reactivity

Brahmacharya is used mostly in the sense of abstinence, particularly in relationship to sexual activity. Brahmacharya suggests that we should form relationships that foster our understanding of the highest truths. Brahmacharya does not necessarily imply celibacy. Rather, it means responsible behavior with respect to our goal of moving toward the truth. Practicing brahmacharya means that we use our sexual energy to regenerate our connection to our spiritual self. It also means that we don’t use this energy in any way that might harm others.

Aparigraha: Non-grasping ~ Not being greedy ~ Letting go of our attachments to things ~ Neutralizing the desire to acquire and hoard wealth

Aparigraha means to take only what is necessary, and not to take advantage of a situation or act greedy. We should only take what we have earned; if we take more, we are exploiting someone else. The yogi feels that the

collection or hoarding of things implies a lack of faith in God and in himself to provide for his future. Aparigraha also implies letting go of our attachments to things and an understanding that impermanence and change are the only constants.

NIYAMAS

(Disciplines of Self-restraint and Personal Observances)

Niyama means “rules” or “laws”. These are the rules prescribed for personal observance. Like the yamas, the five niyamas are not exercises or actions to be simply studied. They represent far more than an attitude. Compared with the yamas, the niyamas are more intimate and personal. They refer to the attitude we adopt toward ourselves as we create a code for living soulfully

Sauca: Purity of body and mind

The first niyama is sauca, meaning purity and cleanliness. Sauca has both an inner and an outer aspect. Outer cleanliness simply means keeping ourselves clean and our lives orderly and uncluttered. Inner cleanliness has as much to do with the healthy, free functioning of our bodily organs as with the clarity of our mind. Practicing asanas (yoga postures) or pranayama (using the breathe to strengthen the flow of life force/prana) are essential means for attending to this inner sauca. Asanas tone the entire body and remove toxins while pranayama cleanses our lungs, oxygenates our blood and purifies our nerves. But more important than the physical cleansing of the body is the cleansing of the mind of its disturbing emotions like hatred, passion, anger, lust, greed, delusion and pride. When we clear the clutter from our personal environment and our mind we are more able to remain focused on the higher aspects of living consciously; we are less distracted by outside stimulations that take us away from being centered and grounded in our loving nature.

Santosa: Modesty ~ Contentment with what we have ~ Acceptance that there is a purpose for everything

Santosa is having a sense of modesty and the feeling of being content with what we have. To be at peace within comes from fostering contentment with one's life, even while experiencing its challenges. When we accept that life is a process for growth all of the circumstances and experiences we create for ourselves become valid teachers and vehicles for expressing our highest nature. Accepting that there is a purpose for everything - yoga calls it karma – we can cultivate contentment and compassion, for ourselves and for others. Santosa means being happy with what we have rather than being unhappy about what we don't have.

Tapas: Disciplined use of our energy ~ Burning desire to reach self-realization

Tapas refers to the burning enthusiasm to learn and understand how all facets of our life are tools for self-realization. Literally it means to heat the body and, by so doing, to cleanse it. Behind the notion of tapas lies the idea we can direct our energy to enthusiastically engage life and achieve our ultimate goal of creating union with the Divine. Tapas helps us burn up all the desires that stand in our way of this goal. Another form of tapas is paying attention to body posture, eating habits, breathing patterns, and generally honoring the body as the vehicle that contains our life force and makes our human existence possible.

Svadyaya: Self study and observation ~ Cultivating self-reflective consciousness

The fourth niyama is svadyaya. Sva means “self” adhyaya means "inquiry" or "examination". Any activity that cultivates self-reflective consciousness can be considered svadyaya. It means to intentionally find self-awareness in all our activities and efforts, even to the point of welcoming and accepting our limitations. It teaches us to be centered and non-reactive to the dualities of being both human and spirit at the same time, to burn out unwanted and self-destructive tendencies so we can live in balance with all aspects of our being.

Isvarapranidhana: Celebration of the Spiritual within us and all things ~ Concentration on and surrender to divine flow

Isvarapranidhana means "to lay all your actions at the feet of God." It is the contemplation on God (Isvara) in order to become attuned to the natural expression of love and heartfulness in all our relations. It is the recognition that spirituality suffuses everything, that through our attention and care we can attune ourselves with our role as part of the Creator and see the good in all things. The practice requires that we set aside some time each day to recognize that there is some omnipresent force larger than ourselves that is guiding and directing the course of our lives. When we adopt this practice we make internal space for comprehending the complex and pervasive working of divine expression in everything around us.

