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A STUDY OF CAPITAL STRUCTURE WITH SPECIAL REFERENCE OF TATA POWER COMPANY LTD.

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ABSTRACT

Capital structure is the question of how a company should fund its overall operations. Capital structure can be considered as the balance of a company's common stock or Equity share, preferred share, long-term debt and short-term debt. In capital structure Equity consists of ownership rights in the company while Debt consists of borrowed money with interest expense. Capital structures that favour equity over debt or vice versa suggest characteristics in a business, which will inform who that business appeals to. The purpose of the study is to analyse the capital structure during the financial year 2010-11 to 2019-20 of TATA Power Company Ltd. Research conducted by using correlation matrix analysis. Company's Capital Structure is evaluated by two groups of variables, one called independent variable which includes Debt Ratio, Equity Ratio and Debt to Equity Ratio and second one is called dependent variable which includes ROA, ROE, and EPS. At the end of the research TATA Power Company Ltd recommend to reduce the overall cost of capital by reducing Debt fund. The result finds that Equity Ratio has positive relation with ROA, ROE and EPS while Debt Ratio and Debt to Equity Ratio has negative impact on ROA, ROE and EPS therefore a firm should stop to rising more and more debt before the level of optimum capital structure otherwise it should lead to negative impact on ROA, ROE, and EPS.

KEYWORDS: *Capital Structure, TATA Power Company Ltd, Correlation matrix, ROA, ROE, EPS.*

Introduction

Capital Structure is a represents the specific mixture of equity and debt used to finance its assets, expenses and operations. From a business perspective equity share capital is permanent source of fund with greater financial flexibility and more expensive. On the other side debt is cheaper source of fund, finite to maturity capital source that legally obligates the business to fixed cash outflows. Capital structure is also the results of such factors like company's size and maturity Trading on equity, Degree of control, Flexibility of financial plan, Choice of investors, Capital market condition, Period of financing, Cost of financing, Stability of sales which influence the financial decisions and financing options a company have available. People tend to think of capital structure as the result of a conscious decision by management but it is not that simple. A company's decisions use of debt and equity is a key indicator of a strong balance sheet. A healthy capital structure that reflects a low level of debt and a high amount of equity is a positive sign of investment quality and it is a permanent type of funding that supports a company's growth and related assets but there is no ideal ratio of debt to equity to use as guidance. What defines a healthy blend of debt and equity varies according to the industries involved, line of business, and a firm's stage of development.

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Review of Literature

Managing capital structure has become a balancing act. The trade-off a company makes between financial flexibility and fiscal discipline is the most important consideration in determining its capital structure and far outweighs any tax benefits, which are negligible for most large companies unless they have extremely low debt. Companies with stable and predictable cash flows as well as limited investment opportunities should include more debt in their capital structure, since the discipline that debt often brings outweighs the need for flexibility. (Handoo & Sharma, 2014). The optimal capital structure exists only when the debt and equity combine to reduce the cost of capital and enhance the firms' profitability. The management of the firm itself has to set their capital structure in a way to maximize their firm value, and this decision is really important (Tailab, 2014). The main variables determining the capital structure of industries in India are agency cost, assets structure, non-debt tax shield and size. To understand how firms in developing countries finance their operations, it is necessary to examine the determinants of their financing or capital structure decisions. (Popli & Jaiswal, 2012). Study of the capital structure and the effects of financial leverage in the so-called transition economies is still a matter of current interest. Under such circumstances, company management is often faced with inflexible capital structure, dominantly composed of capital and credit sources. Therefore, it is logical that usual capital structure determinants are differently manifested. (Dejan, Ksenija & Ema, 2013).

Objectives

The main purpose of the study is to get the knowledge with references to TATA Power Company Ltd of how capital structure effect on profitability and to achieve this goal the study pursue the following specific objective:

- To get the in-depth knowledge of optimum capital structure.
- To evaluate what kind of capital structure TATA Power Company Ltd acquired.
- To analyse the effect of independent variable on dependent variable.
- To analyse the effect on Return on Asset.
- To analyse the effect on Return on Equity.
- To analyse the effect on Earning per Share.

Introduction of TATA Power Company Ltd.

Tata Power is the largest power generation company in India aimed at providing uninterrupted power supply from its various plants located across India. Tata Power Company with the mission of sustainable growth with a focus on profitability and market leadership and has a vision of empower a billion lives through sustainable, affordable and innovative energy solutions. Company has values of safety, care, agility, learning and ethics. Company has strong generation capacity with 1705 MW solar power and 932 MW wind power capacity. Company supply power to approximate 12 million consumers spread across Delhi, Mumbai, Ajmer & Odisha and manage a distribution network of 4,39,035 Km and also manages transmission network of 3,531 Km across India. It's transmission services operates with grid availability of 99.75%. The TATA power's transmission and distribution core group offers best in class customer service.

In 2020, company is ranked as one of the most respected companies by Business World and also wins the best ESG Disclosure award under the Midcap category at investor relations society award. Company recognised as one of the country's most Sustainable Companies by Sustain Lab Paris. In 2018 TATA Power installed world's largest solar rooftop installation on a cricket stadium, at cricket club of India through solar arm.

Research Methodology

• Data and Variable

There are many Power generating and distributing organizations in India most of them ruled by governing by ministry of power but nowadays some private organizations take part in Power Industry and TATA Power Company Ltd is one of them and also consider in the list of the biggest private corporation in power generation of India. To evaluate the structure of capital of TATA Power Company Ltd the data collected from annual reports of 10 years during 2010-11 to 2019-20. On the basis of correlation matrix analysis capital structure would be evaluated. For regression analysis financial ratios divided into two parts, independent variables namely Debt Ratio, Equity Ratio, and Debt to Equity Ratio selected to measure profitability; and three dependent variables selected to measure capital structure called Return on Asset, Return on Equity and Earnings per Share are described as following.

- **Independent Variable**

Symbol	Explanation	Ratio Formula
DR	Debt Ratio	Total Debt / Total Assets
ER	Equity Ratio	Total Equity / Total Assets
DE	Debt to Equity Ratio	Total Debt / Total Equity

- **Dependent Variable**

Symbol	Explanation	Ratio Formula
ROA	Return on Assent	Net Income /Total Assets
ROE	Return on Equity	Net Income/ Total Equity
EPS	Earnings per Share	Net Income / No. of share outstanding

Findings and Analysis

- **Financial Ratios**

Table 1: Different Financial ratios of TATA Power Company Ltd.

Year	DR	ER	DE	ROA	ROE	EPS
2019-20	0.59	0.36	1.17	0.39	1.07	-0.08
2018-19	0.59	0.37	1.09	4.63	12.46	5.9
2017-18	0.6	0.35	0.96	-8.63	-24.25	-12.05
2016-17	0.56	0.41	0.68	0.97	2.39	1.06
2015-16	0.51	0.44	0.68	3.91	8.82	4.59
2014-15	0.49	0.47	0.67	3.01	6.42	3.3
2013-14	0.52	0.43	0.67	3.12	7.26	3.5
2012-13	0.51	0.44	0.78	3.64	8.35	3.44
2011-12	0.46	0.48	0.64	4.65	9.78	4.93
2010-11	0.47	0.53	0.6	4.43	8.37	39.67

Sources: DE, ROA, ROE, and EPS data collected from the website www.moneycontrol.com.

- **Descriptive Statistics**

The Descriptive Statistics indicates that the mean value of DR is 0.53% with a standard deviation of 0.051639778% and value range is from 0.46% to 0.6% which indicates law inconsistency. The mean value of ER is 0.428% with a standard deviation of 0.057310073% and minimum value of ER is 0.35% and maximum is 0.53%. The mean value of DE is 0.794% with a standard deviation of 0.204080594% and value range is from 0.6 to 1.17 which indicates law inconsistency. The mean value of ROA is 2.012% with a standard deviation of 4.015317339%. In further ROA as the value range from -8.63% to 4.65% shows the high inconsistency. The mean value of ROE is 4.067% with a standard deviation of 10.49820307% and value range is from -24.25% to 12.46% shows the high inconsistency. The mean value of EPS is 5.426% with standard deviation of 13.08427062% and minimum value of EPS is -12.05% and maximum is 39.67%.

Table 2: Descriptive Statistics of the Variable

Ratio	Min	Max	Mean	Standerd Deviation
DR	0.46	0.6	0.53	0.051639778
ER	0.35	0.53	0.428	0.057310073
DE	0.6	1.17	0.794	0.204080594
ROA	-8.63	4.65	2.012	4.015317339
ROE	-24.25	12.46	4.067	10.49820307
EPS	-12.05	39.67	5.426	13.08427062

Sources: Results obtained by the author using Microsoft Excel.

- **Correlation Matrix**

Table 3: Correlation Matrix among Variable

	DR	ER	DE	ROA	ROE	EPS
DR	1					
ER	-0.957375578	1				
DE	0.840291046	-0.83999235	1			
ROA	-0.625726475	0.61685226	-0.3875751	1		
ROE	-0.547967231	0.53658487	-0.3192604	0.99447526	1	
EPS	-0.578093857	0.75995172	-0.4275362	0.57761596	0.5205702	1

Sources: Results obtained by the author using Microsoft Excel.

Table 3 represent the correlation matrix of financial ratios of selected company. ER has positive relation with ROA ($r = 0.61685226$), EPS ($r = 0.75995172$) and with ROE ($r = 0.53658487$). Where have a negative relation with DE ($r = -0.83999235$). DR has positive correlation with DE ($r = 0.840291046$) while have negative relation with ROA ($r = -0.625726475$), ROE ($r = -0.547967231$) and EPS ($r = -0.578093857$). Where DE has negative relation with ROA ($r = -0.3875751$), ROE ($r = -0.3192604$) and EPS ($r = -0.4275362$).

Conclusion

The impact of capital structure on profitability of TATA Power Company Ltd is evaluated on the basis of correlation matrix. The above table 3 indicates that Equity Ratio has positive relation with ROA and EPS while having a negative relation with ROE. Debt Ratio and Debt to Equity Ratio has negative impact on ROA, ROE and EPS. In conclusion the company should funding itself by rising Debt so that firm can get benefit of tax advantage and reduce the overall cost of capital but a firm should stop to rising more and more debt before the level of optimum capital structure otherwise it should lead to negative impact on ROA, ROE, and EPS. The research findings of the study cannot be applied in all the conditions and the present study is limited to only selected company.

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A STUDY ON RELATIONSHIP BETWEEN PERCEPTION OF INVESTORS WITH THEIR INCOME TOWARDS INVESTMENT IN MUTUAL FUNDS

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ABSTRACT

This paper examined the relationship of demographic factors of investors such as gender, age, education, occupation and income with factors related to perception of investors in taking investment decisions. The present work is primarily based on primary data on different variables for measuring investor's perception regarding investment in mutual funds. The sample has been selected from all over the India by using multi- stage sampling process. The study was conducted on a sample of 400. The factors have been categorized into dependent and independent variables. The study uses regression analysis as a tool for relationship study.

KEYWORDS: *Mutual Fund, Investment, Investor, Perception and Demographic Factors.*

Introduction

A Mutual Fund is a system that collects the savings of a various investors who share a common monetary goal. The money collected is invested in different capital market securities like shares, debentures, bonds etc. The income which is earned through these investments in various sources and the capital appreciation realized is shared by its unit holders in proportion to the number of units owned by them. In this era, it has become an effective source of investment for investors. Mutual fund industry gives small investors a chance to invest in big corporations which is not easy for a small investor with little amount of money. In a Mutual fund company, the managers make portfolios of different combinations and they continuously explore the market risk and expected returns so that a positive return can be given to the mutual fund Investors.

Types of Mutual Funds

Based on Asset Class	<ul style="list-style-type: none"> • Equity fund • Debt Funds • Money Market funds • Hybrid funds
Based On Structure	<ul style="list-style-type: none"> • Open-Ended Funds • Closed-Ended Funds • Interval Funds
Based on Investment Goals	<ul style="list-style-type: none"> • Growth Funds • Income Funds • Liquid Funds • Tax-Saving Funds • Aggressive Growth Funds • Capital Protection Funds • Fixed Maturity Funds • Pension Funds
Specialized Mutual Funds	<ul style="list-style-type: none"> • Sector Funds • Index Funds • Funds of Funds • Emerging market Funds • International/ Foreign Funds • Global Funds • Real Estate Funds • Commodity-focused Stock Funds • Market Neutral Funds • Inverse/leveraged Funds • Asset Allocation Funds • Exchange-traded Funds

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Review of Literature

Review of literature helps to get a thorough knowledge of the area in which research is proposed to be undertaken. It is the most essential part of the research as it demonstrates the information and knowledge of various sources and check consistency of continuity of current studies and their outcomes.. **Agarwal, V., Vashishtha, R., & Venkakachalan, M.(2017)** examines mutual fund transparency and corporate myopia. It is found that fund managers affected by the SEC regulation exhibit reduced portfolio allocation towards highly innovative firms that generate patents with higher citation counts.. **Champagne , C., & Karoui, A., & Patel, S.(2017)** examined the relationship between portfolio Turnover Activity and Mutual Fund Performance. In comparison to the traditional turnover ratio, the modified turnover has a distinct interpretation, which depends on portfolio holdings, includes the effects of flows, and ignores the effects of offsetting trades. It is also concluded Modified Turnover is associated with reduced fund flows, indicating that investors chase funds with lower Modified Turnover. **Geetha, S.N.,& Vimala, K.,(2014)** discuss about how demographic variable influence the General perception of the respondents towards investment avenues factors revealed that capital appreciation factor strongly accepted commonly by all four avenues, but chiefly in bank deposit affordability factor, shares liquidity factor, mutual fund safety and security factors are strongly accepted by the investors **Saini , S., Anjum, B., & Saini, R.(2011)** analyses the mutual fund investments in relation to investor's behavior, investors opinion regarding major deficiencies in the working of the mutual fund industry and to find out suggestions from the investors that can help in plug out these deficiencies. It is outlined that most of the investors have positive approach towards investing in mutual funds. To maintain the confidence of investors in mutual funds timely and accurate information related to different trends of mutual fund industry should be furnished to them. **Kuri, M.M.(2020)** in his research work focuses on the perception and attitude of teachers in higher education towards mutual funds investment as investment avenues in Belagavi. It was found that the attitude and perception about mutual funds among the higher educated teachers is not very positive and there is no proper counseling or mentoring done by the mutual fund advisors. **Rathnamani, V., & Ravi Chandran, P.,(2018)** presents in her study about performance of Selected Liquid Mutual Fund. It is found that the risk of a liquid is equally important as the return, but some time investors tend to focus on the return on the liquid fund. It is very important for an investor to select a best liquid fund by assessing the risks related with that fund while choosing the fund.

Objectives

- To identify the relationship between reputation of the company and income of the investor.
- To examine relationship between mutual fund fees & expenses and income.
- To examine relationship between quick service by the provider and income.
- To identify the relationship between promotion of the schemes and income of the investor

Hypothesis

H₀: There is no significant relation between perception of investors and income of the investors

H_A: There is a significant relation between perception of investors and income of the investors.

Research Methodology

The present work is primarily based on primary data on different variables for measuring investor's level of satisfaction regarding investment in mutual funds. The sample of 400 respondents has been collected through a survey questionnaire from various different type of occupation, age, gender, education and annual income.

- **Research Design:** The present study is empirical in nature based on descriptive research design to study and examine the factors affecting perception of Indian Investors regarding mutual funds investments.
- **Data Sources:** The data has been collected by administering a questionnaire of a sample of 400 respondents was taken from various different type of occupation, age, gender, education and annual income. It was assessed on a five point Likert scale to identify level of satisfaction from the respective factor which is considered while investing in mutual funds.

Data Analysis Techniques

In the current study, responses have been coded and tabularized in SPSS software. For analyzing data, statistical tools (Linear Regression) have been used.

Findings

Multiple Regression Analysis

Regression Analysis was applied relating income of the investors as independent variables and the four extracted factors of perception of investors regarding investment in mutual funds.

Dependent Variable	Independent variable	R	R ²	Adjusted R ²	F Sig.	Unstandardised Coefficient (B)	t Sig.
Reputation of the company	Model	.051	.003	.000	.306	3.808	.000
	Income					-.041	.306
Mutual fund fee & expenses	Model	.056	.003	.001	.267	3.830	.000
	Income					-.044	.267
Quick service by the provider	Model	.008	.000	-.002	.872	3.763	.000
	Income					-.008	.872
Promotion of the schemes	Model	.188	0.35	.033	.000	4.004	.000
	Income					-.176	.000

Source: Primary source

The results of regression analysis confirming rejection of null hypothesis and acceptance of alternative hypothesis in one case out of four cases which means that fit has been observed between income and perception of investors in one regression model only. The R² value is the proportion of variance in the components of perception of investors that can be explained by the income of the investors. R² value of 0.35 in case promotion of the schemes reveals that, on the basis of the responses given by investors, income affects 35% to promotion of the schemes.

Conclusion

- The above study has shown that there exist a significant relationship among the factors influencing Investor's perception towards investment in mutual funds.
- The findings of the study suggest that income is a significant predictor of perception of investors regarding investment in mutual fund.
- The kind of results extracted from the current study may prove to be particularly beneficial for the mutual fund company to get the new investors.

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PANCHAYATI RAJ INSTITUTIONS IN MAHARASHTRA: A STUDY

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ABSTRACT

Panchayati raj institution has proven the most effective and efficient way to handle self-governing systems at the grass-root level of India. It is a 3 tier system in which all the three level of the system is responsible to handle the local governance of society. In this study, the researcher focus on the working of panchayat raj systems in Maharashtra, the achievements, the projects, the election process, and various initiatives taken by the Maharashtra government. The study also shows the use of information and Communication Technology (ICT) in Panchayati Raj Institution through e-panchayat.

KEYWORDS: PRI, ICT, E-panchayat, Mission Mode Projects.

Introduction

Panchayat means the group of five people to run the local self-governance to solve the peoples and society problems of their area locally in rural India. [1] The societies of self-government, known as Panchayati Raj Institutions (PRIs), were given a constitutional status through the 73rd Constitutional Amendment Act and the concept behind this was to make social equality at the local level with the participation of the citizens. Successful implementation of PRI aim to decentralization of governance, efficient and effective economic and social development, implementing various schemes of government to the grassroots level, and justice for all. Following we can see the evolution of Panchayat Raj Institution (PRI) in India.

Pre British Local Government

In India, since Vedic times the villages itself considered self-governing unit. Gandhiji always be in favour of decentralization of governance and supported to Panchayat in which each village remains liable for their business and this vision of Gandhiji commonly known as Gram Swaraj. However there is major difference between Gram Swaraj and the Panchayati raj system. In Panchayati raj systems is highly centralised governing system in which several Administration work has been done with the elected Grampanchayat.

India got their first panchayat raj systems in state Bihar in 1947 and it was continued as Local self-government which is implemented by the district Rajasthan in Nagaur district on 2 Oct 1959. Means the Nagaur district was the first state adopted Panchayat Raj systems after independence. For the period 1950 to 1960's other states introduce this systems and the Maharashtra was the 9th state adopted Panchayat system. [2]

Post-Independence

After the independence, in 1957 "Balwant Rai Mehta committee suggested that the 3 tier Panchayati Raj Systems should be implemented. These 3 tiers mean the village at the root level, talukas at the middle level, and the District at the top level. And this 3 tier must be interconnected. India adopted decentralized and participatory governance system with the five year plans considering all these

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recommendations in 1958 National Development Council implement 3 tier panchayat in Rajasthan at "Nagur" district on 2nd October 1959. In the year 1993 this 3 tier panchayat system got constitutional status through the 73rd and 74th constitutional amendment act. This 3 tier includes Grampanchayat at village level, Panchayat Samiti at taluka/ middle level and Zillah Parishad at district level of the state. [2]

The following are some functions given to a Panchayat under the 11th Schedule to Article 243G of the Constitution are as under:

- Agricultural and extension.
- Land improvement, implementation of land reforms, land consolidation and soil conservation.
- Irrigation, water management and watershed development.
- Animal husbandry, dairying and poultry.
- Fisheries.
- Social forestry and farm forestry.
- Minor forest produce.
- All Small scale productions, including food processing units.
- Manufacturing industries like Khadi, village and cottage industries.
- Implementation of Rural housing.
- Making availability of Drinking water facility.
- Fuel and food industries.
- Providing Roads, tunnels, bridges, ferry boat, rivers and other means of Communication.
- Provide source of rural electrification, including distribution of electricity.
- Make arrangements for Non-conventional energy sources.
- Poverty improvement programme.
- Provide facilities Education, including primary and secondary schools.
- Provide facilities to Technical training and vocational education.
- Make Provision for Adult and non-formal education, Women and child development.
- Libraries.
- Arrangement for Cultural activities, Family welfare
- Planning and monitoring Markets and fairs.
- Health and sanitation, including hospitals, primary health centres and Dispensaries.
- Social welfare, including welfare of the handicapped and mentally retarded.
- Welfare of the weaker sections, and in particular, of the Scheduled Castes and Scheduled Tribes.
- Public distribution system.
- Maintenance of community assets

Panchayati Raj Status in India

Table 1: Basic data on PRI status in India and Maharashtra Source://<http://lgdirectory.gov.in>

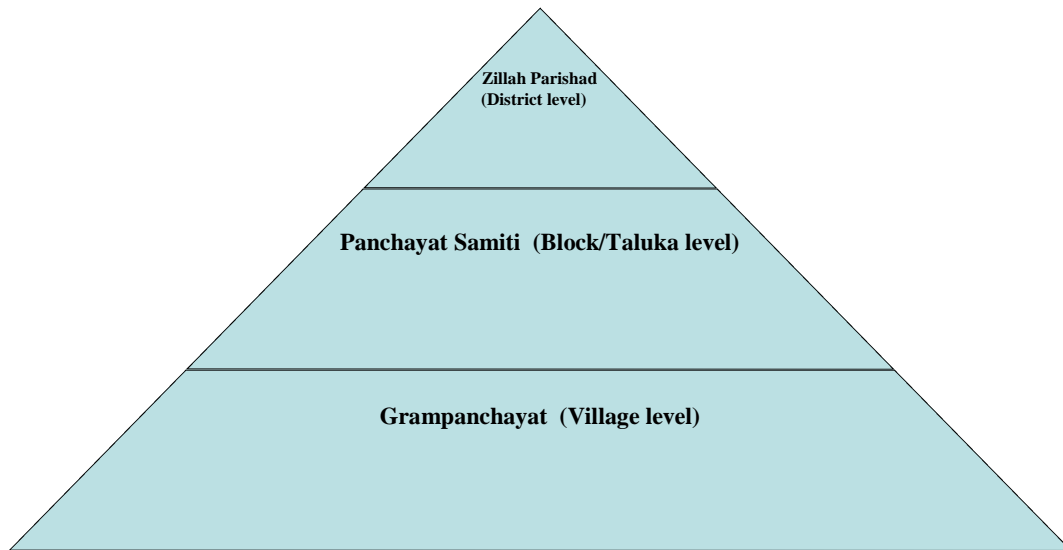
Sr.No	Unit	In India	In Maharashtra
1	Total Districts	736	36
2	No. of Panchayat	661	34
3	No. of Blocks/Tehsil	6673	351
4	No. of Grampanchayat	2,55,363	27,892
5	No. of Cantonment Board	59	7

Above table depicts the number of Panchayat status in India and Maharashtra, there is total number 736 districts from that 661 are of district Panchayat (Zillah level), 6673 are Intermediate Panchayats (tehsil). Out of it 2, 55,363 are Gram Panchayat and total 59 units are as cantonment board.

About Maharashtra

Maharashtra state is amongst the few states which implement the Panchayati Raj Institution Amendment in May 1962 on the recommendation of the Vasant Rao Naik committee report. Maharashtra state has total 34 Zillah Parishad and 351 Panchayat samiti with 27,892 Grampanchayat and having 7 units as cantonment board. Maharashtra is situated in the western region of India and the second most populous state having near about 3,08,000sq.km geographical area, 2,85,000 sq.km rural area with 62,000 sq.km forest and 30,000 sq.km river area. There is 1, 75,000sq., km agricultural land. [3]

The following figure depicts the structure of 3 tier panchayat system in India.



Structure and Functions of each level of Panchayat raj system is as follows:

Zillah Parishad at District Level

This is the topmost level of the Panchayati Raj System. This level is intermediate between the State governing system and the village level Grampanchayat. The district governance is maintained and implemented by Zillah Parishad. All the members in the Zillah Parishad are elected directly by the people during election and ratio of this is 1:25000 peoples locality. Zillah Parishad composed directly elected councilors and chairpersons. The presidents, vice-presidents and other four chairpersons are elected from amongst the elected member's [2] In Maharashtra Zillah Parishad is commonly known as ZP. There are 34 Zillah Parishad in Maharashtra. The Zillah Parishad act make provision for committee to be form. Each Zillah Parishad has standing committee along with nine other committees' which deal with finance, animal husbandry dept., agricultural, health and education dept., water supply and management, sanitation, women & child welfare, social activities.[3]

Departments Consists

- Deputy Commissioner Office
- All the main government office departments
- Panchayat samiti president's office, public service office, special cadre office

Functions of Zillah Parishad

- Deliver necessary services and facilities to the rural residents.
- To plan and execute of the programs for the district development.
- Supply improved seeds to farmers. Update them of new methods and give them training in farming.

- Established and run Primary Health Centres and hospitals and schools for children's
- Making roads and bridges and take care of public belongings.
- Implement plans for the development of the scheduled castes and tribes.
- Make facilities for women empowerment as per government directions.
- To boost entrepreneurs, small-scale industries, cottage industries, handicraft, Agriculture goods processing, dairy farms, etc.
- To make sure that there is work for the underprivileged people. (Tribes, scheduled caste, lower caste),Poverty suppression programs of the government etc

Panchayat Samiti at Block or Taluka Level

Panchayat Samiti is a local government body at the Tehsil or Taluka level in India. It works for the villages of the Taluka that together are called a Development Block. The Panchayat

Samiti is the link between the Gram Panchayat and Zillah Parishad. There are 351 Panchayat Samitees or block Panchayat in Maharashtra. The members of panchayat samiti are elected with Zillah Parishad electoral and divided into chairperson and deputy chairpersons [3]

Departments in Tehsil

- Finance
- Agricultural
- Health
- Education
- Social welfare
- Water supply department
- Public works and administration

Function

- Execution of schemes for the development of infrastructure and agricultural.
- Formation of health centres and primary schools for the citizens.
- Provides drinking water, drainagesystems and construction and repair of roads.
- Development of a cottage and small-scale industries, and the opening of cooperative societies.
- Formation youth unions.

Grampanchayat

Grampanchayat (GP) are local self-government bodies at the village level and is the lowest tier of the PRI in the Maharashtra. Generally Grampanchayat are formed for a village or group of villages having population in between 1000 to 5000. In Scheduled areas Gram Panchayats are formed for the population of less than 1000. Every Grampanchayat has ward system and each ward has ward member elected by villagers itself. The panchayat is chaired by the president of the village known as Sarpanch of the Grampanchayat. The executive body of the GP conducts gram Sabah at least twice in the year. Grampanchayat members has to take care about the watersupply, sanitation, street lights, drainage outlets, health care facilities, basic education facilities, construction, repair maintenance etc..[3] There are total 27,892grampanchyat in Maharashtra at present.

Functions of Grampanchayat

- Construction and maintenance of roads, schools, water supply, etc.
- Provide health care centres free check-up camps
- Collection of taxes.
- Implement various schemes offered by government and semi government.
- Arranging fairs, bazars, for the people.
- Providing primary health care facilities, schools, playground, sanitation etc.
- Encourage for farming development activities, planting trees etc.

Panchayat Raj Systems and Rural Development

Rural development is the practice of improving the quality of life and welfare of people living in rural areas with their socio economic conditions. The need of rural development from wider perspective with more focus on agricultural land, education, health services and water provisions etc. this all efforts aims to find out how to improve rural lives of people with participation of themselves. [5] Maharashtra

government taken important decision that 50% reservation for women at the 3rd tier of PRI in which women's having rights to take decision and policy making, project planning and implementation. State government also made provision to have 50% reservation of women's in district planning.

Rural development can be achieved by peoples participation programs from local , regional authorities, regional agencies, NGOs, national government and international development organizations etc. these all process is implemented under the rural development programs on a decentralized basis. At the Central level, the ministry of rural areas and employment, the ministry is responsible for release of central share of funds, policy formulation, overall guidance, monitoring and evaluation of programs. At the state level Panchayati Raj Intuitions (PRI) secretary, rural development & the commissioner of rural development is in-charge of these programs implementation. At the districts level, these programs are implemented through District Rural Development Agencies i.e. DRDA's. These agencies includes the members of parliament (MPs), Members of legislative Assemblies (MLAs), district level officials, bankers, NGOs, and society representatives. [5]

The Panchyat Raj systems and Rural Development Department of the Maharashtra government is working for the improvement of the rural people. The main objective of this department is to **build resourceful, wide-ranging and workable rural development for one and all** through e-governance and e-government. [5]

In recent years the government has taken many efforts for easy access of data and improving data delivery with the online services. This term known as E-governance and can be defined as the usage of Information Technology by the government to transfer, store, exchange and communicate data and information to the citizens, and business which provide solutions for people. With this objective of transforming the government services, participation of societies in policy making and giving easy access to information to the, National e- Governance Plan (NeGP) was introduced in 2006 in India. The vision of the NeGP is to "Make all Government services reachable to the root level of the society, through digital services delivery and make sure effectiveness, transparent and reliable data at affordable costs to realize the basic needs of the public." The government uses the various technologies to get touch with the society such as wide area network, internet, mobile computing etc. using this, government promises to the citizens, businesses, and the other factors of the society to ease of information access.

With the broad vision of Ministry of Panchayati Raj (MoPR) has communicated a structure for ICT to all the Panchayats in the country in a Mission Mode approach. This e-Panchayat Mission Mode Project (MMP) is intended to provide anentire range of IT related services to Central and State Depts. Citizens and businesses etc. The Panchayats being the basic unit for planning and implementation of a large number of schemes and services, this MMP would alsogo a long way in improving public service delivery with better outcomes. [6]

A mission mode projects consider as individual projects defined in National e-Governance Plan (NeGP) plan which mainly focuses on banking, taxes and land records of the country. This NeGP has 31 main projects in categorised in state project and central projects. Following are some list of projects which are categorised as state and central MMP

Central MMP	State MMP	Integrated MMPs
Banking	Agricultural	
Central and Excise duty, Custom	Commercial Tax	CSC
MCA 21	E-district	e-biz
Passport	Land Records	e-courts
Pension dept.	Police dept	e-procurement
e-office	e-panchayat	e-trade
Visa and foreign registration	Employment	National e-governance services
Income Tax	Road Transport	
	Municipalities	
Post office	Education	
UID	Health	
	PDP	
	Computerization of Treasuries	

e-Panchayat

E-panchayat is one of the important state Mission Mode Projects (MMP). The e-Panchayat can be defined as the digital interface created for each and every panchayat. Using this e-panchayat portal it is very easy to access information for one and all on day to day basis and it is cost effective. E-panchayat gives two way flow of information and content. The main objective was to transform Panchayats into well-organized components and to build up their functions and procedures with ensuring effective development and quick and efficient facilities provision to common man.

Following list shows e –Panchayat MMP conceptualized in 12 core application which will be computerized for the better transformation of data and the efficient access to all. This automation collectively called as **Panchayat Enterprise Suite (PES) Applications. In Maharashtra the state specific application is known as SangramSoft application.**

Implementation of the 12 core common software applications and over 20 State specific applications will be facilitated through computing infrastructure and professional manpower, etc. in Grampanchayat in India. 12 common software application as follows.

- **Local Government Directory**
Captures all details of local governments and assigns unique code. Also maps Panchayats with Assembly and Parliamentary Constituencies.
- **Area Profiler**
Captures geographic, demographic, infrastructure for village as well as it shows the socioeconomic and natural resources of that panchayat
- **Planning(PlanPlus)**
Helps panchayats, local and urban bodies to prepare annual action plan
- **Scheme/Works Management (PRIASoft)**
This portal gives receipts and expenditure details through voucher entries. It automatically generates cash books, register utilization certificates for panchayats.
- **Asset Management/Directory**
This function captures details of assets created and maintained, it also helps duplication of works.
- **Service Delivery (ServicePlus)**
This portal gives metadata (data about data) based services to help providing electronic delivery of all services in all states.
- **Public Grievance & Redressal (ActionSoft)**
This portal facilitates monitoring physical and financial outcomes/ outputs under various programmes
- **Social Audit**
Captures detail of statutory meetings held at Zillah Parishad, panchayat samiti and Grampanchayat. Prepare reports for social audits.
- **Training/Skill Management**
This portal address training needs of stakeholders including citizens with their training feedback and material etc.
- **Web Sites of Panchayats(National Panchayat Portal)**
Dynamic web site for panchayat to share information and data publically.
- **GIS presentation**
Views all data generated by all application on GIS map.
- **National Asset Directory (NAD)**
Captures details of assets created/maintained; helps avoid duplication of works and provides for maintenance.
 - In 2009, NIC/NICSI was assigned the following tasks to implement e-Panchayat MMP:

- Develop common software applications to address these core common areas, after identifying the requirements in consultation with States
- Provide faculty for training of master trainers at State level (2 per district per product)
- Prepare Computer-based tutorial for each of the software applications to facilitate on-going training to end users who are largely remotely located. [7]

Challenges in e-Governance in Panchayati Raj

E-governance was bring together for the enhanced communication between citizens and government. But the government faced lots of problems in presenting it. Following are some of the challenges faced by government are as below-

- **Illiteracy:** The government is making effort in increasing the literacy rate in rural areabut still much needs to be done as it is very less compare to the urban area
- **IT Illiteracy:** Lack of technical knowledge rural people doesn't have benefits of various facilities of government schemes.
- **Varied Languages:** In India the rural population does not know any other language than their native language. All the e-governance projects generally use English as the base language which majority of the residents do not understand and thus they are unable to use these projects.
- **Lacks Awareness:** People are unaware about the facilities provided by the government for their use.
- **Unwillingness to change:** People are reluctant to change.
- **Infrastructure & Running Cost:** It is difficult to connect all rural areas through internetin remote areas generally till now there is no basic infrastructure available like connectivity and electricity.

Conclusion

The e-panchayat or Digital panchayats would improve governance public service delivery at Panchayat level through data and policy programswith effective implementation. They can provide data on Panchayat workings, budget, projects, name, and funds utilized and resource created and used for betterment of society. The power of the internet can transform, information sharing, governance, transparency and accountability at all levels from the national to the state level of the panchayat. The government try to provide and introduce all the new technology for the progress of society there is only need to have awareness in public.

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A CASE STUDY ON FACTOR AFFECTING THE INCOME GENERATION OF FARMERS IN ANUPPUR DISTRICT OF MADHYA PRADESH

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ABSTRACT

After Independence, the focus of the Government of India was to surround the major policies based on fairness along with increase in the agriculture sector. Being an agrarian country, many hard work been made towards economic and social stabilization over the past decades, but not much progress has been achieved in promotion of the agro industrial sector. Farmers have less access to sufficient agricultural technology; cost and revenue farming skills have put the quality under estimate. The productivity of agriculture may be increasing, but good quality of the grains or product has not been achieved. At the present time most of the farmers are becoming as a entrepreneurs owners by giving their farm for the industry purpose, because some farmers are unable to access their farming due to high rates of interests taken from relatives, commission agents, banks and financial institutions and village landlords, these are the reason of farmer's suicide case. Government taken action at time to time taking steps to eradicate the effects in agriculture but they confined only to paper. In district Anuppur farmers came forward to start their own associations to meet their problems without government intervention. In this articles we have focus on the rural farming status who became entrepreneurs to Agri-preneurs, studies about the profile of agricultural entrepreneurs i.e. Agri-preneurs and their socio cultural background in Rajendragram, District Anuppur of (M.P.).

KEYWORDS: Agri-preneurs, Agricultural Entrepreneurs, Association, Government Subsidy.

Introduction

Agriculture today faces many challenges, including globalization and market liberalization, food price crises, natural resource depletion, climate change, rapid urbanization, changing production and consumption patterns, demographic changes, and so on. Agriculture is an opportunities for the employment generation for the nation. It is very important for the rural of India, especially for farmers. This is the always promoted with the time to time with the increment for the income. (GFRAS 2020). Agriculture is the platform for the farmer's changing life of the country as entrepreneurs of farmers. It creates great opportunities for the smallholder's farmers as well as marginal farmers. It also helps for the country as revenue generation and wealth maximization. In India there are various services are worked as the promoter role for the agriculture government awareness program and about knowledge for farming. They are supporting directly and indirectly to the farmers for became success in their life as entrepreneurship. Rural advisory service is playing an important role in rural area and they worked honestly. They provide vital and necessary information about the farmers of the country that help to the access to the farmers and government to make the policies for the agriculture. This advisory is very influence the life of farmers with access policies and regulation to create an Agripreneurship friendly environment and reduces the barriers in society. Agriculture is going through a phase of transition to the world. This is the changing situation for the agriculture with new shape that expanding the market scope for the crop cultivation and animal husbandry of rural area.

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Activities of agriculture like diversification, value chain of the agriculture, technologies of agriculture, Agripreneurship development, and organic farming are the great opportunities involvement of promotion of agriculture. Agripreneurship is an great platform or stage for performance of farmers to rural, it is also provide a road to the monitoring employment generation, self promotion to fighting with the barriers of agriculture activities as labor problems, technology, availability of seeds, fertilizers pesticides etc. (Ashok Kumar and Arora 2011).

The result of the entrepreneurship promotion is improved in form of employment generation, poverty reduction and Human Resource Development. To promote economic development in post-liberalization-reform India, central and state Governments are always trying to the best performance with development policies that encourage entrepreneurship and self-employment.

Background of the Study

Economic reform is the starting way of the development of the agriculture since 1991 to changing the phase of Indian Economic. Agriculture of India have more than 70% farmers are directly and indirectly depending on the activities of farming. Every government of India interventions, policy barriers and market development came into the forces of era of 1940s to 1960s. Government have to play an important role for the providing agriculture land to the farmers, it is the contribution of resources to particular persons. At that time of Green Revolution is great changing part of the agriculture to development of Indian Economy, in which input subsidies for fertilizer, irrigation facilities, utilization of fuels and electricity for the farmers etc are started to help of revolution in the country. These are played a useful role in the early days of Green Revolution, have become very large and fiscally unsustainable over time.

Increasingly, their continuance has only underwritten unscientific and unsustainable use of fertilizers and water, resulting in large-scale soil degradation and dangerous reduction in the water level in several parts of the country. The environmental degradation in agriculturally important states raises serious questions about the long-run sustainability of agriculture and overall food security of the country (Breen, J.P. (2004). The need to improve resource use efficiency, protect the environment and ensure sustainability of agriculture has become all the more acute due to the rising competition of alternate use of land and water outside agriculture due to the rapid growth of non-agriculture sector and urbanization.

Why_Agricultural_Entrepreneurship?

Over the last decade, this situation has changed significantly due to economic liberalization, a reduced protection of agricultural markets, and a fast changing, more critical and society. Agricultural companies more and more have to access of the vagaries of the market, changing consumer habits, better environmental regulations, new requirements for product quality of agriculture, chain management of food, food safety and control, sustainability development and so on. These shifting have cleared that way for new and innovative ideas and portfolio entrepreneurship. This platform is the best for the development of Indian economic growth.

Agripreneurship is fast emerging as a necessity for improving the production and profitability in agriculture and allied sectors. This is development will help the Indian economy in achieving self - sustainability in food production and balanced economic growth (Agrawal, H.N,1997).

Agri-business development benefits an economy in various forms and ways to development of the employment and reduction of poverty alleviation in the country. It is also help to proper utilization of natural resources and promotes capital formation by the mobilizing the idle savings of the public, reduces unemployment, balanced society, distributes concentration of economic power, promotes equitable distribution of wealth, income and even political involment, induces backward and forward linkages for industrial and economic development, and promotes country's exports (D.K. Sinha).

Concept of Entrepreneur and Agripreneurship

Agri-preneurs defined as "entrepreneur whose main business is agriculture or agriculture-related".

Farmers whose doing the farming for the commercial purpose it means the expandable of agricultural product to the market. There have the farmers are gaining the income for their life and they have got opportunity as a entrepreneurs in the society. This difference is the making the living standard of farmers life. This opportunity is the best way for the farmer's life changing situation due to their productivity diversification in the market this is only possible by the expandable business of agriculture.

Agripreneurship refers to entrepreneurs performing the activities in agriculture for the different method, they have to play vital role for the improvement of the productivity of grains, maize, wheat, Bajra, soybeans etc. But entrepreneurship, it is also defined by the ability to take right decision for the future. (Holt, David H. 2009).

Entrepreneurship is the activities of farmer to the farming in aggressive mode that effects the production of firms. It is also starting with new creative idea and executes it in different way to take risk and adopt the advanced technology for agriculture to changing the environment became as success person in that area (Kahan, 2012).

Agripreneurship refers to entrepreneurship in agriculture as an opportunity to execute their plans transforming of an idea to the vision, it is executed by the individual or a team of individual or an company or industries (Reynolds et al. 1999).

But entrepreneurship, it is promoted by the help of individual skills that arises new ideas and experience help providing the way of plans execution as success role in the society. It is also promote the people of rural for their living changing status of life in different way and create a way for the next entrepreneurs. (Wongtschowski et al. 2013).

At last the different thought about the Agripreneurship among the farmers that influencing the society identification. It means all internal and external factors are worked as barriers in front of entrepreneur’s way execution of plan in the field of land (Kahan 2012).

While these constraints affect all farmers and especially all smallholders, women and youth are particularly affected.

Objectives of the Study

- To know theoretical prospects of Agri-preneurs and Agripreneurship
- To study socio-economic status of farmers in Anuppur District.

Research Methodology

The present study proposes to make use of both primary and secondary sources of data. The primary data collected through well-defined structured questionnaire, aimed to analyze the concept of Agri-preneurs and Agripreneurship and the profile of Agripreneurship in Anuppur District Madhya Pradesh, India. The secondary data collected from Journals, Newspapers, Magazines and Internet sources. The present study aims at studying the concept of Agri-preneurs, Agripreneurship and profile of Agri-preneurs, the study include in its scope Anuppur District Madhya Pradesh only in Andhra Pradesh, India. For which 100 Agri-preneurs selected adhering to the principle of random sampling. The data analysis for each variable in the questionnaire made with the help of Excel and SPSS 22 version.

Data Analysis and Interpretation

A total sample of 580 was received in which 3 respondents were found to be outliers. Therefore, 577 respondents were considered for the study. A normality test was conducted for the data and found to be normal (Appendices 1, 2 and 3). The descriptive statistics of the data analyzed are as given below:

Table 1: Age of the Respondents

		Age of farmers			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-35 years	54	9.4	9.4	9.4
	36-50 years	232	40.2	40.2	49.6
	Above 50 Years	291	50.4	50.4	100.0
	Total	577	100.0	100.0	

Source: Questionnaire and SPSS 22 version.

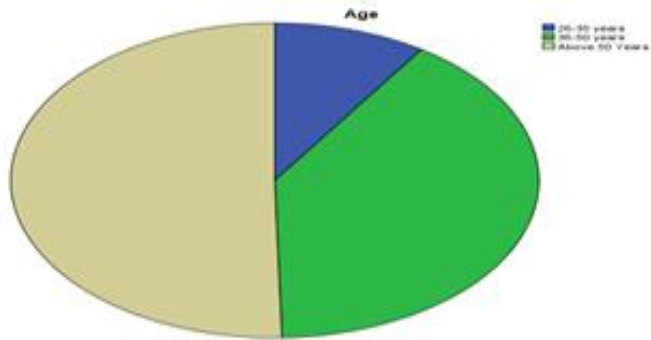


Figure-1 Age of farmers

Table No.2 Gender of the farmers

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	571	99.0	99.0	99.0
	Female	6	1.0	1.0	100.0
Total		577	100.0	100.0	

Source- SPSS22 and Questionnaire

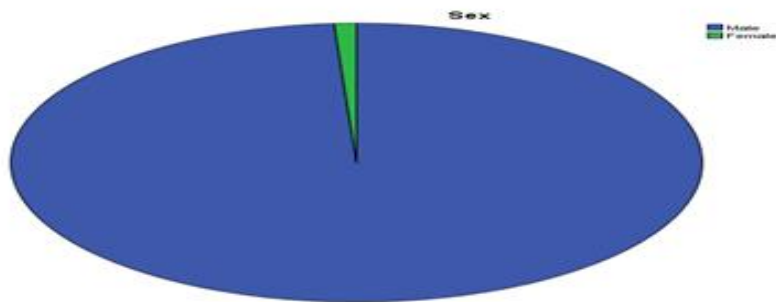


Figure-2 Gender of the farmers

Table No.3 Marital status of farmers

		Marital			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	527	91.3	91.3	91.3
	Unmarried	3	.5	.5	91.8
	Widow / widower	47	8.1	8.1	100.0
Total		577	100.0	100.0	

Source: Questionnaire and SPSS 22 version.

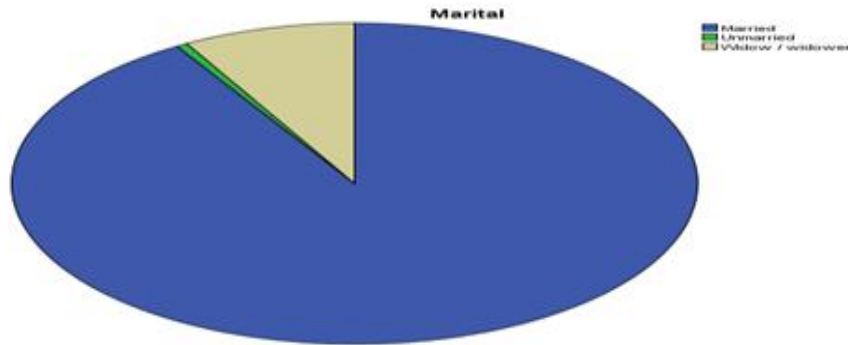


Figure-3 Marital Status of the farmers

Reliability Test

The reliability test was also conducted for the items using SPSS 23 and found them to be above the acceptable value of 0.7. An overall Cronbach's Alpha value of 0.797 was obtained. The items of Big Five personality obtained a Cronbach's Alpha value of 0.797 and for Income from Agriculture, it was 0.825. Overall reliability test value is the 0.803 that is acceptable value for the research and this is shows that the variables are comes in the research that is favorable for outcomes.

Table 4

Reliability Statistics			
	Variables	Cronbach's Alpha	N of Items
1	Socio-economic factor	.797	24
2	Income from Agriculture	.825	16
	Overall	.803	40

Since the items used for the respective variables were reliable, we subjected the variables for testing of hypothesis using Pearson's Correlation test and Multiple Regression test. The results obtained after the analyzing data are as given below.

Table No. 5

		Correlations				
		Education	Family size	Farm size	Landholding	Income
Education	Pearson Correlation	1	-.099*	-.108**	-.029	-.141**
	Sig. (2-tailed)		.017	.010	.486	.001
	N	577	577	577	577	577
Family size	Pearson Correlation	-.099*	1	.333**	.003	.362**
	Sig. (2-tailed)	.017		.000	.940	.000
	N	577	577	577	577	577
Farm size	Pearson Correlation	-.108**	.333**	1	-.130**	.489**
	Sig. (2-tailed)	.010	.000		.002	.000
	N	577	577	577	577	577
Landholding	Pearson Correlation	-.029	.003	-.130**	1	.456**
	Sig. (2-tailed)	.486	.940	.002		.663
	N	577	577	577	577	577
Income	Pearson Correlation	-.141**	.362**	.489**	.456**	1
	Sig. (2-tailed)	.001	.000	.000	.663	
	N	577	577	577	577	577

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

From the above Table 5, we can see that Family size, Landholding and Farm size of the farming have significant relationships with Income from agriculture for the farmers since the respective p-value is less than 0.005 with strength of 0.368, 0.456 and 0.489 respectively. But, Education and Landholding have no significant relationships with Income from agriculture for the farmers as the p-value is greater than 0.005. Farm size of the agriculture has the highest correlation with Income from agriculture.

Table No. 6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539 ^a	.291	.286	.52814

a. Predictors: (Constant), Landholding, Family size, Education, Farm size

Table No. 7

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.410	4	16.352	58.624	.000 ^b
	Residual	159.551	572	.279		
	Total	224.960	576			

a. Dependent Variable: Income

b. Predictors: (Constant), Landholding, Family size, Education, Farm size

Table No. 8

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.589	.105		5.614	.000		
	Education	-.076	.037	-.074	-2.074	.039	.982	1.018
	Family size	.209	.036	.217	5.796	.000	.883	1.132
	Farm size	.252	.023	.413	10.923	.000	.866	1.155
	Landholding	.031	.033	.033	.924	.356	.979	1.021

a. Dependent Variable: Income from agriculture

Source- SPSS22 And Questionnaire

From the above table 6, 7 and 8, we found that 53.9% of the variances Income from Agriculture is explained by the dependent variables. The variables viz Farm size, family size and landholding of the farmers have significant effects on Income from Agriculture for farmers with values of 0.209, 0.252 and 0.031. However, the Education has no effect on Income from Agriculture for farmers. Farm size has the highest effect on Income from Agriculture for farmers.

Findings and Suggestion

The findings of the study indicate that Family size of the farmers, Farm size and landholding of the farmers have significant positive correlation with Income from Agriculture. But, it is found that Education has no significant correlation with Income from Agriculture. The results of the study also

suggested that Family size, farm size and landholding are major factors have positive significant effects on Income Generation from Agriculture among the farmers of Anuppur District. However, Education has no significant effect on Income Generation from Agriculture among the farmers of Anuppur District. Farm size of agriculture is found to be the highest predictor of Income Generation from Agriculture among the farmers.

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A STUDY of HUMAN RESOURCES COMPETENCY OF MSMEs IN THE ERA OF GST(WITH REFERENCE TO ROHILKHAND REGION)

Alok Johari*
Dr. Parmil Kumar**

ABSTRACT

About 54% manpower is youth. This committed manpower is to build new age economy through various mode like E-Commerce, online trading, teleshopping, web technologies. India is MSMEs oriented economy. During pandemic situation MSMEs plays significant role in providing employment and revenue. The problem of MSMEs is to survive in global competition is very critical. government has introduced various skill development programme and also make amendment in labour law. Since 2017 in the era of GST MSMEs performance is significant but labour competency is a subject of discussion and is not satisfactory. Rohilkhand is MSMEs hub for Export oriented product like handicraft, brass, zari.

KEYWORDS: Manpower, E-commerce, Technologies, GST, MSMEs.

Introduction

Since 54% man power is youth. Seeking to get a respectable job and better livelihood. while MSMEs is largest provider of employment opportunities and revenue and also introduce innovative product. MSMEs contribution in export orientation is approximate 40% . but growth of unemployment is increasing. there is gap between MSMEs and competency of MSMEsHR. in spite of 20 lakhs stimulus package. The growth of MSMEs is not satisfactory. Since Introduction of GST (2017) which is Information Technology based Taxation system required skill manpower. Government has introduced various skill development programme like GST Practitioner, GIGITAL MSME etc the objective of GST is "one nation one tax" to become Atmanirbhar Bharat by 2025

Literature Review

- "Mrs AshuKatyal 2- Mrs Betsy xaviour" The author's main objectives is find out Whether efficient HR management is success factor or not so in this paper the finding is that MSME 's attrition rate is very high just because of, Retention ratio, Motivation, job security empowerment, employee engagement, training and development and compensation benefit is very low,
- **Gurmeet kaur** -The main objectives of this paper is success in employment lies in the success in the small sector(**Selvaraj 2005**) so continued growth initiative should be taken(**Venkatesh and Muthian**)for sustainable development the finding is diversification of product, marketing and infrastructural development is also required (**mali 1998**) **balasubramanyam 2004**) and **Singhe al 2012**) **sudan (2005)** so effective policy should be formulate
- **Dr Meeravali Shaik, Mr. K.V Ramesh, Mr. K. Ajay Kumar, Mr. G.Sekhar Babu** Researcher has highlighted the Contributive factors of MSME"s in growth of GDP. These the

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Contributive factors are incubator, intellectual property awareness, quality management, technology up gradation, marketing assistance, ICT based design expertise and promotion of .besides these MSME"s required well skill human resources to increase productivity and profitability . also lack of technology and complex labour law create problem to MSME"s

Research Design

This analysis is descriptive and explorative. based on secondary / primary data which is collected from structured questionnaire from 236 respondent and secondary data is collected from various published sources like journal, newspaper govt bulletin and annual report to make comprehensive analysis.

Research Gap

Since earlier work has make a analysis on Human resources competency in whole India not a region. So many academicians, practitioner is seeking to get the Human resources competency level in Rohilkhand region

Objective the vfollowing objective is part of the study

- Investment is key factor for the generation of employments. To find out significant investment to establish MSMEs unit in Rohilkhand region to create employments
- Computation of Humam resources competency of MSMEs with Higher competency levels

Hypothesis

H₀: Investment is significant key factor for the generation of employments. To find out significant investment to establish MSMEs unit in Rohilkhand region to create employments

H₁: Investment is not significant key factor for the generation of employments. To find out significant investment to establish MSMEs unit in Rohilkhand region to create employments

H₀: Humam resources competency of MSMEs significant with Higher competency levels

H₂: Humam resources competency of MSMEs is not significant with Higher competenclevels

Analysis

It is very important to keep constant livelihood of the labour during pandemic situation this situation become serious. in 2020-21 MSMEs provide 165.26 lakhs jobs in Uttar Pradesh in comparison of previous year is significant satisfactory. According to NSS 73rd round, State wise contribution among all MSMEs Male (16.53%), Female (6.96) owners is satisfactoryThe Employment ratio in female and Male in Uttar Pradesh is as follows

Table 1

Year	Employment(No in Lakh)		
	Female	Male	Total
2019-20	27.27	137.92	165.26
2020-21	27.27	137.92	165.26

Table 2

	Year	State-wise Distribution of Proprietary MSMEs by Gender of Owners [NSS 73rd Round]				
		All				
		Male	Female	All	Share of State among All MSMEs with Male Owners(%)	Share of State among All MSMEs with Female Owners (%)
	2018-19	8010932	862796	8873728	16.53	6.96
Uttar Pradesh	2020-21	8010932	862796	8873728	16.53	6.96

The following is prominent Exports product from UP have grown in the MSME sector under the following categories

Table 3

SI No	Article	% of Total Export
1	Carpets and Mats	11.40%
2	Leather and leather products	11.30%
3	Glass and glassware	14%
4	Readymade garments	13.3%
5	Meat and edible meat	11.3%
6	Plastics and Articles	6.6%

Source: MSME Annual Report

Rohilkhand region is a hub of MSME" s units. this Region is primarily dominated by the cottage, handicraft, brass products wooden furniture and cane industries which provide significant employments opportunities. Employment opportunities, number of registered units and investments has increased significant which is as follows.

Table 4

Districts	Year	Number of Registered Units	Employments (Lakhs)	Investments (Rs Crore)
BIJNORE	2000-2011	5346	18540	2153.25
BAREILLY	2000-2011	15626	72835	38671.12
SHAHJHANPUR	2013-2014	9597	31561	14087
PILIBHIT	2000-2011	6711	22669	7824.50
BADAUN	2000-2011	5965	21571	14361.81
RAMPUR	2000-2011	2656	10301	9340.04
AMROHA	2000-2011	1640	15331	270.86
MORADABAD	2017-2021	18415	147053	1647.09(LAKHS)
SAMBHAL	2017-2021	3215	22229	316.59(LAKHS)
RAMPUR	2017-2021	1313	7028	893.2(LAKHS)
BIJNORE	2017-2021	1319	4055	31.10(LAKHS)
AMROHA	2017-2021	345	41.47	4147(LAKHS)

MSME-Development Institute, Agra,DIC& Amar Ujalawednesday 10 november 2021

Government of up initiative ODOP policy is doing significant role in generating employment .and also chief minister Yuva Employment policy create significant employment in Rohilkhand region. government of Uttar Pradesh ambitious ODOP programme to create job. Innovative product and preserve historical culture, The establishment of units has increase and provide better employments opportunities .in each district of Rohilkhand region.

Table 5

ODOP Ppolicy		Margin Money and Investment (Rs Lakh)	
Industries	Units	Margin Money	Employments
MURADABAD	141	1049.07	675
SAMBHAL	47	243.27	305
RAMPUR	85	161.0	981
BIJNORE	250	980.56	2044
AMROHA	64	224.39	1114
Total	587	2658.29	5119

During grim situation of pandemic, MSMEs required margin money to establish units and generate employments opportunities during pandemic. The margin money play significant role in establishing units(587). These units provide 6082 lakhs Employments. While prime minister Employments creation policy extended 2987.65 lakhs margin money to the 587 beneficiaries to create 8504 lakhs employments.

Table 6

Chief Minister Youth Employment Policy		Margin Money and Investment (Rs Lakh)	
Industries	Units	Margin Money	Employments
MURADABAD	262	652.85	1210
SAMBHAL	96	290.20	466
RAMPUR	129	217.66	1147
BIJNORE	266	609.23	2041
AMROHA	107	273.10	1218
Total	587	2043.04	6082

Table 7: Model Fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	1.000 ^a	1.000	.999	1419.29666	1.000	3889.793	2	2	.000	2.163

a. Predictors: (Constant), investments, units
b. Dependent Variable: employments
Source - resercher

R square value 10% hence investments has effected employments R square value is low because all the town and cities situated in Rohilkhand region is not taken and existing units situated in Rohilkhand region in which investment is not proper to find wheather there is auto correlation or not usedurbin Watson test which gives result 2.163 which is between (2-4) hence there is no auto correlation the t value is .000. It gives significant result

Table 8

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15671223089.182	2	7835611544.591	3889.793	.000 ^b
	Residual	4028806.007	2	2014403.004		
	Total	15675251895.189	4			

a. Dependent Variable: employments
b. Predictors: (Constant), investments, units
Source - Resercher

Since R-squared provides an estimate of the strength of the relationship between model and the response variable, it does not provide a formal hypothesis test for this relationship. So The F-test is used to determines overall significance in the above mentioned table .The table shows that the independent variables are statistically significant prediction of the dependent variable, F (2,2) =3889.793, p < .05 (i.e., the regression model is a good fit of the data). This relationship is statistically significant.

Table 9

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5298.327	992.841		-5.337	.033
	units	8.221	.093	1.000	88.201	.000
	investments	.656	.430	.017	1.527	.266

a. Dependent Variable: employments
Source - resercher

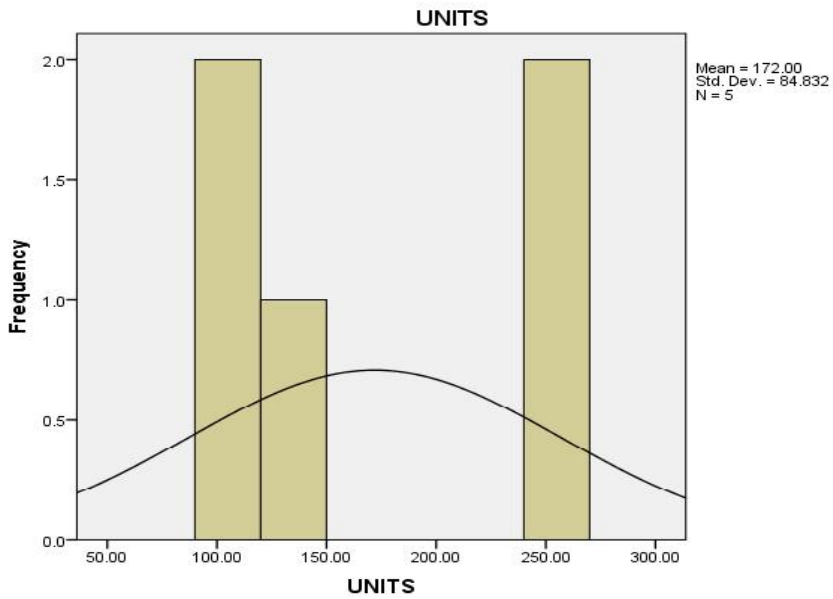
It can be seen from Table that establishment of units is part of MSME"s and it is found to be statistically significant as their p-value is less than 0.05.

Therefore, the general form of the equation to predictEmploymentsbe **Predicted**

Employments = -5298.327 + 8.221 units

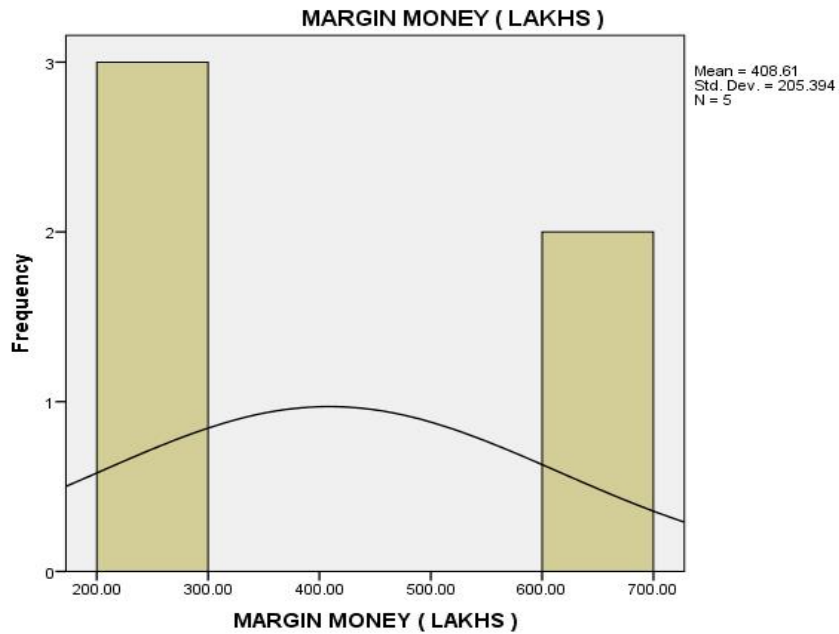
The model indicates that the establishing of units is part of MSME"s Management are the key factors affecting employments

Chart 1



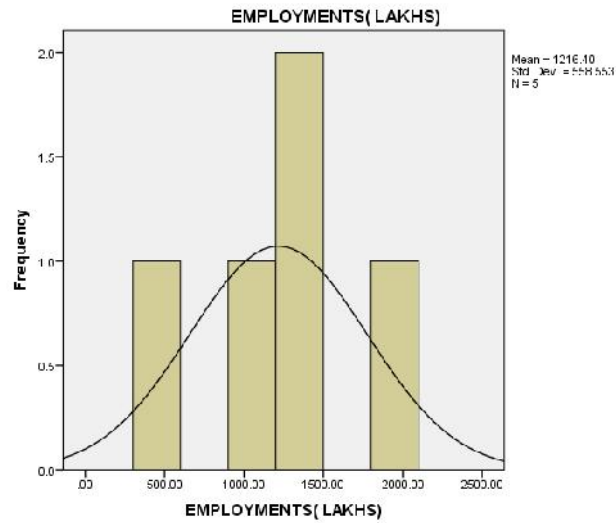
Since Rohilkhand area is composed of cluster of city, town, and tehsil establishment of unit shown as per the potential area. Moradabad is export oriented so curve is high but mean value in over all region is quite satisfactory

Chart 2



The mean value is 408.61 this has indicated that government has provide adequate margin money to the beneficiary to establishing MSMEs units in different towns. Standard deviation (205.394) show central tendency but is due to size of town and potential of MSMEs units

Chart 3

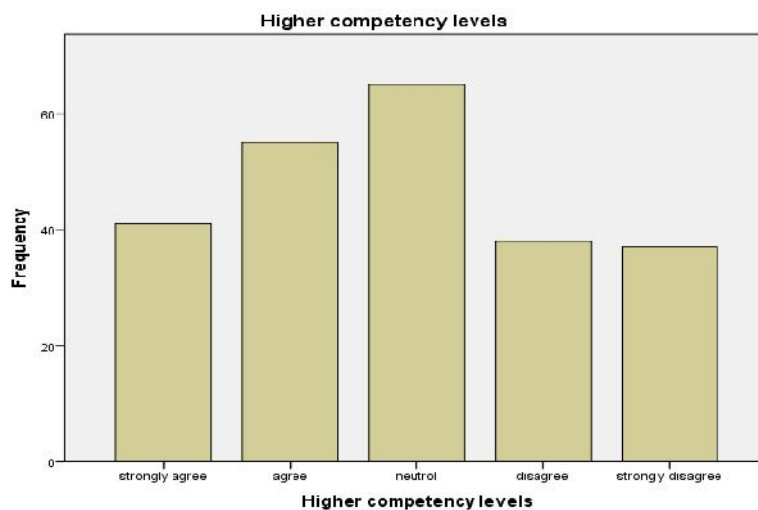


The employments opportunities is quite satisfactory according to the size of the town since mean value is (1216.40) and standard deviation (558.553) is. This deviation is due to the size and different units of different units

Table 10

Prime Minister Employment Creation Policy		Margin Money and Investment (Rs Lakh)	
Industries	Beneficiaries	Margin Money	Employments
MURADABAD	222	635.81	1085
SAMBHAL	129	417.47	631
RAMPUR	365	694.4	3251
BIJNORE	237	698.52	1722
AMROHA	174	541.45	1815
Total	587	2987.65	8504

Chart 4



The respondent response their opinion to the competency level in various form most (65%)respondent were neutral towards competency question .while 55 (11.4%) were agree . that competency is the prime factor of GST that affect MSMEs.in GST era only 37 (7.7%) respondent is strongly dis agree that GST did not put impact on the competency level it interpreate that MSMEs HR practices is signifantly good. the mean value (2.8941) interpret that since GST is new taxation system MSMEs should develop competency

Table 11

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.727	.729	6

Source - Resercher

To find out . whether internal consistency is Exist among the questionnaire or not .I have use Cronbach's Alpha.Croanbach alpha gives .729 which is quite acceptable (.7>) as the result given by Cronbach Alpha so there is consistency among the questionnaire .Corrected Item of Total Correlation is greater than 3> hence there is no need to delete the items and theCronbach's Alpha if Item Deleted is near about 6.so if items is deleted than Cronbach alpha is to be reduce. so there is no need to delete the items toreduce the Cronbach alpha value .the mean value is vary from 2.5890 to 2.9534 it shows that respondents are in balance situation

Table 12: Model Fit

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.528 ^a	.279	.263	1.12297	.279	17.812	5	230	.000	1.499

a. Predictors: (Constant), MSME"s are fail to retain motivating talented workforce, whether present MSME"s Human Resources is competent with the market conditions to compete with the big industries, MSME"s faces unavailibily of skilled GST practitioners, MSME 's employee is not well versed CENVAT, VAT MODVAT , Accounting and also is not well acquainted in computation of GST, skilled development is part of MSME"s Managemen

b. Dependent Variable: Higher competency levels

Source - Resercher

The "R" column represents the value of R, the multiple correlation coefficients. R can be considered to be one measure of the quality of the prediction of the dependent variable; in this case, it is found to be .279, which revealed that the model has a good level of prediction. The "R Square" column represents the coefficient of determination, which is the proportion of variance in the dependent variable that can be explained by the independent variables. The value of $R^2 = .279$ implied that independent variables taken for the study explained 27.9% of the variability of the dependentvariable .though all the dependable and independable is well structured but to find out whether there is auto correlation or not used Durbin Watson test. Since Durbin Watson test is between (2-4) hence there is no auto

Table 13

Statistical Significance of the Model(ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	112.310	5	22.462	17.812	.000 ^b
	Residual	290.042	230	1.261		
	Total	402.352	235			

a. Dependent Variable: Higher competency levels

b. Predictors: (Constant), MSME"s are fail to retain motivating talented workforce, whether present MSME"s Human Resources is competent with the market conditions to compete with the big industries, MSME"s faces unavailibily of skilled GST practitioners, MSME 's employee is not well versed CENVAT, VAT MODVAT , Accounting and also is not well acquainted in computation of GST, skilled development is part of MSME"s Managemen

Source –Researcher

Since R-squared provides an estimate of the strength of the relationship between model and the response variable, it does not provide a formal hypothesis test for this relationship. So The F-test is used to determines overall significance in the above mentioned table .The table shows that the independent variables are statistically significant prediction of the dependent variable, F (230,235) = 22.462, p < .05 (i.e., the regression model is a good fit of the data). this relationship is statistically significant

Table 14: Estimated Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.010	.252		4.001	.000
	MSME"s faces unavailibility of skilled GST practitioners	.105	.064	.101	1.625	.106
	skilled development is part of MSME"s Managemen	.391	.066	.391	5.889	.000
	MSME 's employee is not well versed CENVAT, VAT MODVAT , Accounting and also is not well acquainted in computation of GST	.181	.068	.171	2.653	.009
	whether present MSME"s Human Resources is competent with the market conditions to compete with the big industries	.048	.057	.049	.841	.401
	MSME"s are fail to retain motivating talented workforce	-.028	.066	-.029	-.427	.670

a. Dependent Variable: Higher competency levels

Source - Resercher

It can be seen from Table that the skilled development is part of MSME"s Management are found to be statistically significant as their p-value is less than 0.05.

Therefore, the general form of the equation to predict Higher competency levels will be **Predicted (Higher competency levels) = 1.010 + 0.391skilled development is part of MSME"s Management**

The model indicates that the skilled development is part of MSME"s Management is the key factors affecting Higher competency level

Findings

To achieve the objective of "AtmaNirbharBharat" "ODOP" Skill development of MSMEs Human Resources is mile stone and it prove it's importance in Rohilkhand Region .though investment in MSMEs is not satisfactory government should restructure refinance policy to the MSMEs for the creation of employments

Conclusion

The above analysis shows that during pandemic situation only MSMEs is strong enough sector to keep stability in the society. Government unique ODOP policy is strong enough in providing employments. The analysis shows that beneficiary of prime minister employment creation policy in small town like Rampur (365) is more than Muradabad (222).while distribution of Margin money (698.52lakhs) is more than Rampur (694.4lakhs)

- **Research Limitations/Implications:** though this present study gives insight views of future and sustainability of MSMEs product. But this research paper uses publish data (annual report).this study confine only in Rohilkhand region and all the publish data is being used for the study. hence this result is based on the publish data and not involve the respondents from others satellite tehsils and village area
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ROLE OF PRESENT E-BANKING SERVICES TOWARDS CUSTOMER SATISFACTION: A STUDY ON THE DISTRICT OF NORTH TWENTY FOUR PARGANAS IN WEST BENGAL

Arun Mondal*
Dr. Fredric Kujur**

ABSTRACT

Banks provide e-banking facilities to the customers with the help of modern technology. E-banking is also known as internet banking, online banking, mobile banking, digital banking. Customer satisfaction plays very important role behind the success or failure of e-banking. Customer satisfaction depends on different factors such as security, cost, convenience, accessibility. Customer satisfaction is the main concern for banks to compete with other banks in the banking sector. Banks emphasize to increase the level of customer satisfaction as it helps to enhance customer loyalty. Customers prefer e-banking than traditional banking as they can avail banking facilities from their home through e-banking. The study is based on both primary and secondary data. Primary data has been collected through direct interview with respondents of North Twenty Four Parganas District in West Bengal. Secondary data has been collected through journal articles. In this paper, an attempt has been made to find out the role of e-banking services towards customer satisfaction.

KEYWORDS: *E-banking, Bank, Customer, Customer Satisfaction, Banking Facilities.*

Introduction

E-banking involves internet banking, mobile banking, online banking, tele banking, digital banking, virtual banking, electronic fund transfer system, automated teller machine, smart cards. Customer satisfaction plays key role behind the success of e-banking system. Customer satisfaction depends on different factors such as security, accessibility, convenience, web portal management, system quality, efficiency, cost, information quality. Banks need to focus on service quality due to increased competition between banks (Kampakaki and Papthanasion, 2016). E-banking provides banking facilities to customers with the help of technology. Development of technology has enabled the banks to deliver banking services to customers through e-banking (Zafar et al., 2011). Banks adopt modern technology to provide e-banking facilities appropriately to the customers with the intention to enhance customer satisfaction. The performance of customers always changes with the change in technology in banking industry (Sunith, 2019). The burden of branch banking may be lessen with the help of e-banking. Traditional banking is based on branch banking but online banking is based on internet (Santhiya and Saravanan, 2018). Many customers are not interested in e-banking due to security threat. Many customers avoid e-banking due to poor internet services and improper infrastructure. Customer awareness is very less regarding e-banking. Many customers avoid e-banking due to inadequate technological knowledge. The objective of the study is to find out the role of e-banking towards customer satisfaction through a study on North Twenty Four Parganas District in West Bengal.