1) What yoga can do for your body?

The researchers found that **yoga** outperformed aerobic exercise at improving balance, flexibility, strength, pain levels among seniors, menopausal symptoms, daily energy level, and social and occupation functioning, among other health parameters. **Yoga does** more than calm you down and make you flexible.

2) What are the benefits of doing yoga?

“The relaxation techniques incorporated in yoga can lessen chronic pain, such as **lower** back pain, arthritis, headaches and carpal tunnel syndrome,” explains Dr. Nevins. “Yoga can also **lower** blood pressure and reduce insomnia.” Other physical benefits of yoga include: Increased flexibility.

3) What is the real purpose of yoga?

The original context of **yoga** was spiritual development practices to train the body and mind to self observe and become aware of their own nature. The **purposes of yoga** were to cultivate awareness, self-regulation and higher consciousness in the individual.

4) What is the importance of yoga?

Yoga is not a religion; it is a way of living that aims towards 'a healthy mind in a healthy body'. Man is a physical, mental and spiritual being; yoga helps promote a balanced development of all the three. Other forms of physical **exercises**, like aerobics, assure only physical well-being.

5) How many days a week should you do yoga?

Yoga is amazing—even if you only **practice** for one hour a **week**, you will experience the benefits of the **practice**. If you can **do** more than that, you will certainly experience more benefits. I suggest starting with two or three times a **week**, for an hour or an hour and a half each time.

6) How does yoga affect the brain?

In addition, the powerful **effects** of meditation on the brain are often subjects of medical studies and new scientific research is released daily about the practice's neurological benefits. **Yoga** and meditation decrease stress, depression, and anxiety while increasing happiness and the overall quality of life

The things we think and the things we do have a dynamic impact on our brain, our attitudes, and ultimately our reality.

THE BREAKDOWN

A Stressed Mind = Stressed Muscles = Negative and Anxious Thoughts

A Calm Mind = Relaxed Muscles = Positive and Uplifting Thoughts

We are conditioned to think, feel, and react the way that we do when life starts to pour down on us. It's natural to be tough on ourselves and continually search for external solutions.

THE SCIENCE

If the endless bookshelves of self-help books, millions of online quotes, and thousand-dollar seminars aren't enough prove the importance of happy thoughts, deep breathing, and learning to de-stress and slow down, maybe the scientific evidence will persuade you to make some small changes that come with life-long effects.

Think about this: Our thoughts and actions actually change the chemical composition of the brain. When we practice deep, slow breathing, relax our muscles, and think positive thoughts, we are actually rewiring the brain.

THE YOGA CONNECTION

Yoga is all about taking what we learn on the mat - deep breathing, softening muscles, clearing the mind, and enjoying the present moment) and bringing it into our daily lives. These are the techniques that break bad habits, eliminate negativity, and diminish stress.

The powerful effects of meditation on the brain are often subjects of medical studies and new scientific research is released daily about the practice's neurological benefits. Yoga and meditation decrease stress, depression, and anxiety while increasing happiness and the overall quality of life.

YOGA TO DEAL WITH THE MODERN LIFESTYLE

You can practice Hatha yoga to avoid the disastrous consequences of the sedentary urban lifestyle. A set of yogic postures combined with pranayama, if practiced daily, can protect you from modern lifestyle diseases. Some of the practices that is easy to do include:

- Surya Namaskar is not only a great warm up exercise but it also helps to shed those extra pounds.
- Cobra Pose strengthens the upper back and helps correct the bad posture caused by long desk jobs.
- Eye, neck, shoulder, wrist and ankle rotations help counter stiffness whilst sitting at a desk.
- Shalabhasana relieves lower back pain that is caused by hours of perching on a chair.

- Downward Dog Pose and Sarvangasana help to reverse the blood flow in your body, thereby preventing baldness and premature graying.
- Gomukhasana prevents cervical pain, which is becoming increasingly common. This asana can be practiced while seated on a chair.

PEACE AND CONNECTION

First of all, the philosophy of yoga talks about stopping the fluctuations, or 'chitta vrittis', in the mind. Holding yoga postures for long periods of time, for example, brings silence and stillness to the mind. Meditation is also an important part of yoga practice.

MEDITATION HELPS YOU FIND PEACE

One of the reasons why yoga has been very popular in the history of humankind is that it isn't just a philosophy only understood and interpreted by scholars or holy men - it is, in fact, something that can be put directly into practice. Yoga is, and always has been, something very practical. Asanas or physical postures can be learned easily, and holding the postures gives you a direct experience of the sense of peace that yoga is all about.