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Literature Review

People living in urban areas are more aware about internet banking than rural people. Highly educated people prefer e-banking more than traditional banking (Yadav, 2016). Most of the customers use mobile phone which enables them to avail mobile banking facilities easily (Deshwal, 2015). E-banking helps in the management of customer relationship. Banks are not always able to deliver e-banking services properly due to improper infrastructure (Jindal, 2016). Customers face difficulties to avail e-banking services as they are not aware about e-banking system properly. Bank employees have inadequate technological knowledge about e-banking and due to this reason they are not able to deliver banking services properly to the customers (Singhal, 2017). E-banking provides banking facilities to the customers round the clock. Customers prefer e-banking due to day and night availability of banking services. Many customers are not interested in e-banking due to lack of security (Panda and Misra, 2017). E-banking provides various services such as debit card, credit card, electronic fund transfer. Customer satisfaction depends on various factors like security, cost effectiveness, accuracy. The success of e-banking system in private and public sector banks depends on customer satisfaction (Prasad et al., 2019). The quality of e-banking services has immense impact on customer satisfaction. The customers are very much conscious about their rights. Customer satisfaction is the key factors for customer retention (Madhavan and Vethirajan, 2020). Banks emphasize to deliver high technology based services to the customers as it helps to increase customer loyalty (Suleiman et al., 2012). Customers can avail banking facilities without visiting bank branch. E-banking has changed the preference of customers (Peter, 2020). Banks provide various types of banking services through e-banking such as phone banking, door step banking, mobile banking. Private sector banks deliver better e-banking services than public sectors banks (Arya, 2019). The transaction cost of e-banking is less than traditional banking. E-banking provides banking facilities better than traditional banking (Hada, 2020). Digital revolution in banking sector has forced the banks to offer high technology based services to the customers through e-banking (Mansuri, 2021). Customer satisfaction is very much influenced by service quality. Banks deliver high quality e-banking services to enhance customer loyalty (Saravanan and Leelavathi, 2020). The banks are compelled to provide online banking facilities to customers due to increasing competition in banking sector (Sikira, 2021). Banks focus on customer satisfaction as a result of technological developments and increasing competition in banking sector (Cabanillas et al., 2013). Customers can avail wide range of banking services through e-banking (Faisal and Tayachi, 2021). E-banking is also known as virtual banking, phone banking, home banking, online banking, personal computer banking (Kumari and Chatteraj, 2020). The role of e-banking in changing scenario is very significant (Singh and Mahajan, 2021).

Methodology

The study is based on primary and secondary data. Primary data has been collected from North Twenty Four Parganas District in West Bengal. The sample size of the study is one hundred. 70% of the respondents are male and 30% of the respondents are female.

Data Collection and Data Analysis

Customers avoid e-Banking due to security Threat:

Agree	:	67%
Disagree	:	33%

67% of respondents agree and 33% of respondents disagree.

Customers have inadequate knowledge about e-banking :

Agree	:	56%
Disagree	:	44%

56% of respondents agree and 44% of respondents disagree.

Customers suffer due to poor internet service :

Agree	:	74%
Disagree	:	26%

74% of respondents agree and 26% of respondents disagree.

Bank employees have insufficient technological knowledge about e-banking :

Agree : 53%

Disagree : 47%

53% of respondents agree and 47% of respondents disagree.

Private banks provide better e-banking services than public banks :

Agree : 82%

Disagree : 18%

82% of respondents agree and 18% of respondents disagree.

Customers face difficulties in availing e-banking services due to improper infrastructure :

Agree : 79%

Disagree : 21%

79% of respondents agree and 21% of respondents disagree.

Discussion

The study proves that customers face difficulties due to lack of security and poor internet services. Customers have inadequate knowledge on e-banking. Bank employees have insufficient knowledge about e-banking. Customers suffer due to improper infrastructure. The study also proves that private banks offer better e-banking services than public banks.

Conclusion

Customer satisfaction is the main concern of banks as it helps in customer retention. Banks emphasize to deliver e-banking services accurately to survive in the competitive environment of banking sector. Banks should take proper steps to increase awareness on e-banking among customers. Many customers avoid e-banking due to security threat and poor internet services. Bank employees are not able to deliver e-banking facilities properly to the customers as they have insufficient knowledge about e-banking. E-banking provides banking services to the customers with the help of technology. Banks should adopt modern technology to provide e-banking facilities properly to the customers. Customers prefer e-banking than traditional banking in recent years. Customer satisfaction plays a very vital role behind customer retention. Banks provide e-banking facilities properly to the customers to increase the level of customer satisfaction.

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GENERAL WORKFORCE ENVIRONMENT (GIG) ECONOMY: A BUZZWORD IN CONTINENT INDIA WITH RESOLUTIONS AND CONSTRAINTS

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ABSTRACT

An entirely new opportunity for the Continent India to drive job creations and helping out in the economic growth. From technological point of view it is a free market system where temporary positions are available on common platforms and organizations can hire on easy terms and conditions, on lower level of costs and on project specifications. This is a dialect word where in a specified period of time work can be completed on easy terms. Covid time has given a tremendous rise to the GIG platform as that seemed almost impossible to work from office or from the work places. IT sector has made it possible to WFH and handle the economic condition worldwide. A trend is set by the GIG economy in recent years. This is a well known concept out of India while in India it still needs a lot of study and knowledge to know .so that it can be applied in an effective and better manner. Workforce in INDIA is still not that much IT efficient as globally people are. So this paper is the study of resolutions and constraints exist in the atmosphere of GIG .What can be done in an already implied working atmosphere and how future time can take benefit from this new and emerging working concept. Which is no doubt dynamic and must be implied in the second most largest populated country INDIA.

KEYWORDS: Work from Home (WFH), GIG (General Workforce Environment), Information Technology.

Introduction

A Global Phenomenon touching every sector getting a rapid popularity from Technical to Transportation. Every organisation, industry as IT Sector, Software development, Education, Construction, Arts, Designing, Material Moving, Accounting and Finance, Project Management, Software development, transportation and freelance working of any type etc .all are under coverage of a new buzzword that is called GIG Economy. This is an economy running in a free market scenario. It depicts non permanent places or Independent workers with their short time online commitments .Work is prescribed which lasts in a specified time period .Project based management is helping out in smooth working of the aforesaid economy. Everyone can't be employed on permanent basis due to lack of the availability of posts, talents, requirements, long procedures, longer norms, terms and conditions and many more.

Research Methodology

There are a number of factors responsible to put this topic on research methodology. Prime one is to compare it with the traditional and full time job works and working environments which are already very well flourished and handling the economic conditions of respective country.

Now a days globally there is a rapid increase of short term jobs or called temporary jobs on online and offline modes both. So let's compare to find a valid outcome. Here we are discussing about the needs of gig economy some of the responsible factors are:

1. Mobility of the work force
2. Increase in digital platforms
3. Inclusion of LPG policy which stands for Liquidation, Privatisation and Globalisation. Around the world this economic concept is gaining popularity

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4. Globalisation has bring out tremendous changes in the working regime and gig economy is an important tool for its implementation.
5. Simplicity and easy applicability of the rules and regulations has made it more cost effective and less bounded simultaneously for the employer and employees both.
6. Best individuals can be selected anytime from anywhere and on easy terms.
7. Projects of specific terms are furthered with the help of GIG concept.
8. Decoupling of jobs and their locations is also one of the possible and prominent outcome of thi economy.
9. Freelancers working around the world are extremely benifited by the uprising of this concept.
10. Education gigs are emerging as substitute of teachers and instructors.

Study in Indian Context

“The GiG Economy presents an opportunity for india to drive job creation and economic growth .Technology platforms operating at scale within an ecosystem of information and services can help to unlock efficiency,bring in demand supply transparency and dive greater formalization and financial inclusion “¹

Starting of the disruption in the country’s work place occurred as covid cases continued to take a human toll on India.This situation is still not rectified.

The massive effect of Covid has made the corporates to think upon to not to go back to the process of hundred percent full time employees.

Past and Present: Mixed Economy like india and the south Asian nations already have a large pool of part time,independent,temporary and work or project specified workers as well as employees from the very beginning of the commercial sectors. Globalisation and privatisation has given wings to this concept of recruitment .

Stress of Virus among People category doesn’t matter means jobcreators, jobseakers whoever may be has turned their minds to gig economy for livelihoods.

Rajah Augustinraj, Principal at BGG

How It Works Globally and In India:

Individual Gigs Makeup a worker’s Income	Income enhancement
Workers and Employers usually find each other with technology	Workers participation
Gig Workers work as Independent Contractors	Work Freedom
Freelancers pay their own taxes and benefits	Tax benefits

Results and Findings with respect to resolutions and constraints both:

Common GiG economy Jobs and Industries

This is the platform suitable to provide common working platforms for every sector of work.Multiple position can be found easily and simultaneously newone can be created.The percentage ration of working through gig mean is helping people to earn extra money which they can earn with there regular jobs by spending some more flexible hours only.Same is helping them in making a balance between their carrer and time they can spend with their family members.which is a serious issue now a days and fetching problem in the personal life of employees .short term and specified working projects assist them in making more money and in terms of saving time also as prt their needs.

Traditional and full time jobs snatch the autonomy of people and they have to work like slaves.Control remains in employers hands.While working through GoiG regime is the ultimate solution for the above problem.

We can not avoid the point of unemployemcy where workers are avilable but full time and suitable works are not avilable .For the people under this category GiG is a feasible and only way to make to an income. This working force is engaged in searching out procedure of better jobs also. Therefore in the mean time their mental level, social needs,psychological behaviour can be managed with this new concept in India and an established one Globally.Below is the approximate percentage taken up from online avilable data sources depicting a rough picture and importance of this phenomenon.

Global Ratio of the people Working Through GIG Economy

S.No.	People with different Categories	%
1.	Making Extra Money on the side	25
2.	Balancing career and family needs	19
3.	Autonomy and Control	17
4.	Only way to make an Income	22
5.	Earning while seeking a better job	17

Conclusion with Discussions

Gig economy has proven to be beneficial for number of employees and employers more so than others. Having a growing desire to align work life to their current circumstances. Technology is very very important as it has engaged working environment on 360 degree basis. Employees, Employers, consumers all are promoted on convenience basis, enhancing skills, connecting them world wide.

All above benefits are the highlighters in the success of GiG Market. Few Points as the level of complexity and absence of formal structure as asserted some negative implications too. Employers are facing difficulty in managing due to its precarious nature. A risky situation always haunts their minds. In addition gig is attracting people on higher salaries employed for specific projects for a shorter period. If used in right sense GIG can be positive and can eradicate the hazards of an unprotected environment upto an extent.

Sufficient legislation policies are immensely required to bring it to the mark of national employment standards. Imperative rights of employees as well as employers credibility are not the ; points of compromise.

Alternatively it can be said that GIG economy is a woth situation for independent contractors and those who are in need of availing the autonomy and continuously want to reform their working environments.

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ATTRITION IN ORGANIZED RETAIL SECTOR: A STUDY OF SELECTED RETAIL STORES IN RAJASTHAN

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ABSTRACT

Retailing can be defined as "any business that directs its marketing efforts towards satisfying the end consumer based upon the organization of selling goods & services as a means of distribution. Retailing is labor-intensive. In India, attracting people to this industry and then retaining them is a challenge. Globalization has resolved the issue of unemployment to some extent in a developing country like India. However, it has given room for another issue -"attrition". In simple terms, "attrition" is used to refer to the process of exit of employees from a company, for various reasons. Many researchers have worked on finding out the reasons for this problem, yet there are either geographically confined or sector oriented or the reasons are generalized, hence there was a need to understand the causes for attrition rate in retail sector in Rajasthan. The research has been done for some retail stores of branded outlets. With changing times, the issues regarding the reasons for employee attrition is transforming and thus it needs to be revised time to time.

KEYWORDS: Employee Attrition, Retention, Retail Store, Controlling Measures.

Introduction

Human resource management is extremely important in retailing because employees play a major role in forming critical business functions. Retailing is labor-intensive. Retailers still rely on people to perform the basic retailing activities such as buying, displaying merchandise and providing service to customers. World over, retail as an industry, employs a significantly high number of people. In India, attracting people to this industry and then retaining them is a challenge.

The biggest challenge facing the organizations these days is not attracting the prospective employees but retaining the talent. Liberalization, gradual decontrols, opening up of various sectors to the multiplayer regime and enormous technological interventions have shifted the dynamics of labor market. The employee, the "internal customer", has now an all-time expectation because of alternative jobs availability. Despite offering competitive remuneration across the board, the industry has been overwhelmed with the growing list of left-out employees, during recent years due to the booming demand in business and demand-supply gap of labor market.

Attrition control is now going beyond human resource policies as a result of increasing competition and acute talent shortage. The attrition rate experienced by a company reflects the effectiveness of its human resource policy. A high rate of attrition generally projects a negative image of the company and of late, companies have become sensitive to this kind of publicity. Attrition in the Indian retailing sector has been increasing. In 2010, the attrition rate in the retail sector was 50% which is very high.

A review of the literature on attrition in the retail sector reveals that no systematic research has been done in the organized retail sector in Rajasthan. Further, there is a dearth of literature of the subject. An in-depth study of attrition in Vishal Mega Mart, Big Bazaar and Reliance Fresh has not been made in Rajasthan. The researchers in Indian Universities and other institutions have unfortunately ignored this important aspect of HRM. While the problem of attrition is quite baffling, the fact remains that proper research has not been conducted. Further this problem has not been studied on the basis of socio-demographic factors like age, income, gender etc. To fill this research gap, this study of attrition in organized retail sector in Rajasthan was conducted.

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Research Methodology

This research was based mainly on the primary data to be collected through distribution of questionnaires (one for existing employees, one for Heads of Branches and one for the employees who have quit the earlier job in retail outlet). The questionnaires were pre tested among 5 managers and 10-10 employees. Thereafter, the questionnaires were finalized and distributed among the sample respondents as under:

Existing employees	-	150 (50 in each store)
Heads of Branches	-	15 (5 in each store)
Employees who have quit the earlier retail outlet job	-	30 (10 in each store)

Attrition in the following organized retail stores has been covered (three branches of each):

- Vishal Mega Mart
- Big Bazaar
- Reliance Fresh

The data has been analysed on the following factors:

- Age of the respondents
- Gender of the respondents
- Education of the respondents
- Income of the respondents

Through this research an effort has been made to offer solutions to the problem of attrition in the organized retail sector. Thus, this study bears great importance. It will help the employers in the retail business to minimize the different types of costs such as:

- Recruitment Costs
- Training Costs
- Productivity costs
- New Hire costs.

Findings

Reasons of Leaving Earlier Job in Retail Outlets: An Overall Analysis

Table 1 shows the reasons of leaving earlier job.

Table 1: Reasons of leaving earlier job

Reasons	Ranks & number of Respondents(R)																Total	
	I		II		III		IV		V		VI		VII		VIII		No. of R	%
	No. of R	%	No. of R	%	No. of R	%	No. of R	%	No. of R	%	No. of R	%	No. of R	%	No. of R	%		
Lack of better career growth prospects	16	53.3	8	26.7	1	3.3	4	13.3	0	0	1	3.3	0	0	0	0	30	100
Higher studies	4	13.3	4	13.3	11	36.7	4	13.3	2	6.7			2	6.7	3	10.0	30	100
Lower compensation	6	20.0	8	26.7	6	20.0	1	3.3	4	13.3	2	6.7	1	3.3	2	6.7	30	100
Long and odd working hours	1	3.3	2	6.7	4	13.3	6	20.0	5	16.7	5	16.7	5	16.7	2	6.7	30	100
Improper working environment	3	10.0	1	3.3	4	13.3	6	20.0	8	26.7	4	13.3	2	6.7	2	6.7	30	100
Inadequate facilities	0	0	1	3.3	1	3.3	1	3.3	6	20.0	8	26.7	8	26.7	5	16.7	30	100
Inadequate authority in decision making	0	0	0	0	1	3.3	2	6.7	4	13.3	3	10.0	7	23.3	13	43.3	30	100
Lack of motivation	0	0	6	20.0	2	6.7	6	20.0	1	3.3	7	23.3	5	16.7	3	10.0	30	100

Table 1 shows the various reasons of leaving job of organized retail outlets. This survey was conducted among 30 employees who left job of organized retail sector. The respondents were asked to rank the 8 different factors resulting in their turnover.

It is revealed by table 1:

- Out of 30 respondents, 16 (53.3%) gave 1st rank to "lack of better career growth prospects". Further, as many as 8 (26.7%) gave 2nd rank to this factor.

- About Higher studies; respondents opined that this factor is relatively less important. Only 8 (26%) gave 1st or 2nd rank to this factor. However, about 37% gave 3rd rank to this factor.
- About 6(20%) gave 1st rank to “lower compensation” whereas 8 (26.7%) and 6 (20%) gave 2nd and 3rd rank to this factor respectively.
- Only 3 (10%) gave 1st or 2nd rank to long and odd working hours, 4 (13.3%) gave 3rd rank, 6 (20%) gave 4th rank, 10 (about 33%) gave 5th or 6th rank to this factor.
- About 3 (10%) gave 1st rank to improper working environment whereas 6 (20%) and 8 (26.7%) gave 4th and 5th rank to this factor respectively.
- No respondents gave 1st rank to inadequate facilities, 3 (about 10%) gave 2nd /3rd /4th rank to this factor, 6 (20%) gave 5th rank while 16 (about 53%) gave 6th and 7th rank to this factor respectively.
- No respondent gave 1st and 2nd rank to inadequate authority in decision making. As many as more than 67% respondents gave 7th or 8th rank to this factor.
- No respondents gave 1st rank to lack of motivation while 12 (40%) gave 2nd or 4th rank to this factor respectively. 7(23.3%) gave 6th rank to the factor.

The main findings of the research are:

Attrition rate is very high in organized retail sector in Rajasthan and it has reached up to 50% till date. The employees were surveyed and it revealed that apart from the unavoidable one like resignation, retirement, death or disability, the causes of attrition are found to be many and varied. They vary according to the nature of the business, the level of the employees and the nature of responsibility shouldered by them. Some of the main reasons of employee attrition in the organized retail sector are:

- **Inequity of compensation:** The rising attrition within industries is a well discussed topic today. While the reasons are many, a recent Hewitt “Attrition and Retention” survey shows one of the top reasons for talent attrition to be “external inequity of compensation”.
- **Lack of Career opportunities:** The most common and major reason for attrition in retail sector is lack of ample career opportunities. If the organization is not providing the employees with enough opportunities of growth, then they will choose to switch jobs.
- **Improper working environment:** An improper working environment has also been a major constraint for people to quit the retail sector.
- **Psychological dissatisfaction:** Psychological satisfaction is of utmost importance. Retail sector jobs are monotonous and people tend to lose interest in the job after working for sometime. These individuals are often job-hoppers.
- **Inadequate facilities:** Indian retail stores lack adequate facilities for employees, such as restrooms to relax, pick-up and drop services for employees working late. Due to these problems, employees quit the job.
- **Lack of cordial relationship between superior and subordinate:** Non-existence of cordial relationship between superior and subordinate is also a reason why employees quit the organization. This relationship plays an important role in the retention of employees.
- **Other factors:** Unfair practices in organizations, stress, alternative openings, desire to pursue higher studies also cause attrition. In this research, the managers of the Vishal Mega Mart, Big Bazaar and Reliance Fresh were also contacted to seek their opinion about attrition in their retail outlet. The managers opined that lower compensation, odd working hours and no career growth are some of the important reasons of attrition in their retail outlets. They also said that money is a great motivator. Many employees leave because they get more salary in the job.

Suggestions

Following steps may be taken to reduce attrition in organized retail sector in India:

- **Up Gradation of Employees**

Many employees quit organizations for pursuing higher studies. The organization should offer to finance the employee’s education.

- **Career Advancement**

Building a good career plan can serve as an effective tool to retain employees.

Employee Engagement

The organization should try to engage the employees because engaged employees work harder, are more loyal and more likely to put extra efforts for the success of the organization. Employees should be involved in the decision-making process. Employees with the highest levels of commitment are known to show a 20% better performance and are less likely to leave the organization.

- **Employee Empowerment**

In order to retain the employees, the organization should give the employee adequate authority in decision-making, innovativeness, etc.

Compensation

In retail industry, compensation has become a barrier for retaining people as the retail industry offers much lower compensation. So, for retaining the very best in the retail industry, the retailers should devise a good compensation plan. It is believed that “the best way to create wealth is to share it”.

Pay more attention to incentives and perks

Incentives and perks can go a long way toward boosting the morale of a dedicated workforce.

Job Rotation

‘Job Rotation’ is the most effective approach for retaining personnel in the retail sector. This tool helps in breaking the monotony in retail sector jobs.

Change in Job Location

Extremely deserving candidates can be sent on promotion to other organizations, or abroad, if the organization has a branch there. It will undoubtedly boost the employee's morale. This policy will aid in staff retention.

Glamorize the Job Domain

The best way to retain employees is to glamorize the job domain. The following activities need to be done in glamorizing the job:

- Pay more attention on fringe benefits and performance-based rewards.
- Proper communication.
- Fairness in job allocation.
- Emphasis on output rather than procedures.
- Clarity about organizational objectives.
- Appreciation of good work by ‘peers’ and public (customer).
- Admiration of good performance at right time.
- Provide recreation, healthcare, gym facilities, etc.

Other retention techniques which can be considered are familiarization with company culture, valuing feedback from employees, training and development, proper communication, work life balance, manage health and well-being, reward employee's family.

Conclusion

Besides all these motivational strategies, at the time of selection of any employee, the company should find out if the candidate is job hopper by looking at his time-span in his previous workplace, reasons for changing the job, etc. This will help to contain the attrition syndrome in the initial stages itself. It may increase the duration of selection process but will save time, energy and effort that will otherwise have gone in retaining the employees as well.

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A STUDY ON INVESTORS' PREFERENCE FOR INVESTMENT IN MUTUAL FUND IN CONTEXT OF GUJARAT STATE

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ABSTRACT

Mutual fund (MF) is an investment instrument offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost. Those who invest in MFs can share their experience which can become a guiding path for those who think that MFs are not their cup of tea. The present survey-based study attempts to analyze the mode of investment options, investor preferences, influencing factors, various criteria while selecting the investment options, investment decisions and awareness in the selected area. The sample of 280 respondents who are MF investors residing in the state of Gujarat has been taken for the purpose of the study. Data have been collected from the primary sources using the questionnaire method. The paper identifies the various attributes that investors consider important while investing in equity MFs via SIP mode. The article also provides recommendations for Asset Management Companies and suggestions for future research.

KEYWORDS: Mutual Fund, SIP, Investment Modes, Working of Mutual Fund.

Introduction

Due to the development in Indian financial markets and with reforms in the financial sector, Mutual funds (MFs) have referred to an important investment avenue for small and medium-term investors [1, 2]. A Mutual fund (MF) is a faith that pools the savings of a number of investors' who share a common financial goal [3, 4, & 5]. The funds collected from investors' are invested in a capital market instruments, such as shares, debentures and other securities [6, 7]. The income earned through these investments and the capital appreciation realized is shared by its unit holders in proportion to the number of units owned by them. The investors receive units from the MFs, which constitutes a fair right in the MF assets. The unit has a value called the Net Asset Value (NAV), which is determined by subtracting responsibilities from the valuation of shares of the company and other items of interest and dividing that by the number of shares outstanding [8]. The advantages of MF include professional management, diversification, variety, liquidity, affordability, convenience, ease of recordkeeping, government regulation and full disclosure [9]. Thus, an MF is the most suitable investment for the common man as it offers an opportunity to invest in a diversified, professionally managed basket of securities at a relatively low cost [10].

Changes in the economic condition, decreasing interest rates of bank deposits, impulsive nature of the capital market, and recent bitter experience of investors in making direct investment in capital market instruments facilitate the growing importance of MFs [11]. Looking at the stellar growth of the MF industry in India in the last decade, the number of investors showing interest in MF has also increased multifold. Still, it is not significantly high for a country like India, with such a huge population. Investment is a skillful art and every art has been accompanied by some experiences [12]. Nowadays, one can directly invest in MF online by exploring platforms. Many MF houses have launched the KYC option on their websites whereby a non-KYC compliant investor can visit the website, get KYC compliant and start investing in MF online immediately [13].

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A systematic Investment Plan (SIP) is a planned approach to investments and an investment technique that allows you to provide for the future by investing a small amount of money in a mutual fund scheme of your choice [14]. Different equity-based categories of MF schemes, such as large-cap, small and midcap, diversified equity, thematic, ELSS, and sector funds will be suited for SIP. [15]. Investing in SIP enables an investor to take part in the stock markets without actively timing them and can benefit by buying more units when the price falls while fewer units when the price rises [16]. The investors' should know how an MF operates and what should they expect from them, if they really want to benefit from this vehicle of investment [18]. In addition, it is important to investigate the need, preferences, and also to analyze the factors affecting the need of consumers.

In the present study, a survey is conducted among the investors who are investing in funds, and the analysis is done to find out the mode of investments options available, preferences while investing their money in equity funds through SIP, and investment decisions while selecting various funds.

The objective of the current study is enlisted as follows:

- To study the working of the Mutual Fund market.
- To study the mode of investments for equity-oriented Mutual Funds.
- To study the investor's preference while investing through the SIP route in equity-oriented Mutual Funds.
- To explore various criteria while selecting the investment options.
- To analyze the investment decisions of investors while selecting various equity schemes via SIP.

Literature Review

Dr S.M.Tariq Zafar et al.[19] analyzed the investor preference, influencing factor, and awareness in the Lucknow city by using the Chi-Square test on nine selected AMCs. It was suggested to AMCs that all the investigated and recommended points need attention and rectification with a prompt and judicious futuristic view.

Manoj Kumar &Dr. Yasir Arafat Elahi [20] dealt with investors' preferences towards MFs and equity shares. The study revealed two important suggestions for improving the attractiveness of capital market investment i.e. give more power to SEBI on investors' protection and improve transparency in investment operations.

Dr. Shantanu Mehta & Charmi Shah [21] analyzed the preference of MFs investors and performance evaluation of the preferred schemes. The major findings revealed the major factors that influenced buying behavior of mutual funds investors, sources that investors relied more on while making an investment and preferable mode to invest in the mutual funds.

Raja Rehanet al. [22] analyzed different demographic factors that impacted an investor's awareness towards MF and analyzed different factors that shaped the investor's perception and inclination of investment.

Deepak Chawla [23] presented an empirical analysis of factors influencing investment in MFs in India. It was suggested that the study might be replicated with the majority of respondents from the middle income and lower category belonging to Tier 1, Tier 2, and Tier 3 cities of India.

Amarjit Gill [24] investigated the factors that affected the decisions of Indian investors to invest in equity mutual funds. The study suggested that investment advisors must treat each investor differently based on age, gender and individual situation. They also need to understand the joint impact of investment expertise of investors, investor knowledge of neutral information, investor consultation with an advisor, and family size on the investment behaviour of Indian investors.

Research Methodology

In India, a small investor generally goes for such kind of information, which does not provide a hedge against inflation, and often, has negative real returns. MFs have come as a much-needed help to investors. Nowadays, different types of investment options are available for MF investors. At the same time, investment in the MF is to be considered as a long-term investment. The presented paper tries to understand the investment horizon by analyzing periodical investment options and investment duration. Firstly, the general background about the working of MF is presented in detail. Then, the detailed analysis is carried out by conducting the survey in the state of Gujarat for analyzing the various investment factors associated with MF.

Mutual Fund

The easiest way to invest in the stock market is by investing in MFs. The money in MFs is handled by a fund manager. He has a well-rounded knowledge about the stock markets and handles the investor's money as a professional. Assets, such as equities, bonds, and other financial instruments are some examples of what MFs invest in. MFs can actively or passively managed funds. In actively managed funds, the fund manager performs research to align the portfolio with the fund's objective. While passively managed funds replicate the index or benchmark.

- **Working of Mutual Fund**

Mutual funds are a type of investment scheme that pools together investors' money and invest it in different financial instruments, such as stocks, bonds, government securities, gold, etc. by the expertise of their appointed fund managers. These fund managers are responsible to generate the returns from the invested funds. Then such return is passed to the investors.

- **Types of Mutual Fund**

There are mainly three types of MFs. This classification is made based on the underlying assets.

- **Equity Funds:** As the name suggests, Equity Funds invest in the shares of different companies.
- **Debt Funds:** Debt funds are MF schemes that invest a major portion of the pooled corpus of money in debt or fixed-income instruments.
- **Hybrid Funds:** As the name suggests, hybrid funds are a combination of equity and debt investments.

Analysis

The survey of investors from the state of Gujarat was conducted. Considering the time and other resource constraints of the researcher, the total sample size of the MF investors was fixed as 280. A personal interview method was employed for collecting the needed information. The most commonly used tool to analyze the investors was Percentage. A demographic profile of the respondents is given in Table 1.

Table 1: Sample Demographics Characteristics

Demographic characteristics	Number of respondents (N=280)	Percentage (%)
Age		
< 25	47	16.79
25-35	94	33.57
36-50	92	32.86
51-60	32	11.43
>60	15	5.36
Gender		
Male	220	78.57
Female	60	21.43
Educational Qualification		
Higher Secondary	14	5
Under Graduate	98	35
Post Graduate	94	33.57
Professionals	56	20
Technical/Diploma	18	6.43
Marital status		
Single	52	18.57
Married	228	81.43
Occupation		
Business	30	10.71
Public or Government sector	75	26.79
Private sector	112	40
Retired	45	16.07
Self employed	18	6.43

Annual Income		
Up to 2,50,000	45	16.07
2,50,001–5,00,000	42	15
500,001–750,000	48	17.14
750,001–1,000,000	60	21.43
1,000,001-25,00, 000	85	30.36

- The next parameter was the sources of information to purchase the MFs. The analysis of the collected data shows that information from Agents / Brokers ranks First, Advertisement occupies Second position, newspapers, own information and family recommendations follow Third, Fourth and Fifth rank respectively. From this, it is clear that, among the different sources, Agents/Brokers Information and Advertisement occupy pre-dominant positions while delivering information for investment as compared to other sources.
- The frequency distribution of respondents to invest money in MFs is the next factor. The result shows that 31.43% of the investors invested for high returns, 30.36% invested for liquidity, 15% of respondents choose risk diversification, 6.43% of the investors invested for the reason of tax benefits, 5% of the investors chosen MF for future commitment in life, and least number of investors choose MF for other factors, such as child education (5%), marriage (4.26%) and wealth creation (2.14%). From the analysis, it is clear that most of the investors invest for the purpose of liquidity and high returns.
- Then the respondents were asked for the awareness of MFs. The analysis shows that most of the investors (78.57%) have high knowledge about MFs and their operations and only 21.43% of investors were not aware of procedural aspects.
- The respondents were then questioned for their investment preferences for various investment avenues they are willing to invest in the future. It could be derived from the results that investment in bullion (Gold / Silver) ranked first, followed by investment in shares, MFs, fixed deposits, post office savings, and real estate. The respondents gave their first preference to bullion because it is considered as safe heaven, and preference towards shares is because they are most liquid. Respondents' interest towards fixed deposits is high as they believe that their investment is risk-free. And the investment towards MF is increasing because of liquidity, diversification, cost efficiency, tax efficiency and safety.
- The respondents were then asked for the preferred mode of investment in MFs. There are three modes for investing in MF. Out of 280 respondents, 58.93% people opt for Systematic Investment Plan (SIP), 27.86% people opt for Lump Sum and 13.72% people go for the Systematic Transfer Plan (STP). Most of the investors prefer SIP because of convenience, rupee cost averaging and power of compounding.

Table 2: Preferences of Respondents towards MFs

Variable	Category	Number of respondents	Percentage (%)
SIP	Equity fund	212	75.71
	Debt fund	50	17.86
	Balanced fund	18	6.43
Scheme	Open – ended	212	75.71
	Close – ended	68	24.29
Mode of investment	One time investment	62	22.14
	SIP	218	77.86
Levels of investment	Rs. 100 to 5000	92	32.86
	Rs. 5001 to 10000	78	27.86
	Rs. 10000 to 20000	62	22.15
	More than Rs. 20000	48	17.14
Tenure of Investment	Below 1 year	48	17.14
	1-2 year	90	32.14
	2-5 year	84	30
	Above 5 years	58	20.71

Expectation of return from SIP investment	Below 10%	25	8.93
	10% to 20%	118	42.14
	21% to 25 %	88	31.43
	More than 25%	49	17.5
Preferred Scheme	New Fund Offer	66	23.57
	Existing schemes	214	76.42
Type of AMC preferred	SBI	48	17.14
	UTI	32	12.5
	HDFC	18	6.42
	Nippon	68	24.29
	ICICI Prudential	64	22.86
	Kotak	28	10
	Others	22	7.86
Risk appetites of investors	Low	208	74.29
	Medium	34	12.14
	High	38	13.57

- The analysis of important variables considered by the investors at the time of investment was the next question. It can be concluded that fund performance is the most important variable for investing. And it has been ranked 1st with 35%, fund asset size has been ranked 2nd with 24.29%, age of fund has been ranked 3rd with 16.07%, the sectoral fund has been ranked 4th with 11.43%, minimum investment has been ranked 5th with 7.86%, and load criteria has been ranked 6th with 5.36%.
- The investor level of satisfaction from the current invested fund was then assessed. In the survey, the question regarding the level of satisfaction from the AMCs was asked and found that 2.14% of the respondents are highly dissatisfied, 7.86% of the respondent are dissatisfied, 27.86% of them are neutral, 52.86% of the respondents are satisfied while rest 9.29% of them are highly satisfied.
- The respondents who have invested in both equity and debt through SIP were then tapped. In addition, in which equity-type, the investors have invested is also analyzed. 76.79% of respondents have invested in an Equity fund, whereas 23.21% of the respondents have invested in Debentures. From this, it was clear that the investors in equity are more compared to debenture.
- The respondents have highly invested in small-cap with 41.51%. The investment is low in large-cap (5.66%). There is mostly an equal investment in mid-cap (17.92%) and arbitrage funds (15.09%). The Focus funds are 19.81%. The investors investing in small caps are more compared to other types of equity option, investing in large-cap are low in number and equal in Arbitrage and Midcap.
- The contribution of investment towards equity is responded to by the respondents. The investors would have not invested completely in MFs but a part of the investment will be invested in Mutual funds or Equity. It was observed that the investors who have invested 10%-20% of investment in MFs are more i.e. 53.57%. The least is 5.36% where the investors have invested more than 30% of their investment, 28.21% of the investors have invested 20%-30% of their investment, and 12.86% of them have invested up to 10% of their investment.
- It is also important to monitor the investment to know the flow of the investment (i.e. is it in profit/loss) and observing its movement in the market. But, the results show that most investors (174) monitor their investment occasionally. The percentage of investors monitoring their investment occasionally is 62.14%, monthly is 17.14%, weekly is 13.57% and daily is only 10%. The investor who occasionally monitors their investment is more compared to others and the daily monitoring level is very low among investors.

Table 3: shows the analysis of investor choices of SIP of MF

Table 3: Customer opinion towards investor choice

Investor choice Factor	Frequency (N=280)	Percentage (%)
I made wise decision for investing in MFs	16	5.71
I invested more in benefited SIP	12	4.29
I have selected the SIP based on the plan, future and scheme	51	18.21
I invested nominal amount	39	13.93
I have invested in SIP after consulting MF experts	32	11.43
I have invest repeatedly in SIP	24	8.57
I recommend to others to invest MF through SIP	20	7.14
I examine different plan of the MFs	26	9.29
I pick up the plan from the mutual funds after long time	60	21.43

- The customer choice of the SIP and schemes was analyzed. It is inferred that the social, personal, economic, performance, advertisement, and risk tolerance factors are the highly influenced factors for SIP mode. But, the nature of the fund, role of advisor, company service, investment behaviour, cultural psychological factor, investor service and communication-related factors are the least influencing factors for the SIP.

Conclusion

Mutual Funds emerged in terms of versatility, variety, diversification, liquidity, and tax benefits. This paper presents a study of various MF related factors, such as investor preference, investment decision, and mode of investment available, investors in the Gujaratstate. It is noted from the analysis that the majority of the investors came to know the investment through Agents/Brokers and Advertisements. It is found from the analysis that MF investors gave more importance to high return followed by liquidity aspect while investing money for MF. Nearly 52.86% of the respondents are satisfied with MFs investments. The important reasons for choices of equity SIP are the social, personal & economical factors, performance, advertiser and fund manager's efficiency. The factors that affect the investment decision of equity SIP are the fund nature, company service, role of advisor and investor service. The study shows how appealing the MFs are to an investor, and the explanation for investing in MFs is the basis for the researcher's personal observation; the following suggestions have made changes in peoples' mindset about MFs as an investment avenue. In addition, the study would be helpful for the investors who want to enter into the capital market through SIP. The study only covers the Gujaratstate and also the sample is skewed towards respondents residing in cities. In future, the work will be extended by covering other cities of India for analyzing the MF factors in more detail.

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SECRETARIAL AUDIT UNDER COMPANIES ACT 2013: A STEP TOWARDS GOOD CORPORATE GOVERNANCE

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ABSTRACT

Secretarial Examination could also be a density study. It's a bit of full scale density the settlers during a connection. The Secretarial Examination could also be a prevailing mechanical party for marketable density the settlers, done by a free expert and it assists with guaranteeing glowing astonishing evaluations when resistance is seen and thus the similar is finished by confirmation of records and reports to look at density with the strategies of varied laws and rules/ enterprise, keep of books, records, then forth, to make sure that the association has conversant in the important and procedural arbitrary pieces and also followed due processes. The thing of the Examination is to form sure the interests of the guests, delegates, pay, and climate and thus the chiefs and specialists of the union and to stay down from any inept credible exertion by the law- completing work surroundings and different people too. The marketable locale consists by a frustrating catch of laws, rules and rules. a couple of of confederations that have fallen gotten out had submitted violation freed from different authentic outlines and perceived the shifting Board and different cycles examined within the businesses Act.

KEYWORDS: *Observances, Unwarranted Pukka Exertion, Vital Administrator Staff.*

Introduction

The marketable area is attended by a protean catch of rules and rules. The guaranteeing of law isn't agreeable their useful prosecution is significant. A multitudinous confederations that have fallen gotten out had submitted violation free of different methodologies and shown maximum inconsideration for various board and different cycles contemplated in confederations act. There is no structure to actually take a glance at the viscosity of strategies of various laws material to cooperation. There was a requirement of system which guarantees that the association has shaped with the authentic and procedural conditions what's a further guarantee that the Board and different cycles and viscosity corridor are solid, on a light explanation by a free expert. Secretarial Examination will fill the vacuum which ahead long exists within the space of genuine viscosity the board. Section 204 (1) of Companies act 2013 presents the shot at secretarial review report by coalition clerk at long last. This is often often another part and wishes to provide that every recorded cooperation and confederations having a spot with proposed class or classes of confederations will add-on a secretarial overview report given by a corporation Secretary eventually with its Board's report.

Meaning

Secretarial Examination is viscosity review; it is a little bit of firm viscosity the board in an association. The Secretarial Examination could even be a prevailing gimmicks for marketable viscosity the settlers. It guarantees obliging steady evaluations when inhibition is seen. Relationship of interest of records and reports to really inspect viscosity with the ways of various laws and rules/ structures, keep of books, records, then on by a free fit guarantee that the conspiracy has agreed to the veritable and procedural conditions and besides followed due processes.

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Applicability

As shown by portion 204 of Companies Act 2013 read with Companies (Appointment and Remuneration of Managerial Personnel) Rules 2014 holding quick to confederations are reckoned on to urge Secretarial Examination Report from free Rehearsing Company Secretary.

- Every recorded cooperation
- Every public cooperation having settled up capital of Fifty Crore Rupees or further
- Every public coalition having development of 2 hundred Fifty Crore rupees or further

Secretarial Auditor

A corporation Secretary in Practice has been allotted the control of Secretarial Auditor in region 2 (2) (c) (v) of the corporate Registers Act 1980, which is that the standard rule out the state, killing' Secretarial Examination's an area of designing. Rehearsing Company Secretary is that the suitable, fit and befitting suitable to steer Secretarial Examination. Rehearsing Company Secretary could even be a vastly express expert in problems with real, procedural and reasonable points of view related with befitting observances under marketable laws. Solid information base makes PCS a competent expert to steer Secretarial. There is no particular arrangement within the Act concerning system of Secretarial Auditor. All goods considered, the planning are often made either in Board or General Meeting. The arrestment points and hypothetical concerning strategy of secretarial judge are becoming to be same as suggested in Companies Act 2013 with reference to genuine editorialist. Secretarial Adjudicator will have the arrestment focuses generally and commitments as given upon the important Auditor of the corporate in principally a consistent manner as quarter 143 of the Act

Need and Benefits

The secretarial Examination is continually within the upper interest of every marketable relationship as a free suitable will affirm that the association has completed the observances under the Act. This may additionally serve the farther egregious decoration of the cash related mates, banks and workers. The Secretarial Examination is often a prevailing due convenience practice for the pushing toward acquirer of an association or interest or a typical shot mate. It guarantees the possessors that connection and problems with the coalition are being driven by basics of laws, which the possessors' stake isn't being comfortable with vain pitfall. The secretarial study can help bodies with cherishing SEBI, Stock Exchanges, Financial Institutions, Banks, then on to determine or assess the degrees of viscosity and square by the regard to whom they're concerned.

Paradigm Shift

This is often often often new system which wasn't there in Companies Act, 1956. The shot at "Secretarial Examination's a thought presented within the companies Bill, 2012 and took on by Companies Act 2013 at any rate the businesses Act, 1956 obliges a viscosity exposure of trend by a corporation Secretary eventually and joined to Board Report by express class of Companies. Consistence Certificate is an assertion given by a Rehearsing Company Secretary subject to the evaluation of records given by the corporate, for that concerned cash related time to the financial abettors of that Company, passing thereon whether the corporate has agreed to different approaches of the businesses Act, 1956 as immense now and again or not. It's an examination of observances of the connection under the businesses Act, 1956 in regard of these systems which are banged out under the said Act. The massive changes made by the businesses Act, 2013 are:

- every single recorded cooperation and similar confederations having a spot with a category as could be maintained with, will have the Secretarial Examination done by a corporation Secretary eventually and thus the report thereof are becoming to be added with the Board Report,.
- Board of Directors, in their report, will clarify fully, any arrestment or data or different commentary made by the corporate Secretary principally in study report.

An arrestment within the Secretarial Inspection Report might start an interference of sound need under Companies Act and different laws and would, along these lines, be monster, particularly consistent with a real standpoint. As shown by Section 204 of the businesses Act, 2013, the outlines help Secretarial Inspection are as displayed by the going with:

- Every recorded cooperation and a conspiracy having a spot with other class of relationship as could be honored will add-on with its Board's report a Secretarial Examination Report, given by a corporation Secretary in Practice, in similar enhancement as could be proposed.
- The conspiracy are becoming to be obliged to provide all help and dealing surroundings to the corporate Secretary in Practice for assessing the secretarial and affiliated records of the cooperation.
- The Board of Directors, in their report will clarify fully, any limit or sharpness or different commentary made by the corporate Secretary in Practice in his report

Scope of Secretarial Audit

A secretarial judge must check observances by the connection under the going with laws and rules made there under; the businesses Act, 2013 (the Act) and thus the principles made there-beneath.

- The Securities Contracts (Regulation) Act, 1956 ('SCRA') and thus the principles made there-beneath;
- The Magazines Act, 1996 and thus the Regulations and Bye- laws showed there-beneath.
- Exchange Management Act, 1999 and thus the principles and rules made there-beneath to the degree of Foreign Direct Investment, Overseas Direct Investment and External Commercial Borrowings.
- The clinging to Regulations and Guidelines proposed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act')-
 - The Securities and Exchange Board of India (Substantial Acquisition of Shares and Appropriations) Regulations, 2011.
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 - The Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2009; and.
 - The Securities and Exchange Board of India (Buyback of Securities) Regulations, 1998.
- Secretarial Morals gave by The Institute of Company Registers of India.
- The Listing Agreements went into by the corporate with stock market (s), if material viii. Different laws as could be material explicitly to the cooperation.

Audit Report

It need to beinstructureno.MR-3 (pursuant to Section 204 (1) of the businesses Act, 2013 and Rule 9 of the businesses (Appointment and Remuneration staff) Rules 2014). The Secretarial inspector must clarify observances of

- the businesses Act, 2013 (the Act) and Rules made there under;
- The Securities Contracts (Regulation) Act, 1956 and rules made there under;
- Exchange Management Act, 1999 and thus the principles to the degree Foreign Direct Investment, Overseas Direct Investment and External Commercial borrowings.
- The Magazines Act, 1996 and rules and bye- laws opened there under.
- Colorful principles and rules under Securities and Exchange Board of India
- Different laws as could be material unequivocally to the corporate. Further, assessment and observances of Secretarial guidelines gave by the Institute of Company Registers of India and on approaches of Listing Agreement.

Comments of Report in Board of Directors Report

Consistent with plans of Section 134 (3) (f) of the Act, the Board of Directors are reckoned on to provide interpretations or reflections by the Board on every arrestment, reservation or gravely planned comment or disclaimer made by the corporate Secretary principally in his secretarial review report.

Jurisdiction of Companies Act and MCA to take Action

Presently the mentioning emerges whether if there should be an event of resistance revealed by CS in its report with reference to assembled behaves like work laws, charge assessment laws and normal laws, the Registrar of Companies or MCA is enabled to form an appropriate move against the corporate or its experts in defaults under these laws. Easily the ROC or MCA can't make any move against any anomaly or defiance of various laws almost Companies Act, therefore in such an opportunity whether MCA will report the affect other working Agencies to form a befitting move or even the matter terminations also and awaiting this is often often the case what could be the utilization of design of various laws. It is also a business "Whether or not MCA is over mooching its quarter to hide or report the viscosity or interference of various laws'. Whether or not uncovering of various laws is authentically under ways of Companies Act, 2013 when there are unambiguous laws and establishment and there is separate relationship to report consequently. It's presently a mentioning should be explained by MCA and ROC.

Punishment for Default

As shown by Section 204 (4) of Companies Act 2013 bearing an cooperation or any power of union or the association clerk by and large conflicts with the ways of area 204 of the show the association each power of association or the association clerk soon who's in dereliction are becoming to be suitable with fine which won't be under 1 lakh rupees and can communicate 5 lakh rupees.

Present Scenario

The secretarial study could even be a stage towards amazing connection the wastes of heads got to report observances of other applicable laws and wish should be attended. Consequently board will attend critical remedying lengths correctly provoking remarkable marketable connection. Anyhow there could even be capacity on appraisal on congruity of express laws within the secretarial review report because the game plan is incredibly wide and covers indeed cash related overview. The equity is astonishing alliance yet posting of various laws isn't depicted unequivocally. No secretarial geek is within things to steer overview of all responsibility appraisal, standard, work and affirmed laws and report its manacle in its report. No secretarial geek can lead review of typical laws, energy layout and nonsupervisory laws. Such a check is out of space of coalition clerk. The shot at MCA is to be drawn on explaining different laws.

Conclusion

In the point of view show of secretarial overview could even be a welcome enhancement the secretarial examination will help the marketable viscosity position and a stage towards amazing marketable connection it'd go easily as a lookout for fakes. it'd lessen how important charges by Govt. what's authentically following case considering inhibition with the systems of marketable and commissions laws, correctly abating weight on Courts in important an equivalent way as open finance. It go putatively as a preplanned check to form sure that the Board cycles and viscosity plans of the Co. are unthinkable in like manner making conviction among the financial mates, the credit truly important informed specialists and different mates in the Co., aside from allowing tone rule and expert discipline in confederations. Anyhow layout of other befitting laws should be changed to the degree of unambiguous viscosity of express plans of law. The map of secretarial review report are becoming to be changed to line viscosity of express systems of law instead of generating substance of various laws.

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CRITICAL EVALUATION OF OCCUPATIONAL STRESS ON EMPLOYEE PERFORMANCE: WITH SPECIAL REFERENCE TO STATE BANK OF INDIA IN JAIPUR, RAJASTHAN

Dr. Poonam*
Khushboo Sain**

ABSTRACT

In the present times, most of the organizations are focusing on the development of human capital and in order to do the same they are required to keep the pace of their work profile on a positive track, this is not an easy task because every individual is having different personality and traits; in the same manner taking appropriate steps to deal with job related stress may also differ. As a matter of fact, on the strategic level the organizations may float common policies for all the employees but then again care is required to be taken at the level of individual employees. Here the organizations are required to understand the root cause of stress and deal with the same accordingly. This present study will evaluate the stress condition in case of bank employees, the researcher has considered the State Bank of India and the respective branches of the same in Jaipur, Rajasthan. This is a primary data based study and 200 employees from all levels of management were taken into account, Chi Square test is used to analyze the data.

KEYWORDS: *Employee Stress, State Bank of India, Occupational Stress.*

Introduction

Stress is a mental condition originated by internal or external environment. This can be the part and parcel of the personal life of people and even professional life. If the professional or occupational dimension of stress is considered it can be stated that it is having indirect effect on the working of the employees and again this is going to adversely affect the performance of the organization in totality. In the present scenario market conditions are very competitive and to remain at an upper edge companies are required to prove their performance in the eyes of customer, for this the companies need to depend on the workforce they are having.

As a matter of fact the survival of a given company is directly or indirectly dependent on the proficiency and capability of the respective employees. If the valuation of the company is increasing in the market or the company is diversifying to a different market or product pressure is increased on the employees, as they need to perform at the edge of their capability and here the component of stress creeps in i.e. any increase in the work load may cause some amount of imbalance in the professional and personal life of a given employee and this imbalance is the base reason for the occurrence of occupational stress. **Kazmi (2008)**

In the above given situation the responsibility of the management increases and they are required to take care of their employee in the form of motivation, recognition, sponsored tours, benefits, incentives, etc. in some of the cases these tools may make some difference but overall responsibility lies with the strategies and policies of the organization. **Sharmila (2012)**

In a more elaborated form the occupational stress is the part of an individual's job. In a broader term it is common phenomenon and vary with the condition of extreme working, job related challenges and other related experiences. Then on the other hand job related stress can also be considered as situations

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where the unavoidable factors of job have a negative interaction with the psychological or physiological conditions of the employees and this phenomenon is certainly going to exert some or the other effect on the performance and productivity of the employees. On the other hand, under such conditions a given employee may deviate from the normal course of the job and start to look forward to change the job or may be the tendency of absenteeism increase. **Bhatt (2013)** there are a number of related components to the same because if the pressure of job is increased or the level of expectation is increased, a given employee has to extend his or her capability and related resources to meet the same. As a matter of fact some amount of stress already exist in all kind of jobs but this is the responsibility of management look forward that this condition may not take a different shape in good faith of the employees.

Major Risk Factors		Health Outcomes
Gender		
Education		
Working Conditions		Depressive Symptoms
Job Security		Cognitive Anxiety
Social Support		Burnout
Over Commitment	Work Related Stress	Psychological Complaints
Role Erosion		Health Complaints
Knowledge/Awareness		Psychiatric Disorder
Responsibility		Visual Discomfort
Job Demand		
Working Shifts		

Figure 1: Effect of Stressors on Employees

In any form of stress there are three related components i.e. stressors, stress and strain **Francis et al (1982)** here the term stressors can be defined as the effect of external environment like poor relationship with colleagues, excess work load, situational experiences of the employee, improper supervision, etc. **Kayastha (2012)** Stress can be considered as an outcome of stressors and in the long run these components may bring a serious harm to the mental health of the individual and financial health of the organization. **Sauter et al (1998)** the next stage is strain that is raised due to the certain extent of stress and this strain describes the long term effect of stress to the human body and also includes a number of psychological outcomes in the form of extended anxiety, depression, etc.

This present study will evaluate the situations and outcomes of perceived stress for the employees of bank, the researcher has chosen the banking industry because job in a bank require high level of alertness and vigilance on one hand and on the other hand job related targets are going to express the stress levels of the given employees. The researcher has observed the various branches of State Bank of India in Jaipur, the capital city of Rajasthan and focused on the front line workers of the same. This will be primary data based study and the outcomes of this present study may be used as a base of forthcoming studies in the same domain.

Literature Review

Oginni et al (2013) conducted a study on the banking industry of Nigeria, findings of the study stated that major stressors for the bank employees were personal problems of the employees, policies of the organization and related institutions, work related materials, other environmental issues and even security of job. Most of the respondents stated that job security and organizational policies were the most recent job related stressors and on the other hand some other respondents stated that less involvement in decision making, variation in work life balance were the main causes of stress.

Sharma et al (2015) this study was based on the bank employees working in Indian public sector banks, the study was focused on frontline employees of the selected banks. The findings of the study stated that role stressors were the main cause of employee stress and in case of public sector banks in India, management is least interested in taking care of such issues. As a matter of fact some initiatives were taken in case of State Banks of India, but they were not sufficient enough to find the solutions of stress related problems of the employees, as these stress buster modules were optional i.e. not compulsory for all the employees.

Hassard et al (2017) in the recent times, the whole world is moving towards global economy, markets are demanding for liberating the rules and duties for the ease of business and trade at international level. This system has brought a gradual change in the due process of production and offering of services on the other hand demand for more professional skilled workers is increasing in the market, apparently pressure is increasing on the existing workers of the given companies, operating at national and international level. As a matter of fact it is becoming difficult for the employees to cope up with the increasing demand of the of the market and respective employers.

Kaur et al (2017) the researchers conducted a study on the stress levels of bank employees in Delhi and Punjab, the sample size of the study was 200 and descriptive research was used in the study. Findings of the study stated that in the recent times a number of changes were brought about in the organization of banks and their working styles, these changes have brought about rigorous effects on the working style of the employees and their basic job orientation. As a result the employees are facing stress conditions and effect of the same can be seen on the financial health of the respective organizations. The main issues identified were new technologies and structure of banking industry.

Research Gap

In most of the previous studies, occupational stress and employee performances are evaluated separately; there are only a few studies where these two are analyzed together. This present study will make substantial addition to the respective field of study. On the other hand these two components are not much researched w.r.t. banking industry, what so ever research is available, are based on comparative analysis; this present study will evaluate the same on the basis of public sector bank only i.e. State Bank of India.

Objectives

The main objective of this present study is to evaluate the situations and outcomes of perceived stress for the employees of bank, this particular topic is selected as because the jobs in a bank require high level of alertness and vigilance on one hand and on the other hand job related targets are going to express the stress levels of the given employees. This can collectively be claimed as occupational stress, this present study will evaluate the same and present admissible results.

Hypothesis of the Study

- H₀:** There is significant similarity in the perceived stress conditions of the bank employees, as far as basic stressors are concerned.
- H₁:** There is no similarity in the perceived stress conditions of the bank employees, as far as basic stressors are concerned.

Research Methodology

Data Collection

The above given peripherals of the study indicate that the overall structure of the study will be based on primary data and on the other hand the researcher has considered the firsthand information from the respondents of this study to reach the final conclusion and recommendations. Also, the researcher has considered some amount of secondary data to reach the final assumption and framing of hypothesis. On the otherhand, the secondary data has also been concerned to find the trail of literature review. To a certain extent the researcher has evaluated a number of research papers and findings of the studies conducted in this regard.

Looking at the basic nature of the study the researcher has focused on the selection of different branches of State Bank of India in the capital city of Jaipur in Rajasthan. Then also the frontline staff was the main line of action dealing with the backend operations of the banks and finding the solution to the issues related to customers. As a matter of fact, they are answerable to the bank as well as to the customers.

Sources of Secondary Data

- Research papers from the journals of national and international repute,
- Newspaper articles
- Various web resources
- Website of Reserve Banks of India and State Bank of India
- Previous studies in the same area

Sample Selection

Total sample of the study appeared to be 150 respondents; the researcher has considered front line employees from the main branches of the respective bank, where the total strength of the employees was 475. Apart from some of the front line, employees all were taken as sample hence the study was converted in a complete enumeration study in place of sample study.

Tools of Data Collection

Researcher has prepared a detailed questionnaire to contact the respondents and the mode of contact was face to face. In order to save the time and get precise responses, most of the questions were based on 5point likert scale other than this following type of questions were included in the questionnaire:

- Dichotomous questions
- Indirect questions
- Questions on alternative basis
- Open ended questions

Statistical Measure

- Chi Square test.

Tools of Data Processing

- SPSS Ver. 23.0

Data Analysis and Interpretation

- Test Results

Chi Square test								
Stressor 1 (Working Environment)								
On the basis of Age				On the basis of Gender				
	Working conditions are comfortable	Support of Supervisors	Bank policies are favorable	Working hours are comfortable	Working conditions are comfortable	Support of Supervisors	Bank policies are favorable	Working hours are comfortable
Calculated Value	1.101	1.091	1.109	1.108	.320	.230	0.105	0.466
Table Value	1.154	1.605	2.101	1.711	2.125	1.911	1.099	1.901
Stressor 2 (Role distress)								
On the basis of Age				On the basis of Gender				
	Job profile is changing rapidly	Work desks are changing without prior information	At times senior desks are given	Profile of the employee is imperative	Job profile is changing rapidly	Work desks are changing without prior information	At times senior desks are given	Profile of the employee is imperative
Calculated Value	1.106	1.119	2.108	3.192	2.187	2.351	1.149	2.370
Table Value	2.016	1.577	2.199	2.153	1.681	1.014	.198	2.319
Stressor 3 (Organization Policies)								
On the basis of Age				On the basis of Gender				
	Organizational policies are in favor of frontline employees	Most of the policies are welfare oriented	Policies of the organization use to restrict personal judgment	Promotion and Transfer policies are fair	Organizational policies are in favor of frontline employees	Most of the policies are welfare oriented	Policies of the organization use to restrict personal judgment	Promotion and Transfer policies are fair
Calculated Value	1.711	1.413	2.349	2.353	.349	.125	.239	.106
Table Value	1.901	2.171	2.199	2.919	3.189	2.019	2.218	2.311
Stressor 4 (Personal Issues)								
On the basis of Age				On the basis of Gender				
	Able to give proper time to family	Work life balance is maintained	Quality of work life is proper	No problem in time adjustments	Able to give proper time to family	Work life balance is maintained	Quality of work life is proper	No problem in time adjustments
Calculated Value	.562	.107	.129	.459	.128	.129	.781	.345
Table Value	2.089	2.067	3.898	2.169	2.119	4.019	1.012	2.018

Interpretation

The researcher has considered following job related stressors:

- Working Environment
- Role Distress
- Organizational Policies
- Personal Issues

The main focus of the analysis was on finding the responses of the selected sample respondents on the basis of these stressors. The researcher has considered Chi square test for finding the variation between the responses of the selected samples. The interpretation of the above analysis is given on the basis of stressors also the researcher has taken Age and Gender and independent variables.

Stressor 1

Working environment is one of the important components in terms of job related stress as the frontline employees of the organization are directly dealing with the same. In the present research working conditions, role of supervisors, organizational policies and working hours. In most of the cases the difference between calculated value and table value is not significant i.e. the level of variation is low in both the values. Rather on the basis of gender the level of variation is high this states that the level variation among the responses of male and female is high. It is not so that females are not acquainted to the pressure of job rather they are having a number of other responsibilities to take care of and there might be some amount of dissatisfaction in the females.

Stressor 2

Role reversal and role distress are the main issues related to job related stress as in case of Banks there is a possibility that one desk may rotate to a number of employee in a given period of time. Most of the times this is happening with prior information to the employees but then again on the basis of increasing and decreasing service rate of customers these positions use to change at a faster rate. In the above analysis, level of variation is not high for most of the cases, apart from the handing over of senior desks to the frontline employees, even after prior training frontline employees are not willing to handle these desks, specially female employees.

Stressor 3

Stressor 3 is the organizational policies, in case of state bank of India and the respective branches, all the policies are made at the level of headquarter and followed thereof. As SBI is a public sector bank, hence the welfare of public and even customer is the major concern. Some of the policies are standard in case of respective follow-ups and some other are at the description of branch heads i.e. are to be followed as and when required. In the present analysis there is minimum variation on the basis of age and some amount of variation on the basis of gender. On the basis of results it can be stated that on the basis of gender there are certain amount of apprehensions i.e. females are having less intensity of job change or transfers but inc case of males this stride is more prominent.

Stressor 4

Personal issues of the employees use to play a vital role in case of job stress and in case of bank employees the real time pressure on the employees is enormous, in case of both the public and private sector banks. As can be seen from the above given table of analysis it can be seen that for the issues like work life balance, quality of work life, family time, etc. the significance value is higher which shows that in case of bank employees, they are able to keep a balance between their work profile and job profile. On the basis of both the components i.e. age and gender the results are favorable so it can be said that personal issues of the respondents were well taken care by them and in any given case minimum issues are created in this respect.

Result

On the basis of above analysis and interpretation it can be stated that on the basis of common stressors the level of perceived stress is common for most of the employees, hence the null hypothesis 'There is significant similarity in the perceived stress conditions of the bank employees, as far as basic stressors are concerned' can be accepted and the alternate hypothesis can be rejected.

Conclusion

For most of us stress is a mental condition and by the passage of time it can be dealt with, but when it comes to the professional level or at the corporate level this 'mental condition' changes its orientation and becomes a common phenomenon of interest for both the employees and employers. This is a well known fact that the personality of each and every individual is different and same is the level of stress. Some of the people can consider a drastic situation very easily and some others may find difficult to decide on basic things. By the way, at the corporate level Working Environment, Role Distress, Organizational Policies and Personal Issues, etc. are having a number of associated impacts on the work profile and personal considerations on a given set of employees. Any sort of imbalance between these aspects may create gradual issues that may affect the financial and revenue position of the organization.

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CONSUMER PERCEPTION TOWARDS PRIVATE LABEL BRANDS IN BHILWARA CITY

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ABSTRACT

As maturity of the present day consumers are considering brand as an important element in their choice of decision while coping, it's veritably important that merchandisers should subsidize on the type of brand that they're offering to the consumers. Both private Label brands and public brands have their own advantages and disadvantages over each other substantially in terms of pricing and quality factors. But the main motive the consumers are looking forward is to buy a product which would effectively satisfy their wants and needs. However, they would buy it irrespective of whether it's a private Label brands or a public brand, If they find a product which would satisfy their requirements effectively. Indeed the price of the product may not be a major factor in such a case. The up spanning growth of economy not only bring changes to our buying environment but also have an impact on cost of living. So people come conscious about the price and quality of the product before they buy and numerous go for the offers and elevations made by E-Commerce spots which gives a tough competition to original retail stores also. Then the private Label brands also start to capture the request share in each member similar that they're cost effective and acts as indispensable to public brands. This paper will explore the client perception of Private Label Brands in Bhilwara City and focuses on factors similar as price, quality, value, quilting, store fidelity and identifies the benefits and difference between the Private Label Brands and public brands. The study was made in and around Bhilwara City (from July – Dec 2021), Rajasthan with the sample size of 100 with a well-structured questionnaire. Data were collected and statistical tools like percentage analysis, weighted average analysed were used.

KEYWORDS: Customer Perception, Brand Choices, Bhilwara City, Value for Money, Point of Purchase.

Introduction

In general brand is used to identify the product in terms of name, totem, sounds, tagline, colour and symbols, this act as a communication between the product and consumer. So called "private Label brands" are products, manufactured by a company and vended under the retailer's name. Those private Label brands products, which are vended only in specific stores of a chain are also called "store brands", "own brands", or "home brands". Encyclopedically, the private Label brands retail request is extensively shattered. While Europe recorded shares of private Label brands in the retail request of as important as 30 percent, the APAC region had a share of only about four percent.

The Indian Private Label Market¹

India's retail request had a request value of 950 billion U.S. bones in 2018 and is anticipated to grow up to further than 1700 billion bones by 2026. Private Label brands within the Indian retail request

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¹ <https://www.statista.com/topics/8166/private-labels-in-india/#dossierKeyfigures>

had a rather small share of the request but rose to new significance through its recent growth. Private Labelbrands companies reckoned for a advanced growth than other types of manufacturers. Large retailers similar as the retail- sect of Reliance Diligence Limited grounded their business significantly on the retail of private Labelbrands.

Private Label Brands: Brands without Branding¹

The main challengers of private Labelbrands are ingrained products. While a brand label gave consumers the feeling of trust into the product, private Labelbrands move through lower prices. Retailers prefer private Labelbrands through easy customization and therewith easier response possibilities to recently arising client requirements. High investments into brand structure or brand marketing are inapplicable factors for the growth of private brands.

Private Brands among Product Categories²

The FMCG sector has traditionally been a sector with advanced shares of private brands products as taste is more variable among every- day products. Especially among grocery retailers the share of home brands contributes significantly to the product portfolio. The focus on brands is more dominant in case of the purchase of durables. Along with the growth of ultramodern trade,e-grocers similar as BigBasket came a well- known private brands retailer. High reprise purchase shares promised a durability of growth.

The Textile Industry of Bhilwara

The artificial city of Bhilwara, positioned in the Mewar region of Rajasthan, is a notorious mecca for fabrics in India. The cloth diligence of the Bhilwara quarter displays an periodic growth rate of 8 to 10 percent and are extensively popular for exporting cloth products like synthetic yarn, woollen goods, cotton yarn, and fabrics. The import sectors which comprise the manufactories of Bhilwara cost a sum ofRs. 1300 crores per time. With cloth being the main assiduity in the quarter, the area has further than 400 manufacturing units, making it a major cloth centrespecialising in synthetic fabrics for trousers.

Textile operations similar as spinning, weaving, and processing are carried out in the manufactories in Bhilwara and hence the assiduity is also the largest employer in the unorganized and systematized sector, with over existent working in the sector to boost the state's frugality. The quarter is a home to as numerous as 16 spinning manufactories in a large sector along with 5 open spinning units, which manufacture around two lakh tonnes of polyester/ viscose and cotton yarn every time. With such a large product churning out per annum, Bhilwara quarter alone is said to meet 44 percent of the State's yarn product capacity. Easily the quarter of Bhilwara has a huge eventuality and is a popular cloth destination not just in the country but is also gaining traction in the transnational request because of its huge import request.

Review of Literature

Abhishek, Abraham Koshy (2008)³ Paper states that Private LabelBrands had seen an emotional growth in once many decades. Though, originally private Label brands (PLBs) had a low-priced strategy, retailers made sweats for serious quality advancements in recent times. Still, they've continued to suffer from poor quality comprehensions. Former exploration dealing with quality comprehensions of store brands didn't adequately examine the ways to ameliorate the quality comprehensions of private Label brands. The paper examines how retailers can impact the quality comprehensions for private Labelbrands (PLBs) by furnishing fresh information cues to the guests. The nature of fresh information cues may have discriminational impact on quality comprehensions of private Label brands (PLBs) vis-à-vis public brands. The paper proposes foreign high compass cues – in form of manufacturer's name and public quality marker – to ameliorate the quality comprehensions of private Label brands. Likewise, the familiarity of the product may impact the quality comprehensions, accordingly impacting the purchase decision. The paper also proposes discriminational impact of information cues across different product orders on quality comprehensions of private brands.

Gianfranco Walsh et.al., describes perceived value of the private Label brands (PLBs) by guests as high quality under low cost, this acts as a key by which client are attracted by the private Labelbrands.

¹ <https://www.statista.com/topics/8166/private-labels-in-india/#dossierKeyfigures>

² <https://www.statista.com/topics/8166/private-labels-in-india/#dossierKeyfigures>

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Siti Nurafifah Jaafaret.al., measures the consumer perception of over the store brands in Malaysia that people see the store image, price, quality and the exploration focuses on food products. Then the price is the main ideal of people who perceive the private Label brands, the deals goes up by once experience and referral marketing by people.

Jane Boyd Thomas et.al., explores the factors that impact the purchase of private Label brand and public brand in vesture. Though the public brands are expensive and fashion rich the PLBs offers the same trend of fashion wears at low cost and is made seductive.

N. Kakkosel.al., identifies the purchase intention of client and brings out the data as the people who are brand conscious and who seek social status move with public brands and the people familiar with store brands and price conscious move towards the private Label brands.

Carmen Abrilel.al., describes the marketing blend of the Private Label brands (PLBs) and public brands in terms of the announcements, price, distribution, display positions. The study shoes that the in- store communication and price effectiveness determines the deals of the private Labelbrands.

Lakshmi Nairdescribes how the Private Labelbrands (PLBs) change the consumer's perception substantially in the order of food and grocery indeed there are numerous pious guests for the public brands and its quality.

Chirag B. Rathod et.al., studies the cerebral factors that impact the client to buy private Label apparels, among which the quality, value, price and the fidelity over the store acts appreciatively that makes the client to switch to the private Labelbrands.

Rajiv Vaidyanathan explores that how the retailers vend Private Label brands (PLBs) using the public brands as an component by which the public brands are used to attract the client and are tempted by the store brands price and quality.

Paul C.S. Wumeasure the effect of Private Labelbrands (PLBs) in medicine store that how the store image, band image and service quality fairly increase the trade of Private Labelbrands (PLBs) and bought the fact that store value, service quality have a direct relation in decision timber of consumer.

Objectives of the Study

- To find out the customer perception about private labels brand in Bhilwara City.
- To identify the level of preference towards private label brand products in Bhilwara City.

Hypothesis

- There is no significant relationship between the customer perception about private brand labels and age of customer in Bhilwara city.
- There is no significant relationship between the customer perceptionabout private brand labels and Income of customer in Bhilwara city.

Research Methodology

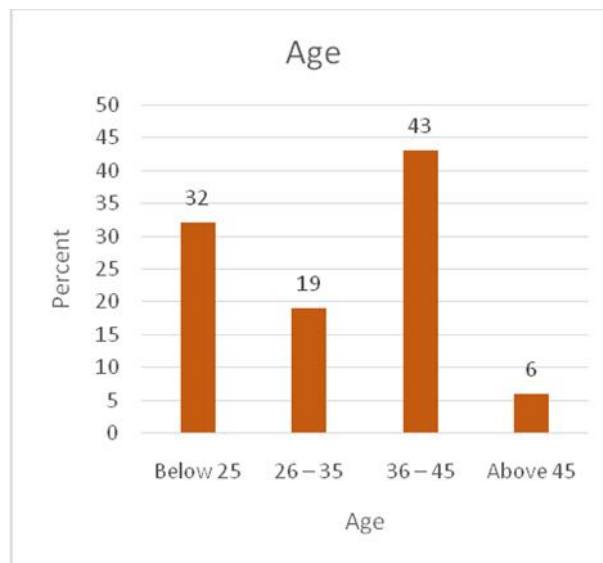
The present study of this exploration paper related to the client preference towards the private brands than manufacture brands and to identify the client perception about the private brands at the retail store. The exploration paper substantially conducted to identify colorful factors told the buying geste of the private marker. This study substantially fastening on client motivated factors to elect the private brands and enables the experimenter to find out the satisfaction position of the client about private brands and also their anticipation about private brands and intended to identify the pricing difference between private brands and manufacture brands.

The design of this exploration paper is descriptive and academic in nature under which the experimenter used questionnaire as an instrument to collect the primary data through the particular interview of check system and secondary data for the literature review. Convenience slice fashion has been espoused by experimenter for this paper study which is a non probability slice system. The statements correspond in the questionnaire prepared by the experimenter. In order to collect the primary data, the experimenter used convenience slice system due to unknown population of this study. The study was conducted during the period of July 2021 to Dec 2021. The exploration holds a sample size of 100 from the colorful corridor of Bhilwara quarter. The collected data is reused by the way of rendering, editing and tabulation and anatomized with the help of statistical tools similar as chance system, weighted average score analysis and correlation analysis.