It is this direct experience of peace that has made yoga so different to other philosophies in history and is the primary reason why yoga stands out and has always stood out amongst all the others. Yoga means union, and every human being has an innate desire for connection, an idea that appeals to most people.

Yoga philosophy also teaches that our original nature is one of peace. Most people spend their lives searching for something that is missing in their lives and they never find it because they are looking outside, but yoga promotes the understanding that real peace is and always has been deep inside them.

It is through meditation, asana practice, pranayama (breath control) and studying of the scripts that yoga helps people to connect back with their original state of peace. It is this recognition of yoga being a genuine path to finding peace within ourselves that appeals to people.

YOGA AS A PERSONAL PRACTICE

Another big advantage of yoga is that **yoga teaches you that you are an individual**. Yoga teaches you to work at your own level and your own pace. The benefits of yoga practice, including good health and the sensation of peace, are intended for yourself, so there should not be any competition. The world of competition draws us towards stress, and yoga, meanwhile, draws us away from this.

Yoga teaches you to focus on yourself. And when you do this, you are a better person. You cannot have compassion for others until you first have had compassion for yourself. It is this respect for the self, the moving away from the sense of competition, the elimination of stress, and the moving towards a deep sense of peace that makes yoga a special philosophy in modern times.

Overall then, the benefits of yoga practice are very real. In this modern world, there are many reasons to feel stress, but yoga gives us a very direct and immediate connection with our original sense of peace. Because of this, yoga has and always will have an important place in the world.

DAILY YOGI ROUTINE FOR YOUR WELL-BEING

A good place to start is to work with the circadian rhythm (a biochemical oscillator that synchronises with the sun: darkness and light). **Many studies now show that when we have an irregular lifestyle our endocrine system is out of balance and as a result we gain weight faster, our health is at risk and we're more prone to depression.**

1. WAKE UP WITH THE SUNRISE

Our bodies are designed to wake up when the sun rising

Different hormones and chemicals rise and fall over the course of a day, allowing you to feel awake or tired at times that are quite predictable.

When we wake up with sunrise we support these hormones and chemicals and we can feel balanced, and our emotional state and sleeping habits will improve.

Also, the sun gives us prana, life force, aligning ourselves to this miraculous planet that have direct effect on our bodies.

When the sun rises there are "Sattvic" qualities in nature that bring us a sense of purpose, peace, power and freshness to our senses.

2. TAKE A FEW DEEP BREATHES AND WELCOME YOURSELF

Taking long deep breath in the morning will massage your internal organs, and stimulate bowl movement.

Bring prana, vital force will help to ground you back in this reality from the dream world.

Think about moments when your parents use to wake you up with a loving touch, how it effected your wellbeing, now you are an adult, you can do it for yourself, wake yourself up with a gentle smile and a loving touch.

3. WHILE YOU ARE STILL IN BED GIVE THANKS FOR THREE THINGS, EVERYDAY 3 NEW THINGS

If you only have time for one practice, choose this one. Just this practice can bring you so much balance and success, you won't be able to believe it. Starting the day with gentle, caring attention towards ourselves can effect our physical and mental health, and our environment.

Recent studies have concluded that the expression of gratitude can have profound and positive effects on our health.

4. PRACTICE 15-30 MINUTES MINDFUL YOGA

Anything we will repeat will become a habit. Starting the day with 5-10 sun salutation, or moon salutation if you feel less energetic can boost your metabolism, centre your mind, calm the nervous system and give you a sense of self confident.

It will also help with regulating your sleep pattern and over whole support to your mental and physical wellbeing. Everything you will practice on the mat will effect your life off the

mat: more flexibility, strength, determination, integrity and alignment with your truth and the environment you live in.

5. MEDITATE

Meditation can be as short as 10 breaths, where you really sensing who you are, what are your needs are.

Research has shown that meditation may also improve symptoms of stress-related conditions, chronic conditions and bring more sense of wellbeing.

6. GO TO BED AT 10 PM

Your body regenerates and rejuvenates the most between 10 PM and 2 AM, so let your precious body heal you.

There's a famous saying that early to bed and early to rise, make a person healthy, wealthy and wise. It really works!

Try to repeat this daily routine for for 30 days. Life will never be the same.

Remember that we only grow when we stretch ourselves, and the best thing about growth is that everyone around us will get the benefit.