Results and Discussion**Demographic Factors in Bhilwara City**

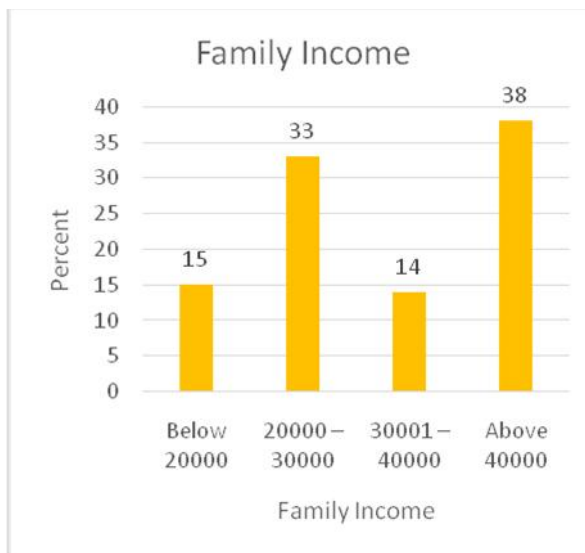
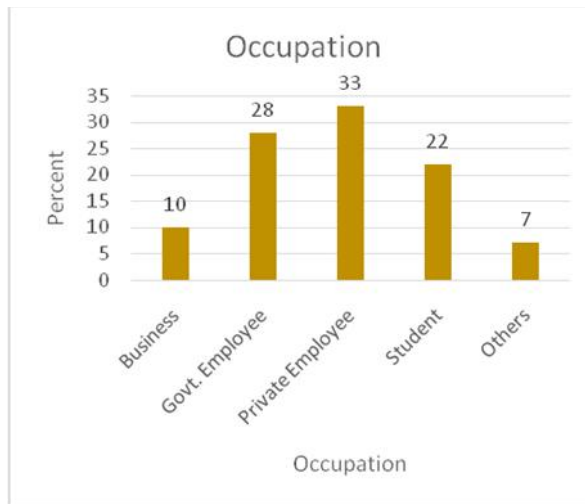
		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25	32	32.0	32.0	32.0
	26 – 35	19	19.0	19.0	51.0
	36 – 45	43	43.0	43.0	94.0
	Above 45	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	58	58.0	58.0	58.0
	Female	42	42.0	42.0	100.0
	Total	100	100.0	100.0	



Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	10	10.0	10.0	10.0
	Govt. Employee	28	28.0	28.0	38.0
	Private Employee	33	33.0	33.0	71.0
	Student	22	22.0	22.0	93.0
	Others	7	7.0	7.0	100.0
Total		100	100.0	100.0	

Family Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20000	15	15.0	15.0	15.0
	20000 – 30000	33	33.0	33.0	48.0
	30001 – 40000	14	14.0	14.0	62.0
	Above 40000	38	38.0	38.0	100.0
	Total	100	100.0	100.0	



The AboveTables exhibit that the majority of people lie under the age of 36 – 45 (43%) and followed by the age group of below 25 (32%)in Bhilwara City.Under the age group of 26 – 35 (19%) and in the age group of above 40 (6%). Among the 100 respondents there are about 58% male respondents and 42% female respondents in Bhilwara City. Regarding the occupation 10% respondents are business people, 28% people are Govt. employees and majority of people are private employees 33%. Remaining 22% are students and 7% belong to other occupation category in Bhilwara City. Under income range 38% of respondents fall have an income of above 40000, 33% respondents have income of 20000- 30000. 15% of respondents hold an income of below 20000 and 14% have 30001-40000 in Bhilwara City.

Purchase frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	6	6.0	6.0	6.0
	Frequently	36	36.0	36.0	42.0
	At times	38	38.0	38.0	80.0
	Rarely	20	20.0	20.0	100.0
	Total	100	100.0	100.0	



The AboveTable demonstrates the purchase frequency of respondents as 38% of people have a neutral response, 36% of people frequently go for purchases, 20% of the people shop rarely and only 6% of respondents always go for shopping in Bhilwara City.

Purpose of purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal use	74	74.0	74.0	74.0
	Business use	18	18.0	18.0	92.0
	Others	8	8.0	8.0	100.0
	Total	100	100.0	100.0	



From The Abovetable, it is clear that 74% of respondents are purchasing pvt.label brands for their personal use, 18% of them are using for business use and 8% of respondents are purchasing for other purposesin Bhilwara City.

Place of Purchase (Pos)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopping mall	14	14.0	14.0	14.0
	Super markets	45	45.0	45.0	59.0
	E-Commerce portals	2	2.0	2.0	61.0
	Company owned retail outlets	39	39.0	39.0	100.0
	Total	100	100.0	100.0	



The AboveThe table brings the detail of places people opt for purchase, among 100 respondents 45% of people go for super markets, 39% move to company owned retail shops, 14% go for shopping malls and the rest purchase are from E-Commerce portalsin Bhilwara City.

Frequency of purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	13	13.0	13.0	13.0
	Monthly	16	16.0	16.0	29.0
	Whenever needed	68	68.0	68.0	97.0
	In Offer period	2	2.0	2.0	99.0
	Not purchased yet	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



The AboveTable exhibits the time horizon of purchase by which 68% people go for purchase whenever needed in Bhilwara City, 16% of people purchase on monthly basis where only 2% of people shop on offer and the remaining 1% neglects shopping in Bhilwara City.

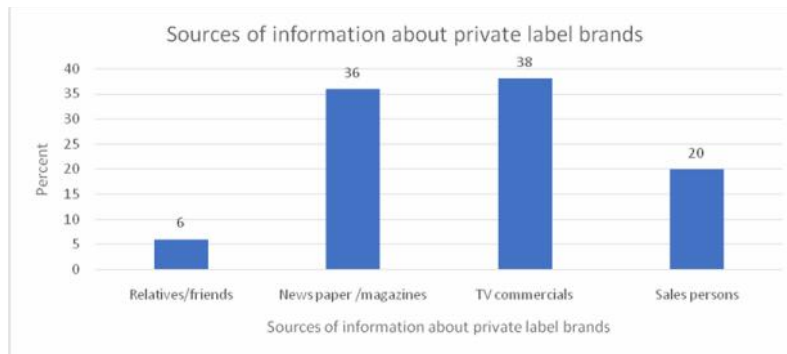
Weighted Average Score Analysis

Category of Private label goods		Total score	Mean Score	Rank
Valid	Consumer durables	203	13.54	V
	Food & beverages	452	30.14	I
	Grocery	331	22.07	II
	Footwear	210	14.00	IV
	Apparels	272	18.14	III

From above table it can be interpreted that based on their mean scores "Food & beverages" are bought by the respondents most frequently in Bhilwara City, "Grocery" items are frequently bought, "Apparels" are moderate purchased, "Foot wares" are less frequently bought and "consumer durables" are never purchased by the respondents in Bhilwara City.

Sources of information about private label brands

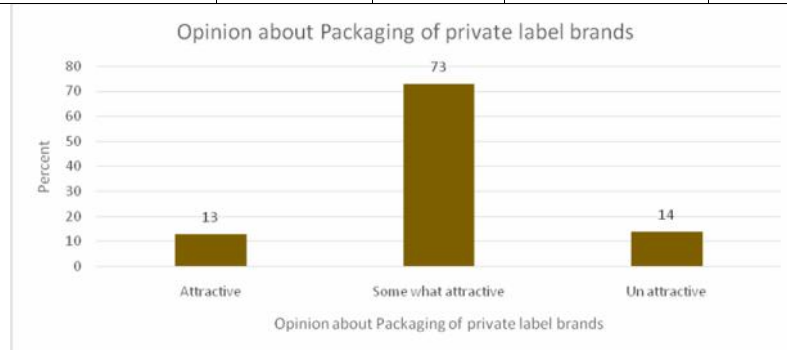
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Relatives/friends	6	6.0	6.0	6.0
	News paper /magazines	36	36.0	36.0	42.0
	TV commercials	38	38.0	38.0	80.0
	Sales persons	20	20.0	20.0	100.0
	Total	100	100.0	100.0	



From the abovetable it is clear that studied as 38% of people come to know from TV Commercials, 36% of people are aware from newspaper and magazines, 20% of people know Private label brands by sales person and remaining from relatives and friends in Bhilwara City.

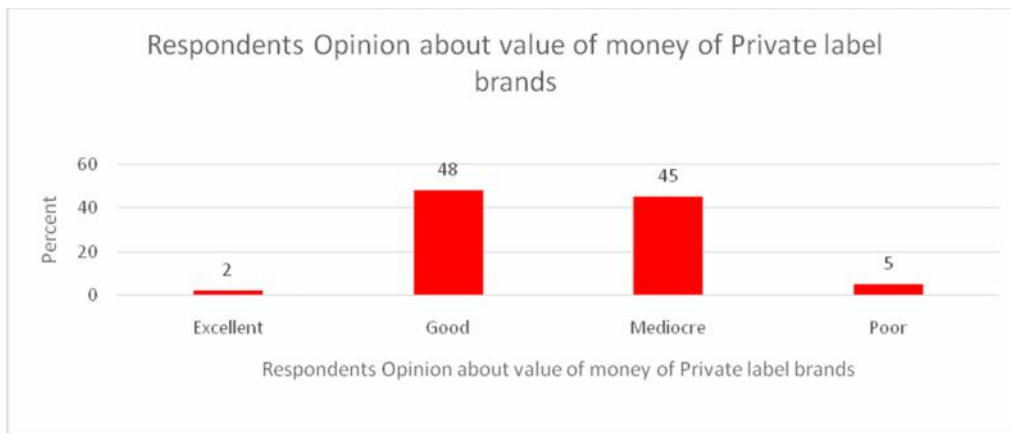
Opinion about Packaging of private label brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attractive	13	13.0	13.0	13.0
	Some what attractive	73	73.0	73.0	86.0
	Un attractive	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

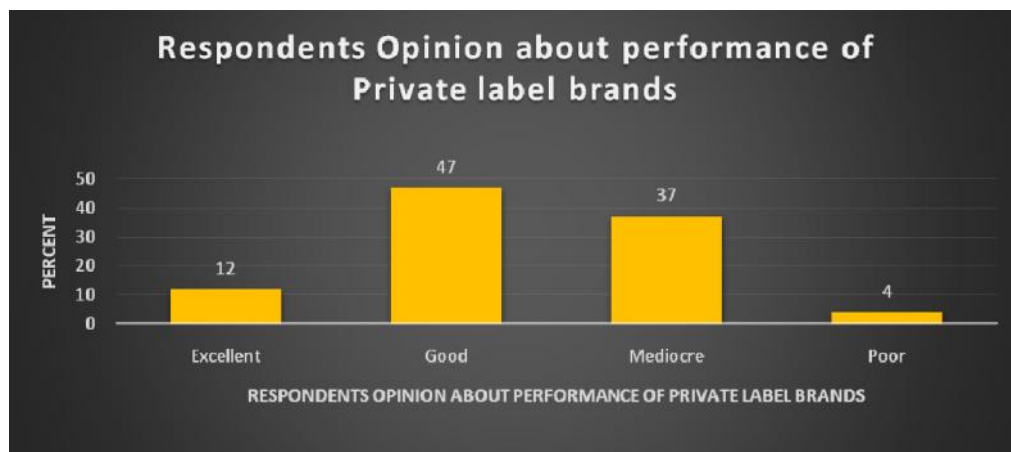


From the above Table in terms of opinion about packaging of Private label brands, only 13% of respondents feel that the packing is attractive and 73% feel the packing as somewhat attractive and 14% feel that the packing is unattractive in Bhilwara City.

Respondents Opinion about value of money of Private label brands					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	2	2.0	2.0	2.0
	Good	48	48.0	48.0	50.0
	Mediocre	45	45.0	45.0	95.0
	Poor	5	5.0	5.0	100.0
	Total	100	100.0	100.0	



Respondents Opinion about performance of Private label brands					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	12	12.0	12.0	12.0
	Good	47	47.0	47.0	59.0
	Mediocre	37	37.0	37.0	96.0
	Poor	4	4.0	4.0	100.0
	Total	100	100.0	100.0	



From above Table, It is revealed that in terms of performance of private label brands 12% of respondents opined that Excellent where as 47% of respondents felt good in Bhilwara City, 37% of the respondents are opined as mediocre and rest of them are given opinion as poor label brands are value for money in Bhilwara City.

Hypothesis Testing

H₀: There is no significant relationship between the customer perception about private brand labels and age of customer in Bhilwara city.

H₁: There is a significant relationship between the customer perception about private brand labels and age of customer in Bhilwara city.

Age * Opinion about Packaging of private label brands Crosstabulation						
		Opinion about Packaging of private label brands				Total
		Attractive	Some what attractive	Un attractive		
Age	Below 25	Count	5	25	2	32
		Expected Count	4.2	23.4	4.5	32.0
		% within Age	15.6%	78.1%	6.3%	100.0%
	26 – 35	Count	2	11	6	19
		Expected Count	2.5	13.9	2.7	19.0
		% within Age	10.5%	57.9%	31.6%	100.0%
	36 – 45	Count	5	35	3	43
		Expected Count	5.6	31.4	6.0	43.0
		% within Age	11.6%	81.4%	7.0%	100.0%
	Above 45	Count	1	2	3	6
		Expected Count	.8	4.4	.8	6.0
		% within Age	16.7%	33.3%	50.0%	100.0%
Total		Count	13	73	14	100
		Expected Count	13.0	73.0	14.0	100.0
		% within Age	13.0%	73.0%	14.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.437 ^a	6	.017
Likelihood Ratio	13.147	6	.041
Linear-by-Linear Association	.891	1	.345
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .78.

The above table present the critical (or table) value of $\chi^2 = 12.59$ at significance level () = 0.05 and degree of freedom (df) =6. Since the calculated value of $\chi^2 = 15.437$ is greater than its critical value, the null hypothesis is rejected. Hence, we concluded that There is a significant relationship between the customer perception about private brand labels and age of customer in Bhilwara city.

H₀: There is no significant relationship between the customer perception about private brand labels and Income of customer in Bhilwara city.

H₁: There is a significant relationship between the customer perception about private brand labels and Income of customer in Bhilwara city.

Family Income * Respondents Opinion about value of money of Private label brands Crosstabulation							
		Respondents Opinion about value of money of Private label brands				Total	
		Excellent	Good	Mediocre	Poor		
Family Income	Below 20000	Count	0	8	7	0	15
		Expected Count	.3	7.2	6.8	.8	15.0
		% within Family Income	0.0%	53.3%	46.7%	0.0%	100.0%
	20000 – 30000	Count	0	15	14	4	33
		Expected Count	.7	15.8	14.9	1.7	33.0
		% within Family Income	0.0%	45.5%	42.4%	12.1%	100.0%
	30001 – 40000	Count	1	5	7	1	14
		Expected Count	.3	6.7	6.3	.7	14.0
		% within Family Income	7.1%	35.7%	50.0%	7.1%	100.0%
	Above 40000	Count	1	20	17	0	38
		Expected Count	.8	18.2	17.1	1.9	38.0
		% within Family Income	2.6%	52.6%	44.7%	0.0%	100.0%
Total		Count	2	48	45	5	100
		Expected Count	2.0	48.0	45.0	5.0	100.0
		% within Family Income	2.0%	48.0%	45.0%	5.0%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.893 ^a	9	.359
Likelihood Ratio	11.806	9	.224
Linear-by-Linear Association	.929	1	.335
N of Valid Cases	100		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .28.

The above table present the critical (or table) value of $\chi^2 = 16.92$ at significance level (α) = 0.05 and degree of freedom (df) = 9. Since the calculated value of $\chi^2 = 9.893$ is lesser than its critical value, the null hypothesis is accepted. Hence, we concluded that There is no significant relationship between the customer perception about private brand labels and Income of customer in Bhilwara city.

Appraising Outcomes

- As more number of people are frequently purchasing private label branded goods, it is apparent that private label brands are achieving better patronage from consumers in Bhilwara city.
- The private label goods are mostly purchased in Supermarkets and Company owned retail outlets because of convenience and more brand choices.
- By using weighted average score analysis, it can be interpreted that "Food & beverages" are bought by the respondents most frequently. Hence the food and beverages products manufactured by private label brands are giving fierce competition to national and international brands in Bhilwara city.
- Television commercials are the major Sources of providing information about private label brands. In particular, e-commerce private level brands are creating more awareness and providing information about their brands in Bhilwara city.
- Respondents are felt that private label brands are providing better value for money in Bhilwara city.
- Respondents are opined that the private label brands are as good as manufacturer brands in terms of their level of satisfaction in Bhilwara city.
- we concluded that There is a significant relationship between the customer perception about private brand labels and age of customer in Bhilwara city.
- we concluded that There is no significant relationship between the customer perception about private brand labels and Income of customer in Bhilwara city.

Conclusion

- In category of goods Apparels, Foot wares and consumer durables are not achieving better level; of purchase among respondents. Hence private label companies can provide better sales promotion to enhance the purchase of these products.
- Men mostly preferred a national brand in jeans and shirts which are essentially formal wear similarly in under garments they prefer a national brand but in T/Shirts/ Casual Shirts, socks they prefer a Private Label in Bhilwara city.
- In women wear category only jeans is preferred in National Brand whereas other products, like Tops, Skirts, Nighties, Undergarments, Sarees and coordinates are picked up from the shelves of a store brand in Bhilwara city.
- In Kids wear which is a relatively new segment woman prefers National Brand for apparels.
- Respondents agree that people buy private label brand because price is low whereas they disagree that people buy national brand because price is low in Bhilwara city.
- Respondent agree private label brands have acceptable quality national brand are of high quality.
- Respondents agree that private label brands are value for money and national brands are not value for money in Bhilwara city.
- There's a general perception among respondents that more people buy private label brands as compared to store brands
- Respondent believe private label brand offer more variety as compared to national brands.

- In terms of (PoS), Shopping malls and e-commerce portals are not achieving better sales in private label goods. They can come with creative ways to lure consumers to enhance their point of purchase.
- The packaging of private labelled goods can be improved to stand out in the competition with international and national brands.
- More quantity offers and discounts can be leveraged to attract more people towards private label brands. Even though, Private label brands are providing value for money and achieving satisfaction among the respondents, they should focus on to analyze the changing tastes and preferences of consumers. They should keep on putting efforts to predict and provide products which can live up to the expectations of the consumers in the VUCA world.

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FUTURE OF MODERN AGRICULTURAL TECHNIQUES IN INDIA

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ABSTRACT

In India farming is one of the oldest earliest methods of existence and has been the main livelihood for farmers. With the advancement of technology in every field today modern methods are being applied in the field of agriculture too in order to increase and improve the yield of farmers. Some modern methods being put into practice are state of art equipment, selected hybrid seeds for single crop, subsidised irrigation facilities, pesticides and fertilizers. Special measures are being taken to increase the production of food, feed, fibre and numerous other requirements of the country by using special methods. Researchers are creating different cultivating techniques which help farmers. Means cultivating in little zone with restricted asset information sources and creates just enough food to address the issues of his/her family. However that is not the only purpose of agriculture. With development and increase of production farming can be modernised completely creating agribusiness i.e. business related to agriculture. This encompasses huge farms/ fields, animal husbandry and large assets such as compost, pesticides etc. Various techniques have been applied in this regard. For example methods of spraying the crops with fertilizers or pesticides, removal of weeds, increased output of good seeds. All these and more come under software of herbicide. Such a development in agricultural techniques over several years has greatly benefitted the agricultural sector.

KEYWORDS: *Agriculture, Agricultural Techniques, Economy, Marketing.*

Introduction

Since India is an agricultural country and agriculture is the main and strongest feature of Indian economy. Modern agriculture is driven by continuous improvement in digital tools.

During the year after independence of India significant advances in technology have been introduced in agriculture. Farmers are using modern agricultural techniques to enhance crop yield because of increasing requirement of today's food demand. There is necessity to shift from traditional to modern techniques to get more productivity of crops in less land. Conventional processes are used to till the land, select, and plant seeds, protect plants from competing plants and gather the harvest. The food of modern system is on maintaining the soil by providing the nutrients whenever depleted. Additionally use the latest machine and creating soil conditions required in order to increase the growth of plants with minimum amount of disturbances soil loss. So modern techniques like genetic manipulation, monoculture, use of synthesis fertilizers, irrigation technologies are used to combat future food demands.

Review of Literature

Ugwuishiwu C.H., Udanor C.N., Ugwuishiwu B.O., (2012), Regular and timely information is provided to the farmers by Agro-Information. This provides important information about types of soil, temperature required, fertilizer, planting time and time of maturity, distance between the plants, diseases and pest control methods, sunshine, rainfall etc. These are valuable points that the farmer needs of that crop. The level of application of this information determines the volume and efficiency of the crop. The new techniques of agriculture is modernising the traditional agricultural practices. They also help sensitized human indifference towards protection of environment, poverty, climate change problems and the survival of planet for the future.

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Maria Koukoulis, Alexander B. Sideridis, Eleni Antonopoulou, (2013) The new techniques of agriculture revive traditional science like agriculture and practices traditional farming and also aware of their needs and helps them to feel good, minimise poverty level, protect the environment, deterioration of climatic condition and also future conditions of our planet altogether.

De Janvry and Sadoulet, have put forward the points the ownership of land helps to reduce the financial constraints faced by families. Also if large areas of farms are available then experiments can be done in the latest techniques of agriculture. Also large land owners can be agreeable for adapting the new techniques and methods. This can also encourage the use of organic fertilizers where required.

Some modern techniques includes such as:

- **Intensive Tillage** which supports several circulation of air in the soil called aeration help in soil fertility. Thus produced from farms is enhanced. Regular cultivation of land along with tilling which prepares the land adequately is considered the correct form of agriculture.
- **Monoculture:** In this only one kind of crop is grown in a given tract of land. It makes the cultivation easier.
- **Use of Synthetic Fertilizers:** It can increase the fertility of the soil on which plants are grown. Over the years, if the given land is used for a longer period time then the fertility of the land goes down. But now a days, leaving the land fallow to regain fertility is old fashioned technique as there is shortage of land. Use of fertilizers has encouraged the crops production more and more.
- **Irrigation Technologies:** For the better survival of the plants, irrigation is a very essential factor. Most of the time the farmers have to depend on environmental conditions and many times depending on rain water was not enough for the proper and healthy growth of the plants. Thus proper techniques are introduced in the area to deal with the problem.
- **Chemical Pest Control:** The control over infestation of pests which adversely affects the young and stems of plants. Others problems are squirrels or rats or moles. These rodents can prevent the growth of healthy plants.

Importance of Modern Agricultural Techniques

- It is the basic foundation of human health, energy and physical well beings. As these components are missing, the human effort is required to provide them.
- Increased production helps in fulfilling the requirements and also improving diets, increasing availability of all foods and access to high protein food products.
- Modern techniques enable both higher yields and reduced environmental impacts. These reduce the land, fertilizer and pesticides provide them as output.
- The usage of fertiliser and pesticide can be reduced in amount. The farmers need to be educated and informed about the methods to prevent soil erosion and enhancing their harvests through means by using the correct and suitable fertilisers. Reaching out to the farmers with this advice will be a very fruitful method.

Objectives

- To enhance the economic development
- To continue towards protection and up gradation of environment for ensuring ecological balance.
- To fulfil the requirements of demand of food

Problems in Modern Agricultural Techniques

- **Agricultural Marketing:** An important issue which causes low income for farmer is their inability to market their products. Due to fragmentation of land individual holding of farms are small and scattered thus there is low production of crops per acre. Consequently, marketing of the surpluses from these farmers poses a problem. The main reason for this is the absence of proper communications. Due to this the farmer is unable to market his product successfully. He is forced to depend on the intermediaries commonly called middlemen and has to settle for low prices.
- **Ecosystem:** Farmers can become dependent on chemical pest and weed Control. There is lack of knowledge among farmers about managing infestation by pests. Since pests during time manage to evolve to avoid being affected by pesticides. There must be constant check and

change and amount of pesticides to be used. There is an increasing awareness among consumers of agricultural products about the ill effects of fertilizers on their bodies and environment. Modern methods of agriculture utilise copious amount of water which results in pollution of water.

Suggestions

- Ensuring that food quality is not negatively affected can be brought about by nano technology. Research in such methods will bring about positive changes in the future. This can bring creative ideas to preserve nutrition in food and at the same time bring down the usage of chemicals whilst not affecting food production. Precision can be applied agricultural methods by new technology precise and appropriate points can be given by use of artificial intelligence. There have been several advances in science such as sensors, GPS, drones which can be experimented to bring about a revolution in the agriculture industry. These new and revolutionary methods can make agriculture and agriculturist more successful in producing more quality food. Moreover, it will be less harmful for the environment too.
- Some technologies will be frequently and widely used in future and some will become common will be used by larger number of people in the short future to a greater advantage. Since some resources of the earth are renewable while others are non renewable they can be used sparingly. Other new ever and innovative methods can be used such as vertical farming and growing plants without soil (hydroponics).

Conclusion

For the development of modern technologies, we should keep two things in mind: first is to obtain the highest yields possible and second is to get highest economic profit. In order to bring Indian agriculture to its highest point of production and the quality there are six methods which can be employed and important practices are used as a backbone of production in agriculture, application of inorganic fertilizers, irrigation, intensive tillage, monoculture, chemical pest control and genetic manipulation of crop plants are some of the techniques for better crops. Modern agricultural plants strategies have pros and cons, advantages and disadvantages. They need to be used carefully and moderately in order to have the desired effect. As newer techniques are being developed and applied more and more money is being invested in modernising agriculture. Traditional and modern methods must be interspersed to achieve the desired result.

Recommendation

The Jan Dhan Yojana of the Indian government proposes transferring capital to the farmers. This is big and powerful steps taken by our Prime Minister to encourage the agriculturists' further improvement in farm technology and its application will boost agriculture in India

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AN OVERVIEW OF ELECTRONIC COMMERCE IN INDIA: PROSPECTS AND DRAWBACKS

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ABSTRACT

Electronic Commerce is a bandstand from where every user can buy and sell their products and interchange their ideas. The Indian retail market is predicted to be U.S. \$ 600 billion and one of the top five retail markets in the world by economic value. According to TRAI the overall quantity of Internet users in the country has risen 795.18 million at the end of Dec. 2020 to 825.30 million at the quit of March 2021 but developing at an exponential rate, the market value of the e-commerce assiduity in India is approximately only 200 billion U.S.\$. In this article we will study that despite depressed consumer spending, economic slowdown and uncertainty created by COVID -19, E-commerce players are expecting strong sales growth in 2021. Present paper intends to study about possible prospects of e-commerce in India at a wide place because it is a future of India's market and all kinds of drawbacks.

KEYWORDS: E-commerce, Services, Internet, Growth, Government Business, Consumer, Drawback.

Introduction

E-commerce is a very famous word or term for net commerce. The name is self-descriptive, it's miles the meeting of customer and sellers on the net. This includes the transaction of goods and offerings, the switch of budget and trade of records. It's operated pc, tablets, smartphones and other smart gadgets. Anything (approximately) can be purchased by E-commerce today. The E-commerce is a platform for purchasers and traders without a want for warehousing the goods. These platform offer cargo, transport and payments assist to traders through tying up with numerous logistics companies and economic institutions.

Every occasion individuals and companies are buying or selling products and services online they are engaging in e-commerce. The term E-commerce also encompasses other activities including online auctions, internet banking, payment gateway and online ticketing. Today the internet business has developed into a gigantic industry. Over last decades the prominence of Electronic -commerce has tremendously enhanced due to its fast and convenient way of exchanging goods and nearby and worldwide services. As such, it is considered a very disruptive technology.

Evolution of e-Commerce

The E-commerce has been in existence for fifty two years now. Since then, electronic commerce has assisted infinite business grow with assist of new technologies, increase in internet connectivity, added security with payment gateway and prevalent consumer and business adoption. Here is the timeline of an origin of Ecommerce and its Evolution:

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- 1969: CompuServe is founded(by Dr John R. Goltz and Jeffrey)
- 1979: Michael Aldrich invents electronic shopping
- 1982: Boston Computer Exchange launches
- 1992: Book Stacks Unlimited Launched as first online book marketplace

Charles M. Stack introduced Book Stacks Unlimited as an online bookstore. Originally, the company used the dial-up bulletin board format. However, in 1994 the site switched to the internet and operated from the Books.com domain. It was one of the first online shopping site created at that time.

- 1994: Netscape Navigator launches as a Web browser
- 1995: Amazon and eBay launch
- 1998: PayPal launches as an E-commerce payment system
PayPal launched the first E-commerce payment system as a tool to make money transfers.

1999: Alibaba Launches

In this time Alibaba started its online shopping platform. Gradually it turned out to be an E-commerce giant. In 2001, the company was profitable. It went on to turn into a major B2B, C2C, and B2C platform that's widely used today.

2000: Google Introduces Google AdWords as an Online Advertising Tool

Google AdWords provides help to retailers to put use of the pay-per-click (PPC) context. PPC advertising efforts are separate from search engine optimization (SEO).

2002: E-ticket

Online ticketing through Indian Railway Catering and Tourism Corporation (IRCTC) website was started in 2002 by introducing the concept of E- ticket. Where the ticket was booked through IRCTC website and the physical ticket was delivered through courier at address given by the passenger.

2004: Shopify Launches

After trying to open an online snowboarding equipment shop, Tobias Lutke and Scott Lake Launched Shopify. It's an E-commerce platform for online stores and point-of-sale systems.

2005: MakeMy Trip and Yatra.com

MakeMy Trip started Indian operations in September 2005, offering online flight tickets to Indian travellers. The company also started to focus on non-air business like holiday packages and hotel bookings. In August 2006 Yatra.com was also offering online booking flight ticket to Indian travellers.

2005: Amazon introduces Amazon Prime membership

Amazon Prime membership was introduced by Amazon to help customers get free two day shipping at an annual fee. The membership also came to include other perks like discounted one-day shipping and access to streaming services like Amazon video and members-only events like "Prime Day."

This strategic move helped boost customer loyalty and incentivize repeat purchases. Today, free shipping and speed of delivery are the most common request from online consumers.

2005: Etsy Launches

Etsy was launched in 2005 to enable small and medium scale retailers to sell goods(including digital product) online.

2005: Square, Inc as an App- based Service is Launched

The year experienced massive development in the sphere of E-commerce.

2009: BigCommerce Launches

Eddie Machaalani and Mitchell Harper launched BigCommerce as a 100% bootstrapped E-commerce storefront platform.

2011: Google Wallet Introduced as a Digital Payment Method

Google Launched its online wallet payment app. Google Wallets was introduced as peer-to-peer payment service that enabled individuals to send and receive money from a mobile device or desktop computer. By linking the digital wallet to a debit card or bank account, user can pay for product or services via these devices.

Today, Google Wallet has joined with Android Pay for what is now know as Google Pay.

2011: Facebook Rolls Out Sponsored Stories as a Form of Early Advertising

One of the earlier moves by Facebook to launch sponsored stories for advertisement. With these paid campaigns, Ecommerce business could reach specific audience and get in the news feeds of different target audiences.

2011: Stripe Launches

Stripe is a payment processing company built originally for developers. It was founded by Johan and Patrick Collison.

2014: Apple Pay Introduced as a Mobile Payment Method

As online shoppers began using their mobile devices more frequently, Apple launched online payment application, which allowed users to pay for products or services with an Apple device.

2014: Jet.com Launches

Jet.com was launched online shopping portal. Jet.com was founded by entrepreneur Marc Lore (who sold his previous company, Diapers.com, to Amazon.com) along with Mike Hanrahan and Nate Faust.

2017: Shoppable Instagram is Introduced

Instagram shopping launched with Ecommerce partner BigCommerce. enabling people to sell directly from the social media platform.

2017: Cyber Monday Sales Exceed \$6.5B

Ecommerce set a new record when online sales broke \$6.5 billion on Cyber Monday- a 17% increase from the prior year.

2020: Covid-19 Drives Ecommerce Growth

Covid-19 outbreaks around the globe pushed consumers online to unprecedented levels. By May of 2020, Ecommerce transactions reached \$82.5 billion - a 77% increase from 2019. It would have taken four to six years to reach that number looking at traditional year- over-year increases. Consumers have moved online to make purchases normally made in physical stores, such as food and household items, apparel, and entertainment. Many consumers say they'll continue to use online storefronts until a Covid-19 vaccine is available.

Objective of the Study

- To understand the concept of E-commerce.
- To show the recent issues and drawbacks faced by the E-commerce

Methodology of the Study

The Present study is mainly based on secondary data. The secondary data were collected from published books, journals, research papers, magazines, daily newspaper, Internet. The study is qualitative in nature.

Types of E-Commerce Models

The following are the different types of E-commerce platform:

- **Business to Business (B2B)**

A B2B model of business involves the trade between two or more business/ companies. The channels of such trade generally include conventional wholesalers and producers who are dealing with retailers. B2B model describes electronic transaction between business such as between manufacture and wholesaler. It is very fast developing segment in E-commerce. Company can check and updates purchase order, invoices, inventory and shipping status directly through the internet.

- **Business to Consumer (B2C)**

In B2C model of E-commerce, business sell product and services to individual consumers directly. Internet acts as an electronic channel. The consumer can browse their websites and look at products, pictures, read reviews. Then they place their order and the company ships the goods directly to them. Popular examples are www.flipkart.com, www.amazon.in, www.homeship18.com are websites that comes under this category. Through these websites individual can purchase clothes, mobiles, home appliances, groceries and electronic products etc.

- **Consumer to Consumer (C2C)**

Consumer to consumer, where the consumers are in direct contact with each other, No company is involved. It helps people sell their personal goods and assets directly to an interested person. In This model E-commerce model, consumer sell product and services directly to other consumer using Internet and websites. An individual customer uses classified advertisement to promote different products and services on websites. For Example, portals such as eBay, Olx and quikr enables consumers to transact with other consumers.

- **Consumer to Business (C2B)**

A C2B model is the exact reversal of a B2C model. In this model, price and value for specific and services are created by individuals (consumer). When an individual writes reviews or gives a useful thought and an idea for new product development then he or she is creating value for the company, if the company adopts the idea or review. So the consumer provides a good or some service to the company. Company can facilitate C2B model by setting discussions forums on their websites: www.mobshop.com, www.pazaryerim.com, and www.priceline.com .

- Education – disseminating information, distance learning, etc.
- Social Security – via information distribution, making payments, etc.
- Taxes – filing tax returns, payments, etc.
- Health – appointments, information about illnesses, payment of health services, etc

- **Business-to-Administration (B2A)**

This model permits online dealings between companies and public administration or Government bodies, for example the Government by permitting the interchange of information through central websites. It provides business with a platform to bid on Government opportunities such as auctions, tenders, application submission, legal documents, etc. The scope of this model is now enhanced, thanks to the investment made towards E-Government.

- **Consumer-to-Administration (C2A)**

The C2A model includes all electronic purchases between individuals consumer and Government bodies or administration .The C2A platform is meant for consumers, who may use it for requesting information or posting feedbacks concerning public sectors directly to the government authorities / administration. Its areas of applicability include:

- **Education:** The Disseminating information, Distance Learning, Online Lectures, etc.
- **SocialSecurity:** statutory payments, Distributing information etc.
- **Taxes:** Filing Tax Returns, payments etc.
- **Health:** Making Appointments, providing information about illnesses, payment of health services, etc.

Benefit of E-Commerce

- **Time Saving and Convenient**

Purchases can be carried out 24 hours for all 7 days without requiring the physical interaction with the business organization. The website is functional at all times. It does not have working hours like a shop. Customer can buy or sell any product at any time with the help of internet. It provides quick delivery of goods with very little effort on part of the customer. Customer complaints are also addressed quickly. It also saves time and energy for both the consumers and the company. In these days through the benefit of E-commerce (Google pay, phone pay, paymetc payment sites) everyone can save time and labour, now no need to stand for many hours in a row to make payment of their dues and every one can save money that we had to spend on transportation.

- **Product and Price Comparison**

In Ecommerce, sellers can compare the products using tools or on their own. This gives them a good idea of product alternatives available, the standard rates, if a product need is unfulfilled. It is easy to find reviews on the particular sites about the product because the competition is high, companies want you to look at other consumers' reviews. Good and bad reviews are on every site, not only can you see if the product is liked, you can also see the reasons behind the thumbs up or down and the rating of the product.

- **No Geographical Limitations**

Customers from around the world can easily shop E-Commerce sites-companies are no longer restricted by geography or physical barriers. Customer can buy a product which is not available in the local or national market. Geographical boundaries and challenges are eradicated reduced.

- **Cost Reduction**

One among the biggest advantage of ecommerce to commercial enterprise that keep sellers interested by online selling is fee reduction. Many sellers should pay masses to preserve their physical shop. They may need to pay more up the front changes like lease, maintenance, shop design, stock and many others.

- **Quick Information**

Quick and continuous access to information- Customer will have easier to access information check on different websites at the click of a button.

- **Easier Marketing**

Simply put, Ecommerce offers you the power of enhanced digital marketing.

- **Switch to others companies Account**

Switch to others companies-Customer can easily change the company at any time if the service of a company is unsatisfactory.

- **Direct and Transparent Channel**

Through direct interaction with final customer, E-Commerce process cuts the product between the product distribution chain to a significant extent. A direct and transparent channel between the producer or service provider and the final customer is made. This way products and services that are created to cater to the individual preferences of the target audience.

- **Assist for Business Grow**

E-commerce has emerged as one in every of the fast- growing alternate channels available for the pass- border trade of goods and offerings.

- **Ease of doing Business**

It makes starting, managing business easy and simple.

- **New Job Opportunity**

The growth in the E-Commerce sector can boost employment as the trade of E-Commerce is increasing day by day same the new jobs in the industry are increasing.

The biggest and most important benefit of E-Commerce was that in the pandemic situation of covid-19 every one has to made distance and keep themselves virus free so through the use of E-Commerce everyone can maintain safety.

Limitations or Drawbacks of E-Commerce

- **Security**

The biggest drawback of E-Commerce is difficult to ensure the security or privacy on online transactions. Fear of providing credit card information and risk of identity limit the growth of Ecommerce. People fear to provide financial details and personal also (Because these details may be misused).

More and more businesses and organizations have fallen prey to malicious hackers who have stolen customer information from their database. Not only could this have legal and financial implications but also lessen the trust customers have in the company. There is no system protection, reliability, unique necessities and few communication protocols. The customer loses his money, if the e-commerce internet site is hacked. Although several improvements has been made in relation to data encryption. Certain websites do not have capabilities to conduct authentic transactions. For e-commerce Web sites, cyber security is the most common problem.

- **Inability to Touch Products**

Lack of touch or feel of products during online shopping is a drawback. Indian customers are more comfortable in buying products physically to choose the product by touching it directly .Online images and video do not necessarily convey the whole story about an item, and so e-commerce purchases can be unsatisfying when the products received do not match consumer expectations. Some e-commerce companies don't have return policy.

- **Internet Penetration is Low**

Internet penetration in India is still a small part of what you would find in several western countries. On top of that, the quality of connectivity is poor in several regions. But both these problems are fast disappearing. The day is not a ways while connectivity problems would no longer feature in a listing of demanding situations to ecommerce in India.

- **Postal Addresses are not Standardized**

If you region an online order in India, you may quite probable get a call from the logistics company to ask you about your exact location. simply your deal with isn't enough. that is because there's little standardization inside the manner postal addresses are written. Mostly delivery facility is not available in village area in India. last mile issue add to ecommerce logistics troubles.

- **Poor Knowledge and Awareness**

Majority of urban population do not have adequate knowledge on online business and its functionalities. Very few are aware of the online fraud and ignorance still exists. Further most of Indian rural population are unaware of internet and it uses. A reliable survey reveals that 50% of Indian online users are unaware of the online security solutions.

- **Damage during Transportation and Delivery**

Perishable goods bought online can get spoiled during delivery.

- **Delay in Delivery**

In online shopping every costumer has to pass through delivery features and every costumer wants to get his order on time and as soon as possible but it turns into a problem if customers are not patient enough. To shop online means to wait up to one week, or sometimes more, to have your order in your hands. The gratification anyone gets while doing actual shopping is always delayed while shopping online where customers do not hold the physical item in their hands for a while after the procurement.

- **Expensive**

E-Commerce solution involve high cost in developing and implementing. EDI (Electronic data Interchange) is Costly for small scale E-Commerce.

- **Cash on Delivery is the Preferred Payment Mode**

Low credit card penetration and low trust in online transactions has led to cash on delivery being the preferred payment option in India. Unlike electronic payments, manual cash collection is laborious, risky, and expensive.

Conclusion

E-Commerce has undeniably grow to be an important a part of our society.It is a helpful technology that gives the consumer access to business and companies all over the world. The successful groups of the destiny could be people who take Ecommerce seriously, dedicating sufficient resourcesto its improvement. E-commerce isn't always an IT problem however an entire business project. From the inception of the internet and E-commerce, the opportunities have end up infinite for both agencies and consumers. but, just like some thing else, e-commerce has its negative aspects along with customer uncertainties, but not anything that can't be resolved or prevented with the aid of right choice-making and enterprise practices. There are numerous factors and variables that want to be considered and decided upon while beginning an E-commerce commercial enterprise. some of those consist of: kinds of e-commerce, advertising techniques, and limitless greater. If the ideal methods and practices are accompanied, a business will prosper in an e-commerce setting with plenty success and profitability.

E-Commerce is playing a most important role that it is the future of nation because in the pandemic situation of Covid-19 every one has to made distance and keep themselves virus free so through the use of E-Commerce everyone can maintain safety and in this pandemic situation the study of all students has stopped, here e- commerce is providing best hope for students in online classes and it is very convenient in transport for saving time and money.

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OCCUPATIONAL STRESS AND WORK-LIFE BALANCE: A STUDY OF FEMALE FACULTIES IN RAJASTHAN

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ABSTRACT

Time has changed from men being the sole bread-earner to the world where both men and women equally share the responsibility of family-life and society. Women have shown their presence in every thought. Working life has changed a lot during the last few decades causing increased occupational stress and work-life imbalance for female faculties at educational institutes. Work Life Balance of women employee is viewed as an important domain of discussion among researchers in the last few decades.

KEYWORDS: *Occupational Stress, Work Life Balance, Family Life.*

Introduction

According to Hagen R, "universities are the largest 'knowledge- based' institution in the region; hence they are urged by the industry and policy makers to transform their traditional roles of teaching and research by adding an additional pivotal role in economic regional development".

However, extra demands on female academic employees could contribute to their occupational stress and work-life imbalance. This can ultimately give rise to negative consequences for achieving the organizational goals and meeting the needs of the employees working with them.

Today the cry of occupational stress is heard from all the nooks and corners of the world and occupational stress and work-life balance have become major concerns for working women as well as the organizations. Thus, an understanding of occupational stress and worklife balance of females in higher education sector is of great importance for educational set-ups as well as the nation at large so that female faculties are encouraged to provide their efforts to build a civilized nation. Work-life balance and job stress go parallel to each other. What seems to be important in this connection is the importance employees give on balancing their lives and the effectiveness of workplace practices and policies in supporting them to achieve such a goal (Ross & Vasantha, 2014). According to Peeters, Montgomery, Bakker and Schaufeli (2005), pressures from the family and job domains are mostly incompatible, that give rise to imbalance. Therefore, the discussion of work life balance as well as its implications is a crucial issue and needs to be investigated because more women are working in the Indian society.

This study attempts to investigate the occupational stress and work-life balance amid female faculties in central universities of In Rajasthan, India. The next section provides the literature review of the constructs under study followed by the data analysis and discussion.

Review of Literature

Doss, C. A. V., Rachel, J. J., AbuMadini, M. S., & Sakthivel, M. (2018) determined and compared in their study, the occupational stress level and professional burnout between 220 teachers. The result was derived by applying chi square test, student independent t test and ANOVA and it revealed that Stress level and burnout level varies significantly between male and female teachers. Poor working conditions, time pressures, pupil misbehavior and poor working conditions predicted burnout among the teachers.

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Malik, N. A. A., Björkqvist, K., & Österman, K. (2017) studied, Factors associated with Occupational Stress among University Teachers in Pakistan and Finland to identify psychosocial factors associated with occupational stress. Correlation and MANOVA were applied to test the results. Good working conditions, social support at work, and promotion and development opportunities were rated as significantly better by the Finnish sample. Male university teachers from Pakistan found higher levels of workplace bullying. No significant difference was found between stress symptoms in two countries.

Tribhuvan S (2017) studied the stress and job satisfaction among permanent and temporary school teachers. Non-probability purposive sampling was used and data 31 was collected from 120 teachers. Tools like Teacher Job Satisfaction Questionnaire (TJSQ) and Occupational Stress Index (OSI) was used to collect the data. A negative correlation was found between job satisfaction and occupational stress among school teachers.

Objectives

Some circumstantial objectives of current study are:

- To investigate the level of Occupational Stress among female faculties in central universities of In Rajasthan.
- To investigate the level of work-life balance among female faculties in central universities of In Rajasthan.

Data Analysis and Interpretation

Frequency Distribution of Biographical Information of the respondents is given below in Table-1, 2, 3, and 4.

Table 1: Frequency Distribution of Age of Respondents

Age	No. of Respondent in the Sample	Percentage
Less than 25	6	6.66
26-35	24	26.66
36-45	33	36.66
46-55	16	17.77
56-65	6	6.66
66 and Above	5	5.55
Total	90	100

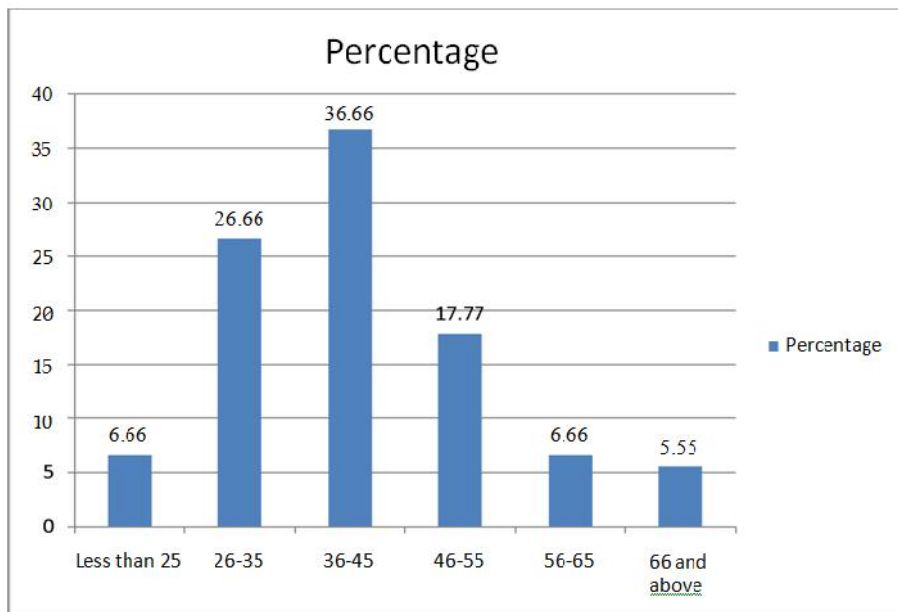


Table 2: Frequency Distribution of Educational Qualification of Respondents

Educational Qualification	No. of Respondents in the Sample	Percentage
Masters	35	38.88
Masters and above	55	61.11
Total	90	100

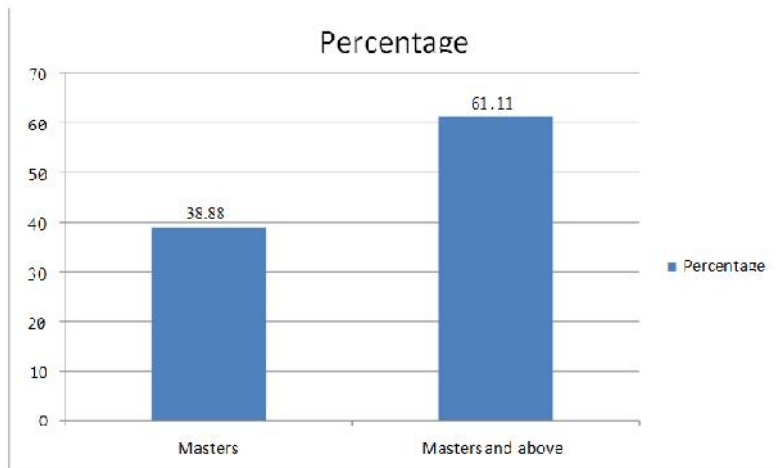


Table 3: Frequency Distribution of Years of Lecturing Experience of Respondents

Lecturing Experience in years	No. of Respondents in the Sample	Percentage
0-5 years	20	22.22
5-10 years	38	42.22
10-15 years	18	20
15 years and Above	14	15.55
Total	90	100

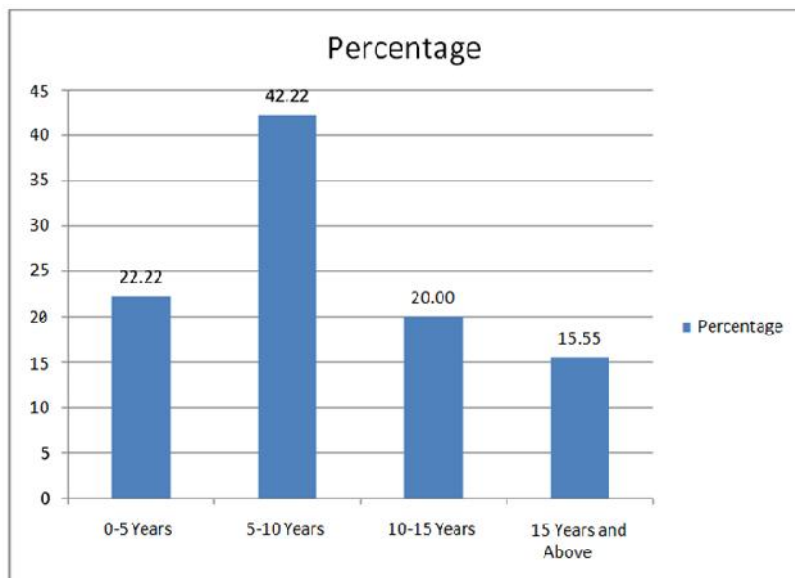
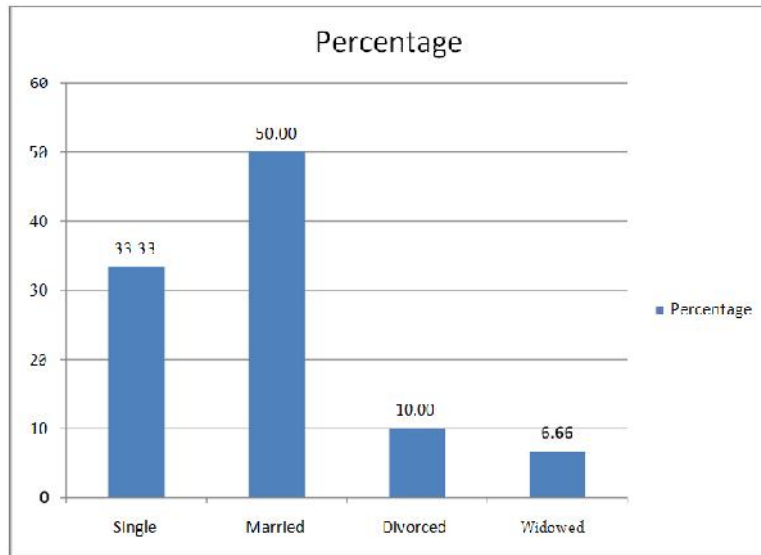


Table 4: Frequency Distribution of Marital Status of Respondents

Marital Status	No. of Respondents in the Sample	Percentage
Single	30	33.33
Married	45	50
Divorced	9	10
Widowed	6	6.66
Total	90	100



Level of Occupational Stress

The mean value of the scores obtained from individual cases can range from 30 to 150. Low score signifies low level of work- stress and vice versa. Hence, mean score below 90 (median) will represent low level of occupational stress and mean score above 90 will signify high level of occupational stress, as shown in Table-5. *Level of Work-Life Balance:* The mean value of the scores obtained from individual cases can range from 26 to 130. Here, the low score signifies high level of work-life balance and vice versa. Hence, mean score below 78 (median) will represent high level of work-life balance or low level of work-life imbalance and mean value above 78 will signify low level of work-life balance or high level of work-life imbalance, as shown in Table-5.

Table 5: Mean, Median, Mode, and Standard Deviation of Occupational Stress and Work-Life Imbalance

Items	Occupational Stress	Work-Life Imbalance
Mean	82.55	74.23
Median	81	71
Mode	81	72
Standard Deviation	13.225	13.0883
Count	90	90

From the data table above, it can be drawn that the mean value for Occupational stress is 82.55 i. e. it lies close to the median value (90). Thus the occupational stress among the female faculty of central universities of In Rajasthan is neither too high nor too low but is moderate.

The mean value of Work-Life Imbalance is 74.23 which is again close to the median value of 78. Thus, the female

Faculty of central universities of In Rajasthan are having a moderate level of work-life imbalance or Work-Life Balance.

Correlation analysis was done to understand the relationship between occupational stress and work-Life Imbalance, as depicted in Table-6.

Table 6: Correlation between Occupational Stress and Work-Life Imbalance

		Occupational Stress	work-Life Imbalance
Occupational Stress	Pearson Correlation	1	0.73
	Sig.(2-tailed)	90	0.01
	N		90
work-Life Imbalance	Pearson	0.73	1
	Correlation Sig.(2- tailed)	0.01	
	N	90	90

From the above table, it is clear that there is a strong positive relationship between occupational stress and work life imbalance of women faculties of central universities of In Rajasthan. In other words, a strong negative relationship exists between occupational stress and work-life balance. That is, changes in one variable are strongly correlated with changes in other as the coefficient value is 0.73.

The Sig. (2-Tailed) value in the case is 0.01. This value is less than .05. Because of this, it can be concluded that there is a statistically significant correlation between the level of occupational stress and the level of work- life imbalance.

Conclusion

Hence, changes in one variable may be used to make changes in another. The implication of this empirical article is notable since little research prevails concerning occupational stress and work life balance among women faculties in higher educational institutions in In Rajasthan. This information may help in framing appropriate policies and practices within the educational institutions.

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INDIAN ECONOMY UNDER COLONIAL RULE

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ABSTRACT

India under in the 18th century was a picture of many contrast and contradictions. The Indian economy under the British raj describes the economy of India during the years of British Raj India was the one of the largest economy in the world. from the first Millennium BC and the ending around the beginning of British rule in India. In the beginning of MahaJanpad Era minted punch-marked silver coins. This period was marked by the intensive trade activity and Urban Development. The resulting political Unity and military security allowed for a common economic system and enhanced trade and Commerce with increased agricultural production.

KEYWORDS: *Indian Economy, Urban Development, Agricultural Production, Colonial Rule, Global GDP.*

Introduction

The Maurya empire was followed by the classical and the early medieval rulers. Under the Mughal Empire which became the largest economy and manufacturing power in the world producing about a quarter of global GDP before pregnant and being confused over the next century the fall of Mughal empire in 18 century in inevitable brought about economic fragmentation and disruption. In 1765 after the Treaty of Allahabad East India Company gaining the right to collect revenue on the behalf of Nawab. In the Bengal Subah from 1765 right to trade tax free fortify the cities and factories it established, along with a right to establish local armies, turning the mercantile company into the effective state. In this period company try to established their rule over India so the continuous conflicts and war between a host a rival Indian princes disrupted economic activity. Famous socialist Karl Marx Road series of article on Indian affairs in 18 century Karl Marx assessment of the colonial situation in India in the middle of 18th century suffered from many limitations. He had visited India and his sources of information were rather Limited

The victory in the Battle of Plassey and Buxar begin the special phase of Companies trade come plunder of Bengal and Orissa the dominant economic doctrine of the times was that of mercantilism the mercantile in some was the economic counterpart of the spirit of aggressive nationalism. The basic idea was that of regulation of all economic activity in the interest strengthening the nation.

In this period company aimed at a large profit margin. This could be possible through three methods.

- Monopoly control over trade
- purchase of goods at cheap rate and sale of commodities at very high rates .
- above object could be achieved if they could established political control over the country.

1757-72 The period of colonial plunder

After 1757 East India company was no longer Merely a Trading Company, now it played the role of a commercial -com-military-com- political body in Bengal. The servants of the company were infected with the spirit of making a quick back the directors and shareholders of the East India Company wanted higher dividend in the words of British historians A period of open and shamed plunder of Bengal according to R.C.Dutt in 1757 -65 the company servant exacted about 6 million pounds from the provinces of Bengal alone. Besides while 'farming out' the revenue of Bengal to zamindars the company's officials received presents from the .By the sale of unauthorised the dastak the company's

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agents received bribes. The oppression of artisans was another form of plunder, the company's agent compelled the Weavers to sell clothes to them at low and dictated prices. The company's servants even monopolised the raw material needed by artisans and charged a high price for them. William Bolts, a contemporary wrote "that the TheRoguarypractised in this department is beyond imagination but all terminates in the defrauding of the poor weaver...". The English Indigo planters of Bengal took their pound of flesh from the cultivator. Above all the company, appropriated the surplus revenue of Bengal which alone amounted to nearly 4 million pounds during 1764- 1771 Adam Smith referred to the unilateral outflow of goods and treasure of India to Britain as "plunder" and in the contexts referred to the court of properties as the court "for the appointment of plunderers of India.

Concept of Economic Drain

In this period constant flow of wealth from India to England for which India did not get an adequate economic, commercial or material return has been described by Indian national leaders and economist as 'drain' of wealth from India. The drain of wealth was interpreted as an indirect tribute extracted by Imperial Britain from India year after year. After Plassey the situation was reversed and the drain of wealth took an outward turn as England gradually acquired monopolistic control over the Indian economy. The East India Company extended its territorial aggression in India and began to administer territories and acquired control over the surplus revenues of India. The shape of dream underwent a change. Henceforth the company had a recurring surplus which accrued profit from oppressive land revenue policy, profits from its trade resulting from monopolistic control over Indian markets and exactions made by the company's officials are the service was used by company as an investment for making purchases of exportable item in India and elsewhere. From 1813 onwards economic drain took the form of unrequited export. Barring a few exceptional years, favourable balance of trade had been the normal features of our foreign trade till the outbreak of world war second. Dadabhai Naoroji describes the drain of wealth as the "evil of all evils" and the main cause of Indian poverty. He maintained that Britain was "bleeding India white" in a letter of 1905 Naoroji writes the lot of Indians a very sad one. Her condition is that of master and slave but it is worse. It is that of a plundered nation in the hands of constant plunderers with the plunder carried away cleaned out of the land.

Deindustrialization

During the first half of 19th century or even up to 1880 India's economy witnessed a strange phenomena while Western countries were experiencing industrialisation India suffered a period of industrial decline India's traditional handicraft industries decayed beyond recovery. The 19th century was the period of industrial capital Britain's rising industrialist and trading interest launched a new economic offensive based on the principle of free trade against India. A change came in the character of Indo British trade so far India has been chiefly an exporting country now onwards it became an importing country. England's textile and cotton industries flooded Indian markets, spelling Ruination of Indian weaving industry. The governor William Bentinck noted in 1834 the misery hardly finds a parallel in the history of Commerce The bones of the Cotton Weavers and bleaching the plains of India.

Ruralization of Indian Economy

With de industrialization Indian economy tended to become more agricultural. Millions of manufacturing classes in Industrial towns like Murshidabad, Surat and other places were rendered jobless and drifted from towns to village for livelihood. This thing is increasing dependency of the population on agriculture for subsistence and slant of the Indian economy on production of agriculture goods and raw material to the neglect of the industrial development has been described as a trend towards ruralization or peasantization of the Indian economy. A close examination of British economic policy towards India makes it abundantly clear that Britain deliberately adopted such policies which ruined the competing handicraft industries of India.

The industrial revolution had brought about a change in the pattern of England's economic development its expanding textile industries needed raw material for its factories and market for the sale of her Industrial Products. Industrialized Britain desired the development of the vast potential of India's agricultural resources however a possible snag was the poor quality of Indians raw material to make good this deficiency, the British Nationalists needed to be given permission for free entry and settlement in India. The pressure on agriculture created serious distortions in Indian economy a part from creating serious problem in the agrarian sector. The increase in the number of persons in agriculture did not mean increase in agricultural production, but impoverishment of the rural masses.

Commercialization of Indian Agriculture

In the 19th Century another significant trend in the Indian agriculture was the emergence of the commercialization of agriculture . So far agriculture had been a way of life rather than a business enterprise. Commercial crops like cotton, jute ,groundnuts ,oilseeds ,sugarcane tobacco were more remunerative than food grains. Against the cultivation of crops like condimentst spices Fruit and Vegetables could cater to a wider market the commercialization trendreached the highest level of development in the plantation industries in tea, coffee , rubber etc which were or produced for sale in a wider market . For the Indian peasant commercialization seemed forced process . To meet the excessive and revenue demands of the state and the higher rates of interest charged by the money lenders the cultivators perforce had to Rush a part of his harvest into the market and sell it at whatever price it fetched. Many poor cultivators had to buy back after six months part of the crop they had sold away a low prices at harvest time . Further Indian agriculture began to be influenced by the widely floctuating world prices. The Cotton boom of the 1860 pushed up the prices but mostly benefited the host of intermediaries YRS why are the slump in the price in 1866 are the cultivators the most bringing it it's turn indebtedness ,famine and agrarian riot in Deccan of the 1870s. Thus cultivators Hardly emerged better from the new commercialization development.

Entry of British Finance Capital in India

In modern time underdeveloped and developing countries welcome an inflow of capital, Enterprises Technology from advanced countries to supplement domestic resources and initiate the process of economic development. The unfortunate development with India in the Colonial Era was that foreign capital and entered India in a big way but was used by the colonial administration not for development of colonial economy but for fuller exploitation of Indian resources . Capital inflow thus become another instrument of Indian exploitation.

A century and a half of British rule in India has left behind a Legacy of extreme poverty and economic backwardness both in the agriculture and industrial sectors . When the British withdrawal from India in 1947 the left behind the world's most refractory land problem hierarchy of land rights insecurity of tenure primitive techniques of cultivation. In short the Spectre of famine started the country and India. One of the granaries of A,sia had been converted into a land of perpetual scarcity and famine. The industrial sector presented an equally unhappy pictures lop-sided development of Indian Industries low production techniques over a lot of industrial worker and above all the continuing strangle hold of British finance capital. The British left behind a poor people with low per capita income Dadabhainaoji was the first Indian to attempt an estimate of Indian national income using rough and early e methods he estimated the average per capital income for 1867 268 to be Rs 20 per annum the official estimate calculating by major

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A STUDY ON TAX PLANNING MEASURES ADOPTED BY THE SALARIED ASSESSES IN MUMBAI CITY

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ABSTRACT

Tax planning means the assessment of one's financial affairs without violating the legal provisions of an act. It reduces the burden of taxation of an assessee by taking the full advantage of exemptions, deductions, rebates and relief permitted under the act. The economy of India is a developing mixed economy and also the world's third largest by purchasing power parity and sixth largest economy by nominal GDP in year 2020. The salaried employees constitute an honest and a stable class of tax payers who contribute to the public exchequer about 12.5% of the total revenue collection by the way of income tax. Tax planning has assumed special importance for salaried class of tax payers in view of price hike, effect of Covid-19, the mounting pressures of inflation and their strict obligation for tax compliance. It is therefore essential for this class of tax payer's to know their tax obligations in the right perspective and the measures of tax planning available to them so that they can make the best use of their income by reducing of tax. The study on Tax Planning Measures Adopted by Salaried Class aims to study the awareness of tax planning measures among the salaried class and the most suitable and popular tax saving instrument used to save tax and to know the amount saved by using that instruments by the assessee in Mumbai City. To findings of the study reveals that 80C deduction is the most adopted tax saving instrument and 80EE is the second most adopted tax saving instrument and other deduction.

KEYWORDS: GDP, Covid-19, Mixed Economy, Tax Payer's, Tax Planning.

Introduction

In India, this tax was introduced for the first time in 1860, by **Sir James Wilson** in order to meet the losses sustained by the Government on account of the Military Mutiny of 1857. In 1918, a new income tax was passed and again it was replaced by another new act which was passed in 1922. This Act remained in force up to the assessment year 1961-62 with numerous amendments. In consultation with the Ministry of Law finally the Income Tax Act, 1961 was passed. The Income Tax Act 1961 has been brought into force with 1 April 1962. It applies to the whole of India. Since 1962 several amendments of far-reaching nature have been made in the Income Tax Act by the Union Budget every year.

Tax is a mandatory liability for every citizen of the country. There are two types of tax in India i.e. direct and indirect. Income tax is an annual tax on income. The Indian Income Tax Act (Section 4) provides that in respect of the total income of the previous year of every person, income tax shall be charged for the corresponding assessment year at the rates laid down by the Finance Act for that assessment year. Section 14 of the Income Tax Act further provides that for the purpose of charge of income tax and computation of total income all income shall be classified under the following heads of income:

- Salaries
- Income from house property
- Profits and gains of business or profession.
- Capital gains
- Income from other sources.

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The total income from all the above heads of income is calculated in accordance with the provisions of the Act as they stand on the first day of April of any assessment year. In this booklet an attempt is being made to discuss the various provisions relevant to the salaried class of taxpayers as well as pensioners and senior citizens.

Rates of Income Tax (FY 2020-21 and AY 2021-22)

General Public (Under 60 Yrs Age)		Senior Citizens (60 -80 Yrs. age)		Very Senior Citizens(More than 80 Yrs Age)	
Income tax Slab	Rate of Tax	Income tax Slab	Rate of Tax	Income tax Slab	Rate of Tax
Upto Rs. 2.5 Lakhs	Nil	Upto Rs. 3 Lakhs	Nil	Upto Rs. 5 Lakhs	Nil
Rs. 2.5- 5 Lakhs	5%	Rs. 3- 5 Lakhs	5%	Rs. 5- 10 Lakhs	20%
Rs. 5-10 Lakhs	20%	Rs. 5-10 Lakhs	20%	Above Rs. 10 Lakhs	30%
Above Rs. 10 Lakhs	30%	Above Rs. 10 Lakhs	30%		

Note:

- Education Cess 3% +Health Cess of 1 %
- Surcharge of 10% on Rs. 50 Lakhs to Rs. 1 crore + Income earners
- Surcharge of 15% on Rs. 1 Cr. Plus income earners
- Tax credit of Rs. 2,500/- for income upto Rs. 3.5 Lakhs u/s 87A
- Standard deduction of Rs. 50,000/- for Salaried and Pensioners
- There are no separate slab for male & Female

What is "Salary"

Salary is the remuneration received by or accruing to an individual, periodically, for service rendered as a result of an express or implied contract. The actual receipt of salary in the previous year is not material as far as its taxability is concerned. The existence of employer-employee relationship is the sine-qua-non for taxing a particular receipt under the head "salaries". For instance, the salary received by a partner from his partnership firm carrying on a business is not chargeable as "Salaries" but as "Profits & Gains from Business or Profession". Similarly, salary received by a person as MP or MLA is taxable as "Income from other sources", but if a person received salary as Minister of State/ Central Government, the same shall be charged to tax under the head "Salaries". Pension received by an assessee from his former employer is taxable as "Salaries" whereas pension received on his death by members of his family (Family Pension) is taxed as "Income from other sources".

India has become a major exporter of IT services, Business Process Outsourcing (BPO) services and software services. Three major sectors contribute to the Indian economy and the GDP of the country. These are Agriculture which includes crops, milks, animal husbandry, fishing, forestry and some other activities. The industry which includes several manufacturing sub sectors. The services include retail, construction, software, communication, banking and other economic activities.

Deduction from Salary Income

The following deductions from salary income are admissible as per Section 16 of the Income-tax Act. (i) Professional/Employment tax levied by the State Govt. (ii) Entertainment Allowance- Deduction in respect of this is available to a government employee to the extent of Rs. 5000/- or 20% of his salary or actual amount received, whichever is less. It is to be noted that no standard deduction is available from salary income w.e.f. 01.04.2006 i.e. A.Y.2006-07 onwards. Standard deduction of Rs. 50,000/- for Salaried and Pensioners in AY 2021-22.

The **provisional figures of Direct Tax collections for the Financial Year 2020-21 show that net collections are at Rs. 9.45 lakh crore.** The net Direct Tax collections include Corporation Tax (CIT) at Rs. 4.57 lakh crore and Personal Income Tax (PIT) including Security Transaction Tax (STT) at Rs. 4.88 lakh crore. **The net Direct Tax collections represent 104.46% of the Revised Estimates of Rs. 9.05 lakh crore of Direct Taxes for the F.Y. 2020-21.**

Tax Planning

Tax planning means the assessment of one's financial affairs without violating the legal provisions of an act. It reduces the burden of taxation of an assessee by taking the full advantage of exemptions, deductions, rebates and relief permitted under the act.

Planning is nothing but thinking before the action takes place. It helps us to take a peep into the future and decide in advance the way to deal with the situations, which we are going to encounter in future. It involves logical thinking and rational decision making. India's commitment to planned economic development is a reflection of our society's determination to improve the economic conditions of our people and an affirmation of the role of the government in bringing about the growth performance through a variety of social, economic and institutional means. The ultimate objective of the Indian planning is to achieve broad based improvement in the standard of living of society at large. Rapid growth is essential for expanding incomes and employment. It provides the required resources to finance programs of social uplift.

Tax planning is the art of arranging your affairs in ways that postpone or avoid taxes. By employing effective tax planning strategies, you can have more money to save and invest or more money to spend or both. Put in another way, it means deferring and minimizing taxes by taking advantage of beneficial tax-law provisions, increasing and taking advantage of exemptions and deductions with simple methods to minimize your tax liability during a financial year. One can indulge in smart tax planning by taking benefit from the components of one's salary; the perks, perquisites or tangible benefits that one is entitled to can be claimed up to some amount as a deduction or is exempt in some cases; investments in deductible options and filing of tax returns well in advance; simple management and strategic decisions at the right time is all you need for smart tax planning. Tax planning is a way to find out how much money you are paying on tax and also a way to help minimize the tax liability (the amount owed to tax authorities) through the use of allowances, deductions, exclusions and exemptions and hence can be used in a number of ways; for example for retirement, businesses, wills, and properties.

Importance of Tax Planning

Though the basic objectives of the planning is to minimize the tax liability of tax payers yet the following are the some considerations which are important for tax planning

- Tax planning exercise is more reliable since the companies Act, and other allied laws narrow down the scope of tax evasion and tax avoidance techniques, driving a tax payer to a situation where he will be subjected to severe penal consequences.
- Presently, companies are supposed to promote those activities and programmes which are of public interest and good for a civilized society. In order to encourage these, the government has provided them with incentives in tax laws. Hence a planner has to be well versed with the laws concerning incentives.
- With increase in profits, the amount of corporate tax also increase and it necessitates the devotion of adequate time on tax planning to minimize tax burden.
- Tax planning enables a company to bear the burden of both direct and indirect tax during inflation. It enables companies to make proper expense planning, capital budgeting, sales promotion of planning etc.
- When an assessee has not claimed all the deductions and relief before the assessment is completed, he is not allowed to claim them at the time of appeal. It was held in CIT u/s Gurjargravuer Ltd. (1972) 84ITR723 that if there is no tax planning and there are lapse on a part of the assesses the benefit would be the lease.

Review of Literature

The aim of any literature review is to summarize and synthesize the arguments and ideas of existing knowledge in a particular field. This provides the researcher with profound knowledge and the direction to be headed for the success of their research. It is the nucleus around which a study is based. Unless one needs to reinvent the wheel, precise awareness on the extent of knowledge on a topic is important to hold on analysis that adds work to the sphere. The review of literature on existing subject reveals that many researchers have directed their efforts to study various aspects of income tax system mainly with regard to tax structure, tax incentives and income tax structure such as personal income tax, savings and investment options etc.

Rajan (2010) studied the growth of individual income tax and examined the burden of personal income tax on income distribution of salaried tax payers.

Meenakshi Chaturvedi and Shruti Khare (2012) did a study on the savings and investments choices of Indian households and found that they displayed maximum awareness as regards bank deposit, real estate, and insurance while shares, securities and mutual funds remained much unexplored. The researchers also found that age, gender, education and income also had a bearing on the choice of investment made.

Priya Gupta and Munish Gupta (2013) studied personal income tax reforms for a period of ten financial years from 2003-04 to 2012-13 and felt that tax burden seems to be higher on low and medium income group as against higher income groups. This mainly happens due to high compliance costs and a poorly designed cost structure, reorganisation of existing tax slabs and reduction in tax rates.

Radha Gupta (2013) makes out a case of bringing more assesses under the tax net by arguing in favour of further rationalization by way of increasing the effective income slabs for levy of taxes and by further reducing tax rates for each slab.

Geetha (2014) was of the view that salaried employees still display less awareness with respect to deduction under chapter VIA of the Income Tax Act 1961, although they have more knowledge about investments in provident fund, housing loans and insurance.