CONCLUSION

"I was looking for someone to inspire me, motivate me, support me, and keep me focused... Someone who would love me, cherish me, make me happy, and I realized all along that I was looking for myself." And finally I got it from yoga

Accordingly to me Yoga helps us in controlling our emotions more focused towards our life. It helped me in improving my life.

YOGA GAVE ME

- Peace of mind
- Balanced life
- Reduced my stress level
- Improved relationships
- Multi-tasking
- Brightened Inner Peace
- Improved Overall Health

START NOW!

Take ten minutes every day to meditate, bringing your focus inward. Its super simple—just breathe.

**INSTITUTIONAL CREDIT FOR AGRICULTURAL DEVELOPMENT THROUGH KCC SCHEME:
CONCEPTUAL FRAMEWORK**

Dr. A. P. Hosmani and Siddarth Nagamurthy MadankarProfessor and Research Scholar, Department of Commerce, Gulbarga University, Kalaburagi

INTRODUCTION

Institutional credit is essential provider agricultural expansion in unkindness of statement so as to several institutional agency widen credit to farming the rural credit marketplace though is meet head-on with challenge as liberal agricultural credit wants are gather by household. Vital role of financial mediators and role played by proper agencies as a result crucial and essential to farming enlargement. Agricultural is not just a sustenance of farmers it is also be a major income generating activities of many people in India, it also provides massive wage goods for non - agricultural zone and serve the raw material needs of industry. Given that right to use credit meant for agricultural include essential driver of banking leading to policy which formed the rational basis for nationalisation of banking and various priority sector important scheme.

Since the economic reform 1991 have reflective result on the banking & financial services, a number of instruments products introduced was having a far triumph effect foremost to expansion and deepen of financial markets, thus giving a major boost to progress and modernisation of financial sector, make sure agricultural and rural progress were not left behind Institution like Reserve Bank of India, National Bank for Agricultural and Rural progress and many agencies carried out wide examine in addition to to be found recommendations for the agricultural and rural growth.

In the sustain development of agriculture credit plays a significant job, taking into account trouble being faced by farmers in having access to credit make available timely and adequate credit support to the farmers from proper banking system in supple comfortable and cost effective manner for growth of farmers.

INSTITUTIONAL AGRICULTURAL CREDIT SYSTEM

Indian agricultural be fast chagrining in technological uses as well as revolt from the past decades with the implementation of recent agricultural technological tools demands for farm credit has enlarged diverse. Credit acts as a facilitator and it performs vital role of providing the farmers with crucial manage above resources affecting production. Agriculture credit require growing trend because of modernization and diversification have taken place in the sector eventually. The 11th five year plan operation on agricultural credit sketchy requires of credit at Rs 575000 crores in five years ending 2017, 115000 croers per annum on an average. The current composition of agricultural credit in India consists of institutional and non-institutional agency. Share of institutional finance increased since 1951 during planning system. Mainly commercial banks, regional rural banks, land development banks and co-operative banks disburse institutional finance for agricultural credit. Institution-wise the total credit flows from commercial banks, cooperative banks and regional rural banks increased.

Financial sector reforms shepherd in as a part of the liberalization of the Indian economy in early nineties, have infused strength of competitiveness and enterprise among the banks in their attempt for serving their customers in the finest practicable manner. NABARD playing very important role in guiding the banks to meet rising challenge. KCC is one of the important product to improve the farmers accessibility to bank credit, make simpler credit delivery instrument and supply further elasticity use of credit. Model scheme of KCC formulated by NABARD in 1998-99 is being implemented in all over the nation. As a revolutionary credit liberation modernism KCC scheme focus on prerequisite of sufficient as well as timely support from banking system to the farmers for their farming requirements with buy inputs in a flexible hassle free and cost efficient method the scheme have been implemented by every banks throughout the nation.

THE STRUCTURE OF THE AGRICULTURAL CREDIT DELIVERY SYSTEM STRATEGY

In our country evolve over the year comprise of institution in official and private sector. In the official sector multi group approaches have been adopted include co-operatives, public, private, commercial banks and RRB. The unofficial sector operates in the course of non institutional sources.

Credit strategy for agricultural growth in the country was founded on philosophy of growthwith equity. Various allowing borrower to avail credit at one point of time and replay in inventory whether needed or not a point of time deterioration in its quality due to improper storage etc. stipulating targets to banks ensured admittance of credit to marginal and small farmers

Flow of institutional credit for agriculture (Rs. in Crore)

Year	Commercial banks		Regional rural banks		Cooperative banks	
	Short term	Medium / Long Term	Short term	Medium / Long Term	Short term	Medium / Long Term
2001-02	17778	16957	3415	1541	21542	5538
2000-01	14222	13566	2778	1029	17700	4209
1999-2000	11697	11157	2517	812	14648	3781
1998-99	9622	8821	1710	750	12571	3386
1997-98	8349	7482	1396	644	10895	3190

Source: Credit Delivery through KCC scheme Serials Publication.