MugdhaShailendraKulkarni (2014) conducted a study to help the investment managers to understand the context of their client (individual investor) better and thereby be better placed to help the clients make conscious positive change in their investments. This study attempts to find changes in investment decision with age, gender, income, education level, occupation, annual income, number of dependents. It was recommended that investment managers can suggest to their clients a balanced approach towards equities and bonds.

SopanKasinath (2014) was of the opinion that majority of the tax payers in India were the upper middle class and suggested means of availing deduction to minimise tax liability, through avoidance rather than evasion.

Om Prakash (2015) the study found that inspite of large-scale reforms introduced by the Government to enhance its tax revenues from direct taxes, the performance of reforms has not been satisfactory even after more than 20 years. There is a need to relook at the overall reforms initiative to ensure higher level of direct tax revenue, to provide indexed tax base and to ensure better tax compliance.

Kiranjit Sett (2016) studied factors affecting growth of tax revenue like rates of taxes, corporate profits/incomes, deductions, inequality in income distribution. He revealed that growth rates in manufacturing and service sector are not proportionate to growth in taxes and the growth of tax revenue depends on the growth of taxes in the manufacturing and service sector.

Monika Arora and Gupta (2017) felt the need to come up with new investment opportunities which are more tax savvy and create a balance between risk and returns. They also suggested that there is a need to have more deductions under chapter VIA which would exclusively benefit salaried individuals.

GeethuGopi and Priyanka (2018) were of the opinion that investment is an activity confined to specific financial aims of investors. The study attempts to understand the investment preference of salaried group of people working in the private sector in shipping industries. The findings suggest that most of the employee's savings are directed to their personal expenses like childrens education and marriage.

PriyaPrabhuVerlekar, Prof. Y.V. Reddy(feb.2020)The process of reducing the size of the black economy, bringing more tax payers in the net to achieve the objective of the Government announced in June 2019 to double number of taxpayers to 100 million and cowering Income tax rates with the end objective of ensuring that personal income tax contributes significantly as a ratio to India's GDP growth.

Research Gap

From the literature review it is evident that there have been numerous studies on tax planning and tax reforms. However, studies pertaining to personal income tax planning especially for salaried tax payers are few. This provided the opportunity to take up a comprehensive study to assess the level of awareness, investment preferences and tax planning measures adopted by salaried tax payers.

- In India, particularly in a big city like Mumbai, there has been no study undertaken on tax planning of salaried individuals. The present study made an attempt to understand the investment preferences, literacy levels of tax provisions and tax planning measures adopted by salaried individuals employed in public and private sector undertaking across major cities in Mumbai.

- Salaried employees have a fixed flow of income and hence their investment patterns are different. The present study throws light on investment preferences in financial assets and physical assets in Mumbai and how tax provisions play a vital role in investment choices.
- Section 5A of the Income Tax Act 1961, which provides for equal division of income from all sources except salary is exclusively applicable to the State of Maharashtra. The present study makes an attempt to better understand the tax implications on Mumbai city's couples, whereby all their incomes (except salary) gets divided equally between them and such division on their incomes with respect to their tax liability. This specially has significance when Mumbai city's couples has other sources of income besides salary.

Statement of the Problem

Saving taxes can be a complicated process if not planned well in advance. Planning your taxes at the last moment leaves little time for you to study different investment options. It may also become a burden to invest a lump sum amount to save tax. Investing, not just to save taxes, but also to fulfill your goals, can prove beneficial in tax planning. Effective tax planning involves early and regular investments. Studying one's salary slip should also be a part of one's tax planning checklist.

By making investments in selected financial products and claiming deductions under certain allowances one can reduce the taxable income. This research provides an insight into the tax saving strategies followed by salaried assesses employed in public and private sector undertakings in the State of Maharashtra (special with Mumbai city) and throws light on various exemptions, allowances and deductions that can be opted for by the salaried tax payers to reduce their tax burden. After all, saving money is equally as important as earning money and that's something which is achievable through proper planning. The truth of the matter is that tax planning is an integral part of one's investment plan along with managing of finances.

Scope of the Study

The scope of the current study is limited to the salaried assesses in the State of Maharashtra. The study evaluates and analyses the tax planning strategies and awareness thereof, saving habits, investment choices, outflow of liabilities adopted by the salaried assesses in Maharashtra for the period covered under study. The income in the study encompasses salary income, via interest on bank deposits etc. For the purpose of the study, employees from private sector and public sector were covered. In the private sector multinational corporations and Indian companies across diverse industries ranging from manufacturing to service industry in areas such as telecom, information technology, pharmaceutical, composites etc. were included. In the public sector Central and State Government employees, employees with Government companies and corporations and employees of State Government, aided colleges and schools were included. The salaries assesses were classified under four categories based on their levels of income in conjunction with the income tax slabs for individuals. The study also captured the age group and gender of the salaried assesses for better understanding of their risk profile, savings and investment habits.

The uniqueness of this study is that it covers tax planning the implications and impact of Section 5A of the Income Tax Act 1961.

Objectives

- To assess the impact of income tax reforms on salaried tax payers in India.
- To determine the level of awareness of salaried class with respect to tax planning in Mumbai.
- To analysis tax planning measures adopted by different segments of salaried class in public and private sector in Mumbai, based in level of saving habits and investment choices in financial, physical assets.
- To understand and evaluate tax planning measures being adopted by salaried class in Mumbai.
- To assess whether there is significant differences in the tax planning measures adopted by different segments of the salaried class in Mumbai, based in level of income and type of organization.

Research Hypothesis

H₀: There is no significant difference between private sector and the public sector salaried assesses with respect to their savings habits in Mumbai.

H₁: There is a significant difference between private sector and the public sector salaried assesses with respect to their savings habits in Mumbai.

H₀: There is no significant difference between private sector and the public sector salaried assesses with respect to tax planning strategies adopted for AY 2021-22.

H₂: There is a significant difference between private sector and the public sector salaried assesses with respect to tax planning strategies adopted for AY 2021-22.

Research Methodology and Sample Design

Primary Data Primary data was gathered through a well-designed questionnaire to collect information relating to saving habits, investment choices and tax planning strategies followed by the salaried assesses of the city of Mumbai. Assessment year 2021-22 was chosen as the base year for collecting primary data. A pilot study was conducted on 200 assesses to test the original questionnaire which helped to meticulously frame the final questionnaire.

Secondary Data Sources include Income Tax Act 1961 and rules thereon, Central Board of Direct taxes circular/notifications, Journals of Institute of Chartered Accountants of India, Statistics from Department of Economic affairs and Tax reports published online and on websites also form part of the secondary data. Secondary data pertaining to direct tax reforms was collected for a period of 07 years from FY 2013-14 to 2020-2021.

Sampling Design Salaried assesses employed in the State of Maharashtra constituted the population for the study. Sample selection was done on a purposive basis. The sample comprised of employees engaged in public and private sectors in the city of Mumbai totaling 200 tax return filers for assessment year 2021-22. In order to ensure an equitable distribution 200 respondents were equally divided 100 each between public and private sector on the basis of their employment. The employment was further categorised into private and public sector and equal weightage allotted to both. The State of Maharashtra included the main cities of Mumbai.

The Table 1.1 below shows the sample division on the basis of employment.

Table 1.1: Sample Size-Type of Undertaking

Type of Undertaking	Mumbai City	Total
Public	100	100
Private	100	100
Total	200	200

Source: Sample Design

The sample includes a wide spectrum of public and private sector employees. Public sector employees included employees of Central Government and public sector undertakings. The private sector employees included those working in the pharmaceutical sector, information technology, multinational corporations in telecommunication and aeronautical structures, media and publicity and other manufacturing limits.

After determining the level of salary and other incomes, the surveyed tax assesses were classified into four categories. Assesses having annual salary income of below Rs. 2.5 lakh classified as 'First level'. Assesses having annual salary income of Rs.2.5 lakh to Rs. 5 lakhs classified as 'Second level' and assesses having annual salary income of Rs. 5 lakhs to Rs.10 lakhs classified as 'Upper level'. The Top-level consisted of assesses having annual salary income above Rs.10 lakhs.

The sample size classified into above categories on the basis level of income is presented in Table 1.2.

Table 1.2: Sample Size- Level of Income

Type of undertaking	First level	Second level	Upper level	Top-level
	Below Rs.2,50,000	Rs.2,50,000 to 5,00,000	Rs.5,00,000 to 10,00,000	Above Rs.10,00,000
Private Sector	28	47	13	12
Public Sector	15	40	25	20
Total	43	87	38	32

Source: Survey Data

Statistical Tools

Statistical knowledge helps one to use proper methods to collect the data, employ the correct analysis, and effectively present the results. Various statistical tools are used in analyzing data, for the purpose of this study the following tools were used for representing and analyzing data.

Data Representation

- Tables
- Percentages
- Diagrams
- The data was analysed by using the under mentioned techniques
- Chi square test and Z-test analysis
- Person Correlation coefficient

Correlation was used to assess the recommendations for improvement in tax planning strategies between employees in the private sector and in the public sector. Ranking table was used to prioritise tax reforms, investments in physical and financial assets and outflow of liabilities.

The data is analysed and interpreted with the help of mathematical methods. Simple percentage method is used in analysing the data.

Simple percentage= No. of respondents/ Total no. of respondents x 100

Limitations of the Study

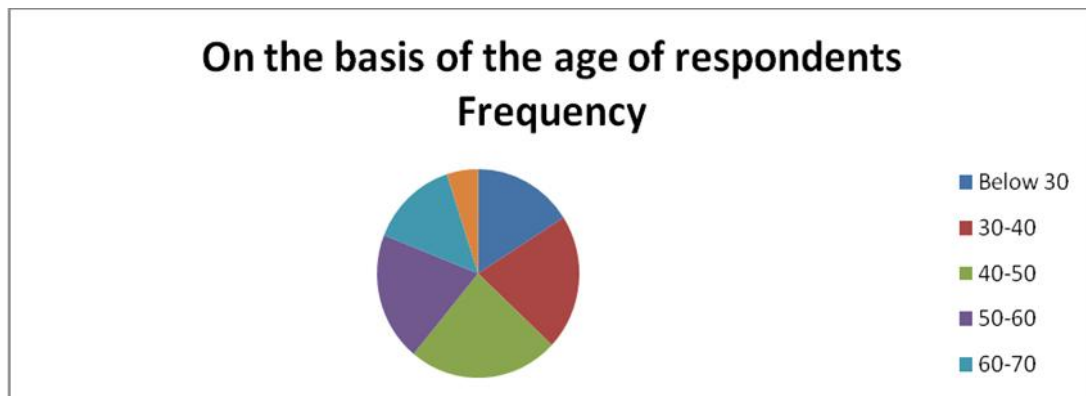
- The present study is confined to the city of Mumbai and hence the findings of the present study cannot be generalised for the entire nation.
- The study was entirely about the individual financial planning of the salaried assesses, there may be a possibility of biasness in the responses given by them.
- There were abundant literatures available in the area of financial planning and awareness of investment avenues but there was an absence of studies specifically in the area of awareness of tax knowledge.
- Some of the findings of the study suggest that there may be chance of lack of understanding of some of the concepts by individuals.

Data Analysis and Interpretation

The information includes the analysis of data collected from the salaried employees with regard to the tax planning measures adopted by them. Percentages are mainly used for the analysis purpose.

On the basis of the Age of Respondents

Age	Frequency	Percentage
Below 30	32	16%
30-40	42	21%
40-50	48	24%
50-60	40	20%
60-70	28	14%
Above 70	10	5%
Total	200	100%

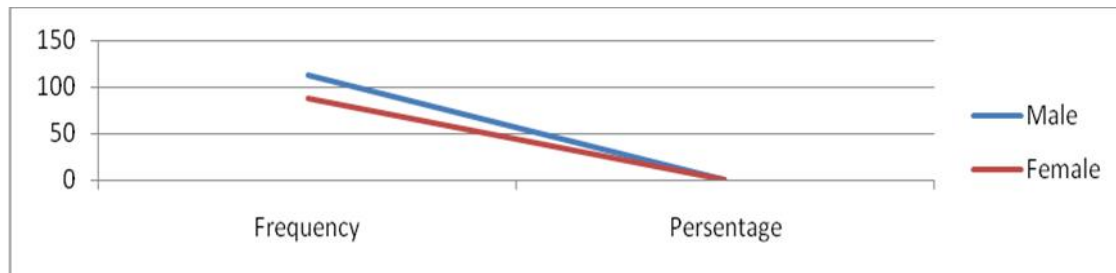


Interpretation

From the above table 16%,21%,24%,20% of the respondents are in between the ages Below 30, 30-40, 40-50 and 50-60. 14% of the respondents are between 60-70.5% of the respondents are above 70.

On the basis of the gender of respondents

Respondents	Frequency	Percentage
Male	112	56%
Female	88	44%
Total	200	100%

**Interpretation**

The figure shows that 56% respondents are female and 44% are male.

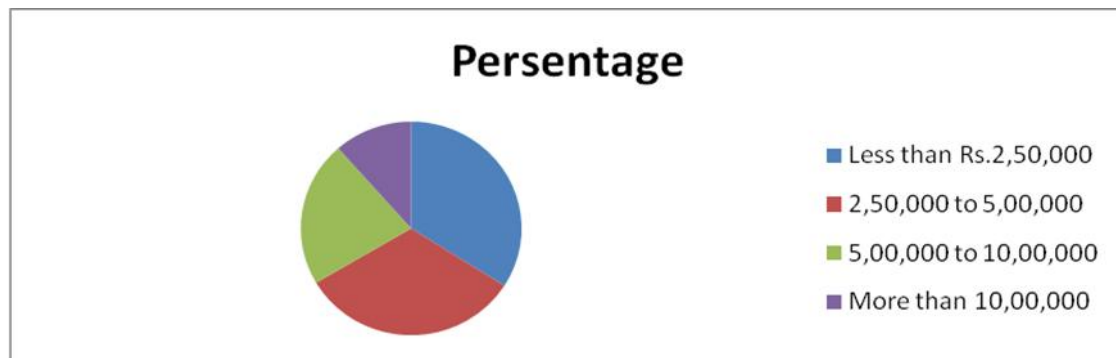
On the basis of Sector wise classification of respondents

Respondents	Frequency	Percentage
Public Sector	100	50%
Private Sector	100	50%
Total	200	100%

INTERPRETATION: The figure shows that 50% are public sector employers and 50% are private sector.

On the basis of Income

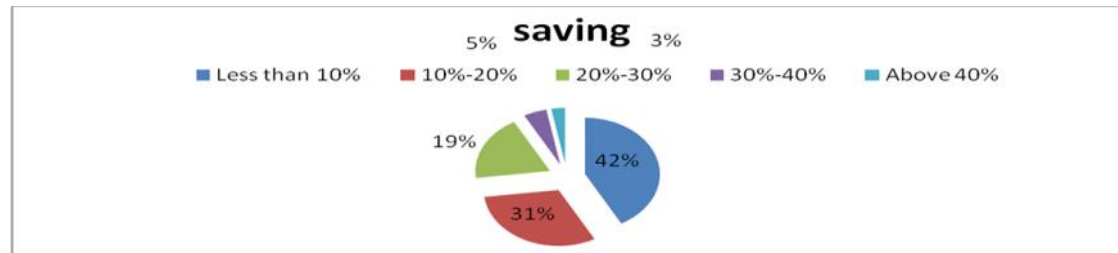
Income	Frequency	Percentage
Less than Rs.2,50,000	68	34%
2,50,000 to 5,00,000	65	32.5%
5,00,000 to 10,00,000	44	22%
More than 10,00,000	23	11.5%
Total	200	100%

**Interpretation**

This figure shows that 34% earns less than 2.5 lakhs, 32.5% earns between 2.5 to 5 lakhs, 22% earn between 5 lakhs – 10 lakhs and 11.5% earn between more than 10 lakh.

On the basis of Saving

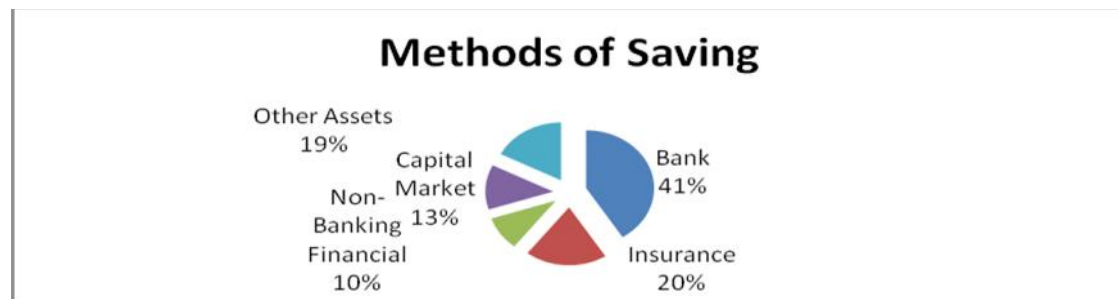
Saving % of Income	Frequency	Percentage
Less than 10%	84	42%
10%-20%	62	31%
20%-30%	38	19%
30%-40%	10	5%
Above 40%	6	3%
Total	200	100%

**Intepretation**

This figure shows that among the total respondents 42% saves 10% of income in schemes approved by CBDT, 31% up to 10-20%, 19% up to 20-30%, 5% up to 30-40% of their income and 3% up to 30-40% .

On the basis of Method of Saving

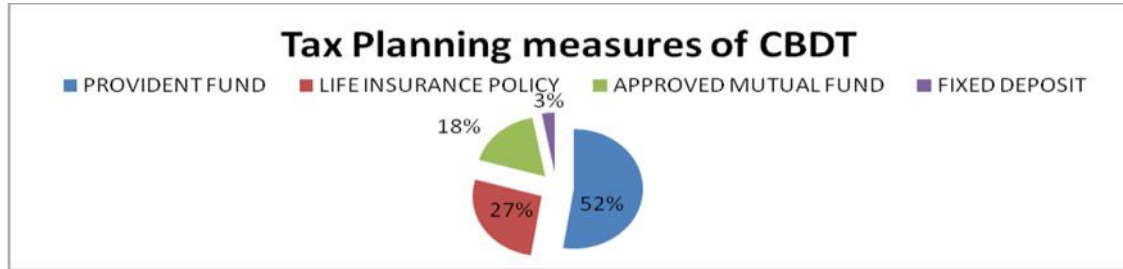
Saving	Frequency	Percentage
Bank	82	41%
Insurance	39	19.5%
Non-Banking Financial	19	9.5%
Capital Market	25	12.5%
Other Assets	35	17.5%
Total	200	100%

**Intepretation**

This figure shows that about 41% under banks, 19.5% under insurance 9.5% of the respondents saves their income under non-banking financial, 12.5% under capital market and 17.5% under other assets.

Tax Planning Measures of CBDT

Options	Frequency	Percentage
Provident Fund	105	52.5%
Life Insurance Policy	54	27%
Approved Mutual Fund	35	17.5%
Fixed Deposit	06	3%
Total	200	100%



Intepretation

The above table shows that 27% of the respondents use life insurance for getting tax exemption, 3% by using fixed deposit, 52.5% by provident fund and 17.5% by approved mutual fund.

The following hypothesis was tested:

H₀: There is no significant difference between private sector and the public sector salaried assesses with respect to their savings habits in Mumbai.

H₁: There is a significant difference between private sector and the public sector salaried assesses with respect to their savings habits in Mumbai.

The savings were analysed using chi-square test and it was revealed that there was no significant difference in the saving habits of the salaried assesseees of both service sectors considering the percentage of savings to annual income with regard to first level, second level, upper level and top level managers. The hypothesis stands accepted at 5 per cent level of significance. Significant difference existed in the savings habits of the salaried assesseees in both sectors of service with respect to first level managers. The hypothesis stands rejected at 5 per cent level of significance.

Chi-square Analysis of Saving Habits

	Income Group	Value	Degree of freedom
Pearson's Chi-square	First level	7.025**	4
	Second level	9.087*	4
	Upper level	6.052**	4
	Top-level	5.078**	3

Source: use spss software for calculation (*Significant **Not Significant)

It can be said that there is a direct relationship between income and savings. If income increases, savings also increases but by less than increase in income. It means as income increases, proportion of income saved increases.

H₀: There is no significant difference between private sector and the public sector salaried assesses with respect to tax planning strategies adopted for AY 2021-22.

H₂: There is a significant difference between private sector and the public sector salaried assesses with respect to tax planning strategies adopted for AY 2021-22.

Z-test Analysis of tax planning strategies

Tax Planning Strategies	First Level		Second Level		Upper Level		Top Level	
	Z- value	p- value	Z- value	p- value	Z- value	p- value	Z- value	p- value
Total Deduction Claimed u/s 80C	-1.485**	0.153	-4.522*	-	-2.478*	0.014	-2.770**	0.006
Provident Fund	-0.553**	0.586	0.46**	0.647	-2.292*	0.023	-2.589*	0.011
Life Insurance Policy	0.117**	0.908	-2.125*	0.036	0.628**	0.531	1.422**	0.158
Approved Mutual Fund	-0.799**	0.433	-1.875**	0.063	0.325**	0.746	-0.296**	0.768
Fixed Deposit	2.137*	0.045	-0.899**	0.371	1.245**	0.22	0.986**	0.326

Source: use spss software for calculation (*Significant **Not Significant)

Z-test was used statistically to analyse the data and it was observed from Table above that in respect of First level in both service sectors there was no significant difference regarding "PF", "LIC", "approved mutual fund" and "total deductions". The hypothesis stands accepted at 5 per cent level of significance. Significant difference existed with respect to fixed deposits. In case of second level managers there was no significant difference with respect to "PF", "mutual fund", "fixed deposits" etc. The hypothesis stands accepted at 5 per cent level of significance. Significant difference was noticed with "total deductions", and "LIC". The hypothesis stands rejected at 5 per cent level of significance. In case of the second level managers there was no significant difference between the private and public sector salaried assesses with respect to all deductions. The hypothesis stands accepted at 5 per cent level of significance. Significant difference was noticed with respect to "PF" and "total deductions". The hypothesis stands rejected at 5 per cent level of significance. In case of the top-level managers there was no significant difference between the salaried assesses of the private sector and public sector in respect of "all deductions". The hypothesis stands accepted at 5 percent level of significance. Significant difference existed only with respect to "PF". The hypothesis stands rejected at 5 per cent level of significance.

Findings and Conclusion

Tax planning is a pivotal part of financial planning. Through effective tax planning all elements of the financial plan falls in place in the most effective manner. Taxes can eat into your annual earnings. To counter this, tax planning is a legitimate way of reducing your tax liabilities in any given financial year. It helps you to utilize the tax exemptions, deductions and benefits offered by the authorities in the best possible way to minimize your liabilities. The current study is an effort to evaluate the tax planning measures adopted by the salaried income tax assesees in the city of mumbai. An attempt has been made to understand the investment preferences, saving habits, literacy levels on tax provisions and tax planning measures adopted by the salaried individuals employed in public and private sector undertakings across major city of mumbai.

- It is observed that levels of income determine ability to save. As such, it can be seen that the annual savings of the respondents increases as the category of assessee based on his income increases from first level and second level showed savings upto 20% of their annual income while the upper level and the top-level showed savings upto 30% of their annual income.
- Public Provident Fund and Life Insurance received wide acceptance across employees at all levels. Public Sector Employees gave preference to provident fund while private sector employees preferred insurance premium.
- The key is to increase the number of taxpayers. Currently only 5.6% of India's population pay personal income tax & out of these the majority are from salaried class. Rationalisation of rates of tax on the lines as was proposed in Direct Tax Code in 2021 which was to replace the over 55-year-old existing income tax Act 1961. The highest tax slab of 30% for Individuals in the Direct Tax Code was for taxable Income above Rs50 lacs. Factoring for inflation this slab could be Rs60 lacs today.
- The surveyed assesses in general showed a high level of awareness about most of the provisions on tax laws and planning. However, few differences were observed as regards their awareness levels on various aspects based on the level of income and employment sector. The tax planning strategies that received widest acceptance was PF Contribution /Insurance premium and repayment of housing loan. The most striking observation made was that across all income groups, deduction u/s 80C was not utilized to the fullest. However only the top-level managers of the public sector were close to claiming the full deduction.

Scope for Future Research

The scope of the current study is limited to the salaried assesses in the city of mumbai. The study evaluates and analyses the tax planning strategies and awareness thereof, saving habits, investment choices adopted by the salaried assesses in Goa for the period covered under study. The income in the study encompasses salary income, income/loss from house property and income from other sources viz interest on bank deposits etc. For the purpose of the study, employees from private sector and public sector were covered. In the private sector multinational corporations and Indian companies across diverse industries ranging from manufacturing to service industry in areas such as telecom, information technology, pharmaceutical, composites etc. were included. In public sector; Central

and State Government employees, employees with Government companies and Government corporation and employees of State Government aided colleges and schools were included. The salaries assesses were classified under four categories based on their levels of income in conjunction with the income tax slabs for individuals. The study also captured the age group and gender of the salaried assesses for better understanding of their risk profile, savings and investment habits.

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गुणवत्ता प्रबन्धन की कैजेन शैली

डॉ. विनोद कुमार तिवारी*

सार

जब व्यापारिक प्रतिस्पर्धा कम थी उस समय वस्तु की गुणवत्ता को अधिक महत्व नहीं दिया जाता था। व्यापार के वैश्वीकरण के साथ ही व्यापारिक प्रतिस्पर्धा में तीव्र गति से वृद्धि हुई है। बाजार में बढ़ती हुई प्रतिस्पर्धा के वर्तमान युग में वस्तु की गुणवत्ता को उपेक्षित नहीं किया जा सकता है। उत्पादन भी बृहत् पैमाने पर होता है, इसलिए यदि उत्पादक उपभोक्ता संतुष्टि को विस्मृत कर दे तो निस्संदेह उसके ग्राहक उसे विस्मृत करके अन्यत्र चले जाएंगे एवं निर्मित उत्पाद के स्कन्ध से उसके भण्डारगृह भर जाएंगे। अतः निगमित क्षेत्र वस्तु की गुणवत्ता के प्रति पहले से अधिक सजग हुआ है। प्रबन्धकों एवं प्रबन्धपरामर्शदाताओं में विगत वर्षों में गुणवत्ता प्रबन्धन के प्रति अत्यधिक रुचि जाग्रत हुई है। गुणवत्ता नियंत्रण से उपभोक्ता संतुष्टि के उच्चतम स्तर को प्राप्त किया जा सकता है। जापान में प्रचलित प्रबन्ध की कैजेन शैली के अन्तर्गत पिकसित सम्पूर्ण गुणवत्ता प्रबन्धन की शैली पाश्चात्य शैली से कुछ भिन्न है। इस शोधपत्र में गुणवत्ता प्रबन्धन की जेन शैली का विश्लेषण किया गया है।

मुख्य शब्द: गुणवत्ता, गुणवत्ता नियंत्रण, कैजेन, डेमिंग चक्र, समग्र गुणवत्ता प्रबन्धन।

प्रस्तावना

बीसवीं शताब्दी का पूर्वार्द्ध उपनिवेशवाद और दो विश्वयुद्धों, जिनमें सम्पूर्ण विश्व को भयंकर विनाश का सामना करना पड़ा, के लिए कुख्यात था वहीं उसका उत्तरार्द्ध पुनर्निर्माण और नवअन्तराष्ट्रीय अर्थव्यवस्था, जो सभी राष्ट्रों की समानता के सिद्धान्त पर आधारित है, की स्थापना के लिए याद किया जाएगा। नव वैश्विक अर्थव्यवस्था 1964 में हुए प्रथम 'संयुक्त राष्ट्रसंघ व्यापार एवं विकास सम्मेलन' से लेकर 'विश्व व्यापार संगठन' की स्थापना तक दीर्घयात्रा तय कर चुकी है। व्यापार की राष्ट्रीय सीमाएं शिथिल हुई हैं जिसके परिणामस्वरूप व्यापारिक प्रतिस्पर्धा में तीव्रगति से वृद्धि हुई है। उपभोक्तावाद भी बढ़ा है। अब उपभोक्ता क्रय करते समय अधिक विवकेशील एवं जागरूक हो गया है। वह उपभोग की गयी वस्तु से अधिकतम संतुष्टि चाहता है। औद्योगीकरण से पूर्व के युग में, उत्पादक और उपभोक्ता के मध्य भौगोलिक दूरी कम होने के कारण उत्पादक अपने ग्राहक की इच्छाओं और प्राथमिकताओं से भलीभांति परिचित रहता था जिससे वह ग्राहक की आवश्यकतानुरूप ही वस्तु का उत्पादन करता था। प्रतिस्पर्धा में कमी होने के कारण उस समय वस्तु की गुणवत्ता को अधिक महत्व नहीं दिया जाता था। बाजार में बढ़ती हुई प्रतिस्पर्धा के वर्तमान युग में वस्तु की गुणवत्ता को उपेक्षित नहीं किया जा सकता है। उत्पादन भी बृहत् पैमाने पर होता है, इसलिए यदि उत्पादक उपभोक्ता संतुष्टि को विस्मृत कर दे तो निस्संदेह उसके ग्राहक उसे विस्मृत करके अन्यत्र चले जाएंगे एवं निर्मित उत्पाद के स्कन्ध से उसके भण्डारगृह भर जाएंगे। अतः निगमित क्षेत्र वस्तु की गुणवत्ता के प्रति पहले से अधिक सजग हुआ है। प्रबन्धकों एवं प्रबन्ध परामर्शदाताओं में विगत वर्षों में गुणवत्ता प्रबन्धन के प्रति अत्यधिक रुचि जाग्रत हुई है।

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उद्देश्य

इस शोधपत्र का उद्देश्य गुणवत्ता प्रबन्धन की जेन शैली का परीक्षण करना और पाश्चात्य एवं जेन शैली में अन्तर पर प्रकाश डालना है।

गुणवत्ता एवं इसका प्रबन्धन

शब्द गुणवत्ता बहुत प्रचलित है। प्रत्येक व्यक्ति उत्पाद या सेवा की गुणवत्ता को जानता एवं अनुभव करता है। किन्तु इसको परिभाषित करना कठिन है। भाषा की दृष्टि से गुणवत्ता शब्द की उत्पत्ति गुण शब्द से हुई है। गुण से गुणवत् या गुणवान बना है जिसका अभिप्राय उस व्यक्ति या वस्तु से है जिसमें गुण समाहित हैं। गुणवत्ता एक भाववाचक शब्द है जो वस्तु में गुण होने की स्थिति को प्रदर्शित करता है। सामान्य शब्दों में, वस्तु की कार्यनिष्पादन की श्रेष्ठता ही गुणवत्ता है। यह भी कहा जा सकता है कि गुणवत्ता वह कुछ भी है जो ग्राहक के दृष्टिकोण में उत्पाद की प्रतिष्ठा को बढ़ाती है। हम यह भी कह सकते हैं कि गुणवत्ता वस्तु का वह गुण है जो उपभोक्ता को संतुष्ट करता है। गुणवत्ता के कुछ पहलुओं जैसे—उत्पाद का कार्यनिष्पादन, विश्वसनीयता, वस्तु का जीवन विस्तार आदि को आसानी से देखा जा सकता है किन्तु अन्य अनेक पहलू सरलता से नहीं पहचाने जा सकते हैं। दुर्भाग्यवश गुणवत्ता पर विभिन्न विद्वानों के दृष्टिकोण अवधारणा की दृष्टि से भिन्न एवं विषयनिष्ठ हैं। गुणवत्ता को 'आवश्यकता के संतुष्टीकरण के रूप में' (फिलिप क्रोस्बी, 1978); उपभोग हेतु उपयुक्तता के रूप में (जोसेफ जुवान, 1965); उपभोक्ता की अपेक्षाओं की पूर्ति हेतु वस्तु या सेवा की विपणन, अभियंत्रण, उत्पादन एवं अनुरक्षण सम्बन्धी समग्र संयुक्त विशेषताओं के रूप में (आरमण्ड फीगेनबान, 1987) परिभाषित किया गया है। जॉन मैकडोनाल्ड (1992) ने ग्राहक जागरूकता और सतत् सुधार पर विशेष बल दिया।

इन्साइक्लोपीडिया ब्रिटानिका (वाल्थूम—7, 15वां संस्करण, पृष्ठ 337) में गुणवत्ता को इस प्रकार परिभाषित किया गया है, "सामग्री, निर्माण कार्य, तथा अन्य प्रभावी घटकों के सुव्यवस्थित अवलोकन एवं नियमन के द्वारा उत्पाद के निर्माण में स्थापित मानकों की विश्वसनीयता का वादा ही गुणवत्ता नियंत्रण है।"

उक्त सभी पाश्चात्य दृष्टिकोणों में गुणवत्ता को वस्तु या सेवा के सन्दर्भ में ही लिया गया है जबकि जापानी दृष्टिकोण इससे भिन्न है। यह गुणवत्ता को विस्तृत सन्दर्भ में लेता है जिसके अन्तर्गत गुणवत्ता वह कुछ भी है जिसमें सुधार किया जा सकता है। जापानी दृष्टिकोण (मसाकी इमाई, 1991) में इसे केवल वस्तु की गुणवत्ता के स्थान पर उत्पादन एवं विपणन प्रक्रिया में लगे व्यक्तियों की गुणवत्ता के रूप में लिया जाता है।

जापानी औद्योगिक मानक परिभाषा के अनुसार गुणवत्ता नियंत्रण संसाधनों की एक प्रणाली है जिससे मितव्ययतापूर्वक उत्पाद या सेवा का उत्पादन किया जा सके।

अवधारणा का विकास

गुणवत्ता प्रबन्ध की अवधारणा बीसवीं शताब्दी में व्यावसायिक आवश्यकताओं के अनुरूप धीरे-धीरे विकसित हुई। इस शताब्दी के प्रारम्भिक चरण में गुणवत्ता नियंत्रण का कार्य व्यक्तित्व: कार्मिकों का था। तीसरे-चौथे दशक तक यह कार्य फोरमेन और निरीक्षकों का ही रहा जो कि कार्मिकों के एक दल का नेतृत्व करते थे और अधीनस्थों के द्वारा किये गये कार्य के लिये उत्तरदायी होते थे। फोरमेन और निरीक्षक निर्मित उत्पाद का परीक्षण करके, निर्धारित मानकों पर खरी न उतरी इकाइयों पर सुधार कार्य की व्यवस्था करते थे।

षष्ठम् और सप्तम् दशक में 'सांख्यिकीय गुणवत्ता नियंत्रण मापों' का विकास हुआ। इसी अवधि में जिम हाल्पिन्स की 'शून्य दोष' की अवधारणा प्रकाश में आयी किन्तु अमेरिकी प्रबन्धकों द्वारा कार्मिकों के नियंत्रण में अभिप्रेरक हथियार के रूप में दुरुपयोग किये जाने के कारण यह लोकप्रिय नहीं हो सकी।

द्वितीय विश्वयुद्ध में विनष्ट हुए जापान ने अमेरिकी छत्रछाया में पुनर्निर्माण कार्य प्रारम्भ किया। 1950 में सुप्रीम कमाण्डर ऑफ एलाइड फोर्सिस मि0 मॅक आर्थर की सरकार के समय, अमेरिकी गुणवत्ता नियंत्रण विशेषज्ञ डॉ0 डब्लू0 एडवर्ड्स डेमिंग, जो कि कालान्तर में जापानी गुणवत्ता क्रान्ति के जनक कहे गये, को जापानी

वैज्ञानिकों और अभियांत्रिकों के संघ द्वारा आमंत्रित किया गया। सोनी, टोयोटा, मित्सुबिशी, निसान सहित अनेक जापानी कम्पनियों ने डेमिंग के व्याख्यानों को सुना तथा उनके विचारों को जापानी परिस्थितियों के अनुरूप ढाल कर कैजेन शैली को विकसित किया।

गुणवत्ता नियंत्रण की लागत

गुणवत्ता नियंत्रण से उपभोक्ता संतुष्टि के उच्च स्तर को प्राप्त किया जा सकता है जिससे बिक्री बढ़ने से अंततः व्यावसायिक लाभ में वृद्धि होती है। किन्तु प्रबन्धकों के मध्य सामान्य धारणा यह है कि उपभोक्ता संतुष्टि के उच्च स्तर को प्राप्त करने के लिये निरीक्षण और परीक्षण के स्तर में वृद्धि करनी पड़ती है जिससे 'उच्च गुणवत्ता हेतु उच्च लागत' का सिद्धान्त सामने आता है। प्रबन्धक गुणवत्ता की लागत और उपभोक्ता संतुष्टि के मध्य संतुलन स्थापित करके 'अनुकूलतम् गुणवत्ता' प्राप्त करने का तर्क देते हैं।