KCC SCHEME

KCC scheme introduced in 1998-99 Budget setup in the direction of facilitating the access to short term credit intended for borrowers from the financial institution KCC scheme conceived unique credit delivery instrument aimed at stipulation of adequate and timely supply short term credit to farmers to meet their farming needs, aim to supply important inputs such as fertilizer pesticide and get some cash to meet production related needs.

TARGET GROUPS OF BENEFICIARIES FOR KCC

The target group of KCC are all categories of farmers like as tenant, lessee farmers, share crop farmers, self help group and many farmers cover in KCC such as production, desires allied, delegation want accidental insurance, ancillary credit needs covered under the scheme. The main purpose of this scheme is to protect interest of farmers against crop loss caused by natural calamities etc. KCC card is valid for three years subject to regular renewal.

SOME OBJECTIVE OF KCC

- ❖ To provide institutional credit to the farmers at the cheap rate interest
- ❖ Investment credit requirement for agricultural and allied activities such as pump sets, plantation, drip irrigation land development.
- ❖ Working capital for maintenance of farm assets.
- ❖ To support post harvest expenses

BENEFITS OF KCC SCHEME TO BANKS

- ❖ Time saving and avoidance of repetitive transactions.
- ❖ Simplification of documentation for withdrawal of amount from bank
- ❖ Improvement in recycling funds and better recovery of loan
- ❖ Better banker and customer relation.

NAMES OF KCC SCHEME ISSUED IN VARIOUS BANKS

Sl. No.	Name of the KCC issuing Bank	Name of the card
01	Allahabad Bank	KCC
02	Andra Bank	Andra Bank Kisan green card
03	Bank of baroda	Bank of baroda KCC
04	Bank of India	Kisan samadhan card
05	Canara bank	KCC
06	Corporation bank	KCC
07	State bank of India	KCC
08	Syndicate Bank	Syndicate KCC
09	Indian bank	Indian bank KCC
10	Oriental bank of commerce	Oriental green card
11	Punjab national bank	Punjab national bank krishi card

Source: compiled

AGRICULTURAL DEVELOPMENT AND KCC

KCC scheme limits productions, asset maintenance and consumption needs is a setup in this direction, this brings integration into the multi credit product system by offering farm entrepreneurs, single line of credit through a single window for multipurpose. The scheme was setup towards facilitating the access to short term credit for the borrowers from the financial institutions. The scheme was conceived as a uniform credit delivery mechanism, which aimed to provision of adequate and timely supply of short term credit to the farmers to meet their crop production needs.

The traditional short term credit was disbursed through a demand loan and through a system of loans known as crop loan cash credit mechanism. In the demand based system loans were granted on crop specific basis against execution of fresh documents each season. The sub limit was fully used up only credit were permitted but withdrawals were not allowed, withdrawal under this limits were permitted either in cash through debit slips or through bankers cheque for the kind component. As a result the withdrawals were usually bunched at the beginning of crop season and repayments at the end of the season when farmers were able to generate cash after harvesting and marketing their product.

MEDIATION IN THE KISAN CREDIT SCHEME

The Mobile phone enabled Mobile KCC, it launched as a pilot assignment in Villupuram in Tamilnadu State on 02-October-2011. The M-KCC covers farmer having Kisan Credit Card account in Pallavan Grama Bank a Rural Regional Bank sponsored by Indian Bank. The assignment plan enables farmers to transact on their loan account with PGB by using their cell phones as an interface. The project cover 5000 KCC account holders in 3 years.

CONCLUSION

Agricultural credit and KCC scheme could be concluded that the institutional source of credit is continuously increasing, even though challenges such as inadequate finance, out dated as well as inappropriate institutional framework, policy makers, intellectual and farmers comprise reconciled to fact to small loans are more expensive and to have be priced appropriately. The GoI, RBI, NABARD and RRBs are focus on need to make more efficient the credit delivery mechanism and merely the existing systems procedures certification relating to sanction and disbursement of credit for farmers. Because of the close monitoring by all apprehensive, the scheme is implement by all public sector, RRBs and district central banks in India.

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