बेहतर गुणवत्ता के लिये लागत में वृद्धि की धारणा अब मिथ्या प्रतीत होती है। निश्चय ही निरीक्षण और जांच का स्तर बढ़ने से लागत बढ़ती है किन्तु दूसरी ओर दोषयुक्त उत्पादन में कमी होने से सामग्री और श्रम की बर्बादी रुकती है तथा दोषयुक्त उत्पादन के सुधार पर अतिरिक्त व्यय नहीं करना पड़ता है। इससे कुल उत्पादन लागत कम होती है। बेहतर गुणवत्ता से विक्रय में वृद्धि, उससे उत्पादन में वृद्धि होती है फलतः बृहत् उत्पादन के कारण प्रति इकाई लागत कम हो जाती है। उच्च गुणवत्ता उपभोक्ता के संतुष्टि के स्तर को बढ़ाती है। इसलिए उच्च गुणवत्ता के उत्पाद का मूल्य अधिक रखकर संस्था के लाभ में वृद्धि की जा सकती है।

कैजेन : जापानी गुणवत्ता प्रबन्धन शैली

कैजेन का शाब्दिक अर्थ उन्नयन या सुधार से है। कार्यस्थल पर कैजेन का तात्पर्य प्रबन्धक से कार्मिक तक सभी में सतत सुधार से है। कैजेन में वस्तु की गुणवत्ता में सुधार के लिए मानव संसाधन में सुधार को महत्वपूर्ण माना गया है। यदि कार्यरत मनुष्यों की गुणवत्ता में सुधार कर लिया जाए तो उत्तम गुणवत्ता की वस्तुओं के उत्पादन का आधा मार्ग तय हो जाता है। गुणवत्ता प्रबन्धन के लिए उच्च प्रबन्धक, प्रबन्धक, पर्यवेक्षक और कार्मिक सहित सभी व्यक्तियों का सहयोग सभी क्षेत्रों जैसे— विपणन शोध, विकास, उत्पाद नियोजन, क्रय, उत्पादन, निरीक्षण, विक्रय एवं विक्रयोपरान्त सेवा, शिक्षा एवं प्रशिक्षण, कार्मिक प्रबन्ध आदि में आवश्यक है। इस प्रकार के गुणवत्ता प्रबन्ध को समग्र गुणवत्ता प्रबन्धन (ज्वजंस फनंसपजल डंदंहमउमदज) या निगम स्तरीय गुणवत्ता नियंत्रण कहा जाता है। जापानी शैली में समग्र गुणवत्ता प्रबन्ध के निम्न प्रमुख बिन्दु हैं—

- **तथ्यपरकता**— समग्र गुणवत्ता प्रबन्ध तथ्यपरकता पर बल देता है। काओरु इशीकावा अपनी पुस्तक 'जापानीस क्वालिटी कंट्रोल' में लिखते हैं कि सदैव तथ्यों एवं समकों के साथ बात करनी चाहिए किन्तु असत्य समकों से सावधान रहना चाहिए। यदि समुचित ढंग से समंक एवं सूचनाएं संकलित, सम्पादित और व्यावहारिक प्रयोग में लायी जाती हैं तो सुधार की सम्भावना अपने आप बढ़ जाती है।

उत्पाद विकास के क्रम में ग्राहकों की आवश्यकता से सम्बन्धित समंक विक्रय एवं विपणन कार्मिकों तथा उपभोक्ता शिकायत विभाग से संकलित करके नियोजन, अभियंत्रण तथा उत्पादन विभाग को प्रेषित करने चाहिए। उत्पाद विकास के लिए समकों के सम्प्रेषणतंत्र का प्रभावी होना आवश्यक है। जापान में इसके लिए विभिन्न तकनीकों जैसे— तिर्यक कार्यात्मक संगठन, प्रणाली चित्र, क्वालिटी डिप्लॉएमेंट का प्रयोग किया जाता है।

- **गुणवत्ता को प्राथमिकता**— लाभ को अधिकतम करना प्रत्येक व्यावसायिक उपक्रम का लक्ष्य होता है किन्तु जापान में कैजेन के अन्तर्गत गुणवत्ता को व्यावसायिक लाभ पर प्राथमिकता दी जाती है।

मुसामी इंस्टीट्यूट ऑफ टेक्नॉलाजी के प्रो० मसुमासा इमाइजुमी के शब्दों में, 'गुणवत्ता, मात्रा, सुपुर्दगी समय, सुरक्षा, लागत और कर्मचारी मनोबल वे आधारभूत तत्व हैं जिनका कम्पनी में प्रबन्ध किया जाता है।..... गुणवत्ता वह एकमात्र चीज है जो उपक्रम अपने ग्राहकों को प्रस्तावित करता है शेष अन्य आन्तरिक प्रबन्ध से सम्बन्धित हैं। यही गुणवत्ता की प्राथमिकता से आशय है।'

गुणवत्ता कम्पनी की प्रतिस्पर्धात्मक शक्ति को बढ़ाती है। गुणवत्ता के प्रति सचेत रहने पर व्यावसायिक लाभ स्वयमेव बढ़ जाता है।

- **पूर्व प्रक्रिया प्रबन्धन-** सुधार कार्यक्रम पिछली प्रक्रिया के प्रभावों के प्रति सचेत रहता है। पूर्वगामी दृष्टिकोण समस्या के मूल कारण को खोजकर उसे दूर करने में सहायता पहुंचाता है। एक कारखाने में समस्या निराकरण हेतु उत्तरायी व्यक्ति से एक बार नहीं वरन् पांच बार 'क्यों?' पूछने का सुझाव दिया जाता है। टोयोटा मोटर कम्पनी के पूर्व अध्यक्ष ताइची ओहनो ने इस सन्दर्भ में निम्न उदाहरण प्रस्तुत किया-

प्रश्न 1- मशीन क्यों रूकी?

उत्तर- क्योंकि ओवरलोड होने के कारण फ्यूज उड़ गया था।

प्रश्न 2- ओवरलोड क्यों हुआ?

उत्तर- क्योंकि मशीन में चिकनाहट (ल्यूब्रीकेशन) पर्याप्त नहीं थी।

प्रश्न 3- चिकनाहट अपर्याप्त क्यों थी?

उ0- क्योंकि ल्यूब्रीकेशन पम्प ठीक से कार्य नहीं कर रहा था।

प्रश्न 4- ल्यूब्रीकेशन पम्प ठीक से कार्य क्यों नहीं कर रहा था?

उ0- क्योंकि उसकी धुरी खराब है।

प्रश्न 5- ल्यूब्रीकेशन पम्प की धुरी खराब क्यों है?

इस प्रकार समस्या को जड़ से समाप्त करना कैज़ेन का उद्देश्य रहता है।

- **अग्र प्रक्रिया ग्राहक है-** यह धारणा कार्यशाला में कार्यरत श्रमिकों, अभियंत्रिकों को यह समझने में सहायता करती है कि उसके ग्राहक दूर बाजार में बैठे अन्तिम उत्पाद को खरीदने वाले उपभोक्ता नहीं हैं वरन् अगली प्रक्रिया के वह लोग हैं जो उसके अर्द्धनिर्मित माल को ग्रहण करते हैं। इससे किसी भी प्रक्रिया के कार्मिक अगली प्रक्रिया में दोषयुक्त अर्द्धनिर्मित माल नहीं भेजने हेतु प्रतिबद्धता स्वीकार करते हैं।

- **प्रशिक्षण की प्रधानता-** जापान में समग्र गुणवत्ता प्रबन्धन में प्रशिक्षण का बहुत अधिक महत्व है। गुणवत्ता प्रबन्धन प्रशिक्षण से ही प्रारम्भ होता है और प्रशिक्षण पर ही समाप्त होता है।

जापान की अग्रिम निर्माणी कम्पनी कज़ीमा ने 1978 में समग्र गुणवत्ता प्रबन्धन को अपनाया तो तीन वर्ष के अन्दर सभी 16000 कर्मचारियों को प्रशिक्षित करने का लक्ष्य रखा। जब सेमिनार तथा व्याख्यानों के माध्यम से यह लक्ष्य पूर्ण होता नहीं दिखा तो 110 वीडियो टर्मिनल के माध्यम से यह कार्य सम्पन्न किया गया। (मसाकी इमाई, 1991)

- **ग्राहकोन्मुखी गुणवत्ता प्रबन्धन-** जापानी कम्पनियां समग्र गुणवत्ता प्रबन्धन की अवधारणा के अन्तर्गत उत्पाद विकास, नियोजन, उत्पादन और उत्पाद सेवा की ऐसी प्रणाली विकसित करती हैं जिससे ग्राहकों को संतुष्ट किया जा सके। कोमात्सू ने समग्र गुणवत्ता प्रबन्धन का मुख्य लक्ष्य विवेकपूर्ण, लागत के प्रति सचेत शोध, विकास, विक्रय और सेवा के द्वारा अपने विश्वव्यापी ग्राहकों को संतुष्ट करना रखा।

यहां एक यूरोपियन हाउसहोल्ड एप्लाइंसेज विक्रेता के शब्दों को उद्धृत करना उपयुक्त है, 'जब एक जापानी सेल्समेन आता है तो वह सभी प्रकार के प्रश्न पूछता है जिससे वह हमारी आवश्यकताओं को जान सके।...लेकिन जब एक यूरोपियन सेल्समेन आता है तो वह सब कुछ ऐसा करता है जिससे हमें मूर्ख सिद्ध कर सके। यदि हम शिकायत करते हैं तो वह तर्कों द्वारा सदैव जीतने की कोशिश करता है।'

- **डेमिंग चक्र**— डेमिंग ने कम्पनी के व्यवसाय के सुचारु संचालन हेतु शोध, डिजायन, उत्पादन और विक्रय में पारस्परिक सम्प्रेषण की आवश्यकता पर बल दिया। ग्राहकों को संतुष्ट करने के लिए उक्त चारों कार्यों को गुणवत्ता को दृष्टिगत रखकर संचालित करना चाहिए। इसे निम्न प्रकार समझा जा सकता है—
 - डिजायन— नियोजन के अन्तर्गत प्रबन्धकों द्वारा उत्पाद की डिजायन तैयार की जाती है।
 - उत्पादन—कार्य— डिजायन किए हुए उत्पाद को कार्मिकों द्वारा बनाया जाता है।
 - विक्रय—निरीक्षण—निरीक्षक जांच करता है तथा विक्रय की मात्रा भी यह सुनिश्चित करती है कि उपभोक्ता संतुष्ट हैं।
 - शोध—सुधार कार्य— शिकायत की स्थिति में नियोजन चरण में आवश्यक सुधार कार्य करना।

डेमिंग चक्र को कालान्तर में पीडीसीए चक्र (प्लान—डू—चेक—एक्ट) कहा गया।

कैजेन और पाश्चात्य शैली

यह आश्चर्यजनक ही है कि जापानी उद्योगों को गुणवत्ता प्रबन्धन का पाठ दो अमेरिकी गुणवत्ता नियंत्रण विशेषज्ञों डॉ० डेमिंग और डॉ० जुरान ने पढ़ाया किन्तु पाश्चात्य और जापानी गुणवत्ता नियंत्रण शैलियों में भिन्नता पायी जाती है। दोनों शैलियों में प्रमुख अन्तर निम्नवत् हैं—

- पाश्चात्य शैली में गुणवत्ता नियंत्रण प्रबन्धक तकनीकी विशेषज्ञ होते हैं जिन्हें उच्च प्रबन्ध से प्रायः कम सहयोग मिलता है जापानी शैली में कम्पनी स्तरीय गुणवत्ता नियंत्रण होने के कारण उच्च प्रबन्धकों का पूर्ण सहयोग रहता है।
- पाश्चात्य व्यावसायिक संगठनों में मानव संसाधन कर विजातीय संरचना होने, श्रम व प्रबन्ध के आपसी हितों के टकराव के कारण श्रम व प्रबन्ध सम्बन्ध मधुर नहीं रहते जिससे गुणवत्ता नियंत्रण सहज नहीं रहता। जबकि जापानी संगठनों में समजातीय संरचना, समान शिक्षा तथा मधुर श्रम सम्बन्धों के कारण गुणवत्ता नियंत्रण सहज हो जाता है।
- जापानी शैली में गुणवत्ता नियंत्रण सम्पूर्ण कम्पनी में विस्तृत होता है जबकि पाश्चात्य शैली में यह उत्पादन तक सीमित होता है।
- पाश्चात्य शैली में गुणवत्ता नियंत्रण का व्यावसायिक ज्ञान गुणवत्ता नियंत्रण प्रबन्धक को होता है जबकि जापान में प्रत्येक कर्मचारी को होता है।
- पाश्चात्य शैली अविष्कार तथा परिणाम पर आधारित है जबकि जापानी शैली प्रक्रिया आधारित है।

भारतीय परिप्रेक्ष्य में

अनेक पाश्चात्य विद्वान जापानी शैली की आलोचना भी करते हैं। जॉन वारॉनऑफ (जापान एज एनीथिंग बट नम्बर वन, 1990) इस शैली की कटु आलोचना करते हैं। यह शैली जापान की विशेष सामाजिक एवं सांस्कृतिक परिस्थितियों के कारण वहां सफल है। अतः इस प्रणाली को पूर्ण निरापद मानकर सफलता की गारन्टी नहीं माना जा सकता। फिर भी इस शैली की विशेषताओं के कारण पाश्चात्य देशों में भी इसे अपनाए की चेष्टा की जा रही है।

भारत में गुणवत्ता प्रबन्धन के निरन्तर प्रयास किये जा रहे हैं। जापानी सहयोग वाली निर्माण वाली कम्पनियों के साथ विशुद्ध भारतीय कम्पनियों में भी गुणवत्ता प्रबन्धन के लिए कैजेन शैली को अपनाया जा रहा है और इसके सार्थक परिणाम भी मिल रहे हैं। भारत, जो कि विश्व व्यापार में भागीदारी की दृष्टि से अभी भी बहुत पीछे है, इस शैली की सहायता से गुणवत्ता में सुधार करके अपने निर्यात को बढ़ा सकता है किन्तु यह आवश्यक है कि भारतीय परिस्थितियों के अनुरूप इसमें आवश्यक संशोधन करके इसका देशीकरण कर लिया जाए।

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भारतेन्दु युगीन कविता में प्रेमाभिव्यक्ति

डॉ. राजेन्द्र प्रसाद खीचड़*

प्रस्तावना

रीतिकाल की समाप्ति उसके अंतिम महत्त्वपूर्ण और अत्यन्त लोकप्रिय कवि पद्माकर (सं.1810-1890) के साथ ही मानी जाती है। उनके बाद भारतेन्दु बाबू हरिश्चन्द्र (सं.1907-1941) का आविर्भाव हुआ जो अपने कृतित्व और साहित्यिक नेतृत्व के कारण पूरे एक युग (सं. 1900 से 1975) के प्रवर्तक सिद्ध हुए। भारतेन्दु प्राचीन और नवीन के संधि स्थल हैं। उनके समय से ही हिन्दी कविता अचानक एक ऐसा गहरा मोड़ लेती है कि श्रृंगार-काव्य को छोड़कर अन्य विषयों से संबंधित कविता प्राचीन हिन्दी कविता से रूप और रंग दोनों में सर्वथा बदली हुई दिखाई पड़ती है। भारतेन्दु ने जिस नव-युग के द्वार खोले उसमें अनेक प्रसिद्ध कवि हुए। कुछ कवि, जिनमें महाराज रघुनाथ सिंह, रीवाँ नरेश, सरदार बाबा रघुनाथदास रामस्नेही ललित किशोर, राजा लक्ष्मण सिंह, लछिराम (ब्रह्मभट्ट), गोविन्द गिल्लाभाई, नवनीत चौबे, पं. प्रतापनारायण मिश्र, ठाकुर जगमोहन सिंह, पंडित अंबिका दत्त व्यास, बाबू रामकृष्ण वर्मा, पं.अयोध्या सिंह उपाध्याय, पं.श्रीधर पाठक, जगन्नाथ दास 'रत्नाकर', रामदेवी प्रसाद 'पूर्ण' तथा वियोगी हरि आदि मुख्य हैं। इनमें से अनेक कवि आगे चलकर द्विवेदी काल में अधिक प्रसिद्ध हुए। ये कवि ब्रजभाषा में पुराने ढंग की कविता करते थे किन्तु भारतेन्दु हरिश्चन्द्र, पं.बदरीनारायण चौधरी 'प्रेमघन', ठाकुर जगमोहन पं. अम्बिकादत्त व्यास आदि इस युग में ऐसे कवि हुए जिनके काव्य में देश की नवीन राष्ट्रीय-सामाजिक चेतना को वाणी मिली। इन कवियों ने ब्रजभाषा के साथ ही खड़ी बोली में भी कविता की जो अब परम्परागत काव्य भाषा (ब्रजभाषा) का स्थान लेती जा रही थी। अन्य सब कवियों का अपना महत्त्व है किन्तु युग के प्रतिनिधि कवि, नवीन चेतना सम्पन्न ये ही कवि कहलाए। इनका काव्य प्रेम-सौन्दर्य की भावना की दृष्टि से विशेष महत्त्वपूर्ण है।

जिस प्रकार प्रेम मानव की मूलवृत्ति होने के नाते भक्तिकाल या रीतिकाल का मुख्य विषय था, उसी प्रकार भारतेन्दु काल से लेकर वर्तमान काल तक की कविता का भी मुख्य विषय वही बना हुआ है परन्तु भारतेन्दु युग की प्रेम और भक्ति के विषयों से इतर कविता पर दृष्टिपात किया जाए तो एक सवाल खड़ा होता है कि भारतेन्दु युग की सामाजिक राजनैतिक और राष्ट्रीय-सांस्कृतिक कविता में परिवर्तन के मोड़ अत्यन्त स्पष्ट और बहुचर्चित हैं। जिस पूँजीवादी अथवा ब्रिटिश साम्राज्यवाद की तीव्र परिवर्तनगामी भूमिका ने भारतेन्दु-मंडल के कवियों की राष्ट्रीय सांस्कृतिक सामाजिक और राजनैतिक समझ को इतना प्रभावित किया वह उनकी भावात्मक संवेदना को प्रभावित क्यों नहीं कर पाई। इतना ही नहीं, वही कवि जिन्होंने दृढ़ आस्था के साथ विधवा-विवाह और स्त्री-शिक्षा पर बल दिया था और बाल-विवाह का विरोध किया था उन्होंने ही विशुद्ध रीतिबद्ध कविता जैसी परिपाटीबद्ध प्रेम-सम्बन्धी कविताओं की रचना की। उन्होंने भी राधिका कन्हाई के सुमिरन के बहानों की आड़ में अपनी प्रेम योजना की -

* सहायक आचार्य (हिन्दी), राजकीय डूंगर महाविद्यालय, बीकानेर, राजस्थान।

“हमें तुम देहो का उत्तराई ।
 पार उतारि देहि जो तुमको करिके बहुत खेवाई ॥
 जोबन धन बहु है तुम्हारे ढिग सो हम लेहि छोड़ाई ।
 हम तुम्हारे बस हैं मनमोहन जो चाहौ—सो करो कन्हाई ॥
 निरंजन वन में नाव लगाई करी केलि मन भाई ।
 हरिचंद प्रभु गोपी नायक जग जीवन ब्रजराई ॥”¹

कहना नहीं होगा कि उपर्युक्त कवितांश में यदि अंतिम पंक्ति की सुविधा न हो तो पूरा अंश कितना स्थूल और वस्तु केन्द्रित है। प्रेम संबंध का केन्द्र बिन्दु केवल ‘बहु जोबन धन’ है, जिसके पीछे कोई भावात्मक लगाव या साहचर्यजन्य आकर्षण लेशमात्र नहीं है। इस प्रकार की परिपाटीबद्ध कविता में यदि कहीं निष्ठा अथवा राग—तत्त्व है तो वह प्रायः स्त्री—पक्ष में ही उजागर हुआ है —

जैसी प्रीति स्वाती सौं पपीहा के ठनी है जीव,
 वैसी ही हमारी प्रीति पीउ सो ठनी रहै ।
 जैसी चाह चंद की चकोर के चुभी है चित,
 ताहूँ सौं दुचंद भरी आरजू घनी रहै ।

— — — — —

चाहे जौन बात के परे वो प्रेमजाल तऊ लालउर लागिबे
 की लालसा बनी रहै ॥”²

उक्त अंश की अंतिम पंक्ति के प्रकाश में कहा जा सकता है कि कुल मिलाकर संयोग—पक्ष में आकर्षण का बिन्दु स्थूल देहयष्टि ही रही, जो प्रायः हृदय पक्ष के गौण रहने के कारण अश्लील और कुरुचिपूर्ण हो गया है। स्वयं भारतेन्दु ने सुरति, सुरतात और विपरीत रति के अत्यन्त स्थूल वर्णन किए हैं जिनमें हिन्दी साहित्य के आधुनिक भावबोध के प्रथम प्रोद्भास के लक्षण सर्वथा अनुपस्थित हैं —

“याद करि पीकी सब निरदय घात आजु,
 प्रथम समागम को बदलो चुकार ॥”³

प्रेम के वियोग—पक्ष में भी दृष्टि का यह परिपाटीबद्ध रवैया स्पष्ट हुआ है। हार्दिक उल्लास के समान यहाँ हार्दिक विगलन की कमी है। ऐसे स्थल प्रायः नितान्त सपाट हैं जिनमें कल्पना की उड़ान का सर्वथा अभाव है —

“उन पीतम सौं यों जा कहियो तुम बिनु व्याकुल नार ।
 ‘हरीचंद’ क्यों सुरति बिसारी तुम तो चतुर खिलार ॥”⁴

इस प्रकार की कविता में शास्त्रबद्ध रुढ़ियों, यथा नख—शिख वर्णन और षड्भ्रतु वर्णन का पिष्टपेषण मिलता है। ‘प्रेमधन’ जी की नायिका की विरह—व्यथा रीतिकालीन नायिका से कितनी मिलती जुलती है —

“कूके कोकिलान हिय हूकैं देत आन,
 विरहीन अबलान सोर सुनि मुरवान की ।
 दादुर दलन की रटान चातकीन की,
 चिलात छन छन चमकान चपलान की ।
 पैठी मान तान भौन भौहन कमान,
 मूलि प्रेमधन बान वीर पीतम सुजान की ।
 कैसे के बचै है प्रान बीर बरखान लिखि
 घुमाड़ि घुमाड़ि धन घेरन घटान की ॥”⁵

प्रकृति के सब सुन्दर उपकरण नायिका के दुःख में रंगे हुए हैं। प्रकृति के उद्दीपनगत स्वरूप के ग्रहण के कारण लोक सुखदायक पावस कवि के द्वारा नायिका के लिए पापी—रूप में चित्रित किया गया है —

“नाच रहे मन मोद भरे, कल कुंज करै, किलकार कलायी ।
गाय रहे मधुरै स्वर चातक, मारन मन्त्र मनोज के जायी ॥
झिल्लियां यो झनकारि कहै, मन में धन प्रेम पसारि प्रतापी ।
आय गयी विरही जन के बध काज अरे यह पावस पापी ॥”⁶

कविवर रत्नाकर प्राचीन परम्परा के कवि हैं। हिंडोला में उन्होंने संयोग—श्रृंगार का बड़ा ही आनन्दोल्लासपूर्ण और छलकता हुआ वर्णन किया है। श्रृंगार रस के समस्त अवयवों का बहुत ही सूक्ष्म, भरा—पूरा व कौशलपूर्ण वर्णन उसमें है। पर है वही पुराने ढंग का। हाँ, प्रकृति का सूक्ष्म पर्यवेक्षण तथा अनुभावों की व्यंजना मनोहारी है। उपमा, रूपक, उत्प्रेक्षा आदि अलंकारों की पुरानी रूढ़ि का मोह अभी बना हुआ है। असाधारण सौन्दर्य ही उन्हें प्रिय है।

भारतेन्दु युगीन कविता पर रीतिमुक्त कविता का भी पर्याप्त प्रभाव रहा है। विशेषतः भारतेन्दु हरिश्चन्द्र की प्रेम—कविता पर रीतिमुक्त कवियों की अभिव्यंजना का प्रभाव देखा जा सकता है। ऐसे स्थलों पर विरह की प्रधानता है —

“इस दुखियान को न चैन सपनेहूँ मिल्यौ
तासौ सदा व्याकुल विकल अकुलायेंगी ।
प्यारे हरिश्चन्द्र जू की बीती जानि औध प्रान
चाहत चलै पै ये तो संग ना समायेंगी ।
देख्यो एक बारहू न नैन भरि तोहिं यातें ।
जौन जौन लोक जैहें तां पछतायेंगी ।
बिना प्रान—प्यारे भये दरस तुम्हारे हाय
मरेहू पै आँखें ये खुली ही रह जायेंगी ॥”⁷

उपर्युक्त कविता में रीतिमुक्त कविता जैसी एकनिष्ठा, आसक्ति और पीड़ा भाव है जो प्रेमाभिव्यक्ति को अधिक मधुर और विश्वसनीय बनाती है। ऐसे स्थलों पर कहीं—कहीं रोमानी साहसिकता के दर्शन होते हैं। प्रेमी सभी सामाजिक अवरोधों की उपेक्षा करते हुए अपने निश्चय पर अटल रहता है। ऐसे प्रसंग संयोग के उन वर्णनों से नितान्त भिन्न हैं जिनमें प्रेम के प्रति एक क्रीड़ा भाव रखते हुए केवल उसके स्थूल पक्ष का उथला वर्णन किया गया है—

“मारग प्रेम को समुझे हरिश्चन्द्र यथारथ होत यथा है ।
लाभ कछु न पुकारन में बदनाम ही होन की सारी कथा है ।
जानत है जिय मेरो भली विधि और उपाय सबै बिरथा है ।
बावरे है बृज के सगरे मोहिं नाहक पूछत कौन विथा है ॥”⁸

इस भिन्न भावबोध की कविता के लिए कवि ने खड़ी बोली का माध्यम भी अपनाया है। यह महत्वपूर्ण तथ्य है कि रीतिबद्ध संयोग वर्णनों के लिए कवि ने सर्वत्र ब्रजभाषा का ही उपयोग किया है, लेकिन ऐसी मनःस्थिति की प्रेम कविताओं के लिए उसने ‘रेखता’ और ‘मालवी’ का रूप—विधान अपनाया है। ऐसे काव्यांशों पर उर्दू शायरी का असर साफ देखा जा सकता है —

“बैठे जो शाम से तैरे दर पर सहर हुई ।
अफसोस अय कमर कि न मतलक खबर हुई ॥
अरमाने वस्ल यों ही रहा सो गए नसीब ।

जब आँख खुल गई तो यकायक सहर हुई ।।
 ध्यान आ गया जो शाम को उस जुल्फ का 'रसा' ।
 उलझन में सारी रात हमारी बरस हुई ।।"⁹

आज के संदर्भों में यह कविता अप्रासंगिक और अविश्वसनीय हो सकती है परन्तु भारतेन्दु-युग में, प्रेम कविता की दिशा में यह एक ताजगी का पर्याय अवश्य रही होगी। भारतेन्दु की सुप्रसिद्ध 'लावनी' बिना उसके जल्वा के दिखाती कोई परी या हूर नहीं भी 'देव' कालीन काम अंधकारी जगत, लखत न रूप कुरूप की मानसिकता से काफी आगे की बात है। तथापि इस क्षेत्र में जहाँ फारसी शायरी की ऊहात्मक शैली प्रेम कविता पर हावी हो गई है वहाँ वह हास्यास्पद प्रतीत होती है –

“पीते हैं जिगर का खून आब के बदले ।
 खाते हैं सदा हम गम कबाब के बदले ।।
 खुशबू तेरी सूँधी गुलाब के बदले ।
 लेते हैं नाम तेरा किताब के बदले ।।”¹⁰

नितान्त अपवादस्वरूप, भारतेन्दु युगीन कविता में कहीं-कहीं प्रेम के प्रति निर्वेद भाव की झलक दिखाई देती है। इसे पूर्व मध्ययुग के पवित्रतावादी दृष्टिकोण से जोड़कर देखा जा सकता है। ऐसे अंशों में प्रेम के प्रति गहरी वितृष्णा का भाव अभिव्यंजित हुआ है –

“प्रीत क्या है? समूह संकट का प्रीत क्या है ? प्रहार औझट का,
 प्रीत धुन हो कलेजा खाती है, प्रीत बन चोर, मन चुराती है ।
 प्रीत हो मित्र भेद है लेती, प्रीत कर ओह कष्ट है देती,
 प्रीत तरुणी हो, जी लोभाती है, प्रीत बन डाकिन डराती है ।”¹¹

ऐसे कुछ अपवादों को छोड़कर प्रधानतया भारतेन्दु-युग जिसे हिन्दी साहित्य के आधुनिक युग का प्रस्थान बिन्दु होने का गौरव प्राप्त है, आधुनिक भावबोध की प्रेम-सम्बन्धी कविता देने में असफल रहा। प्रेम श्रृंगार के क्षेत्र में किसी युगान्तरकारी नवीनता या मौलिकता की स्थापना करने में असक्षम रहा। श्री केसरी नारायण शुक्ल लिखते हैं –
 “भारतेन्दु-युग की प्रेम कविता रीतिकाल की श्रृंगारी कविता की अन्तिम झलक है ।”¹²

। nHkZ xJFk । yph

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शिक्षकों के प्रभावशाली शिक्षण पर आचार संहिता का प्रभाव

डॉ. वंदना*
मिथिलेश कुमार जैमिनी**

प्रस्तावना

शिक्षण कार्य एक आदर्श व्यवसाय है। हर व्यवसाय में कुछ मानदण्ड होते हैं जिन्हें अपने आचरण में उतारना होता है। हर व्यवसाय से जुड़े लोगों से अपेक्षा की जाती है कि उन मानदण्डों के अनुरूप ही व्यवहार व आचरण करें। तभी उसे उस व्यवसाय का आदर्श प्रतिनिधि माना जाता है। हर व्यवसाय अपने सदस्यों के लिए आचरण संहिता विकसित करता है। यह आचार संहिता हर व्यवसाय की अलग अलग होती है। इसी प्रकार शिक्षकों के लिए भी कुछ आचार संहितायें बनायी गयी हैं।

शिक्षक को समाज का के व्यक्तित्व विकास का दायित्व सौंपा गया है। शिक्षक राष्ट्र संस्कृति के चतुर माली होते हैं। शिक्षक ही राष्ट्र का विकास कर सकता है। एक शिक्षक विद्यालय में उस माली के समान होते हैं जो अपने बगीचे के एक-एक फूल को अपने मन से सींचता है अर्थात् कहने का तात्पर्य यह है कि शिक्षक विद्यालय में प्रत्येक छात्र का ध्यान रखता है उसे आगे बढ़ाना चाहते हैं। अतः शिक्षक की अध्यापन के साथ-साथ छात्रों के लिए नैतिक शिक्षा व संस्कारों समावेश के प्रति सजग होना चाहिए।

शिक्षकों के लिए निर्धारित आचार संहिता प्रकार है

कक्षा अध्यापक

- अध्यापक को प्रतिदिन कक्षा में तैयारी के साथ जाना चाहिए।
- एक अध्यापक को कक्षा में भी समय पर आना चाहिए।
- अध्यापक को पूरे कालांश में शिक्षण कार्य करना चाहिए। छात्रों से व्यर्थ की बातें नहीं करनी चाहिए। शिक्षण कार्य को प्रभावशाली बनाया जाना चाहिए।
- छात्रों की व्यक्तिगत विभिन्नताओं को ध्यान में रखकर शिक्षण कार्य करवाया जाना चाहिए।
- छात्रों को नियमित रूप से गृह कार्य देना चाहिए व उस कार्य की नियमित रूप से जांच की जानी चाहिए।

शिक्षकों की इस आचार संहिता से छात्रों पर यह प्रभाव पड़ेगा कि छात्र अध्यापक को देखकर वह भी नियमित रूप से कक्षा में आयेंगे, समय पर आयेंगे व पूर्ण तैयारी के साथ अध्ययन करने को तत्पर रहेंगे। छात्रों के गृह कार्य की नियमित जांच करने से छात्र गृहकार्य करने के लिए तत्पर रहेंगे।

पाठ्यक्रम सहगामी क्रियाओं सम्बन्धी आचार संहिता

- छात्रों को पाठ्य सहगामी क्रियाओं के लिए तैयार करना व पाठ्य सहगामी क्रियाओं की व्यवस्था भी करना।
- पाठ्य सहगामी क्रियाओं में भाग लेने के लिए उनको प्रोत्साहित करना।
- छात्रों को राष्ट्रीय अन्तर्राष्ट्रीय स्तर की प्रतियोगिताओं के लिए भी प्रोत्साहित करना।

इस आचार संहिता से छात्र पाठ्य सहगामी क्रियाओं में भाग लेने के लिए तत्पर रहेंगे और यह इसलिए आवश्यक है क्योंकि पाठ्य सहगामी क्रियाओं द्वारा ही छात्रों का सर्वांगीण विकास सम्भव है।

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परीक्षा सम्बन्धी आचार संहिता

- परीक्षा में समय पर पहुंचना।

- परीक्षा कार्य को शिक्षक पूर्ण उत्तरदायित्व के साथ निभायें।

जैसे – छात्रों को नकल न करने देना, परीक्षा कार्य में गोपनीयता रखना, उत्तर पुस्तिकाओं की सही ढंग से जांच करना, छात्रों की उत्तर पुस्तिकाओं की जांच करते समय छात्रों से किसी भी प्रकार की पक्षपात न करना, परीक्षा कार्य उत्तर पुस्तिका जांचने का कार्य निर्धारित समय में पूरा करना इत्यादि।

शिक्षक की इस आचार संहिता से छात्रों को यही सीखने का मिलेगा कि परीक्षा में समय पर पहुंचना चाहिए परीक्षा कार्य में हमें किसी भी कार्य में गड़बड़ी नहीं करना।

छात्रों के व्यवहार

- एक शिक्षक को सभी छात्रों से समान व्यवहार करना चाहिए।

- सभी छात्र/छात्राओं से स्नेह का व्यवहार करना चाहिए।

- छात्रों में किसी भी प्रकार का जातिगत भेदभाव नहीं करना चाहिए।

इस आचार संहिता से छात्रों में भी एक दूसरे के प्रति स्नेह व भाईचारे की भावना उत्पन्न होगी। साथ ही छात्रों में एक ओर यह सदभावना भी उत्पन्न होगी कि हम सभी एक हैं।

साथी अध्यापकों से बर्ताव

- अपने स्टाफ सदस्यों को हमेशा सम्मान देना चाहिए।

- अपने से बड़े शिक्षकों को सम्मान की दृष्टि से देखना चाहिए अर्थात् उनका सम्मान करना चाहिए।

- अपने स्टाफ सदस्यों से भड़काना बात नहीं करनी चाहिए व अपने साथी सदस्यों से निष्ठा व मेहनत से कार्य करने के लिए प्रेरित करना चाहिए।

- छात्रों के समक्ष किसी भी स्टाफ सदस्य की निन्दा नहीं करनी चाहिए।

इस आचार संहिता से छात्र के शिक्षण कार्य पर यह प्रभाव देखने को मिलेगा कि छात्र एक दूसरे के हमेशा सम्मान की दृष्टि से देखेंगे।

प्रधानाचार्य के साथ बर्ताव

- प्रधानाचार्य की आज्ञा का पालन करें।

- विद्यालय की प्रगति के लिए हमेशा प्रधानाचार्य के साथ सहयोग करना चाहिए। विद्यालय में अनुशासन बनायें रखने में प्रधानाचार्य का सहयोग करना चाहिए।

- प्रधानाचार्य की आलोचना नहीं करनी चाहिए।

इस आचार संहिता से छात्रों में यह भावना उत्पन्न होगी कि कभी भी हमें एक दूसरे की आलोचना नहीं करनी चाहिए।

अभिभावकों तथा अन्य वर्गों से सम्बन्ध

- शिक्षक को हमेशा छात्रों के अभिभावकों से छात्रों के सम्बन्ध में मिलते रहना चाहिए।

- अभिभावकों से शिष्टाचार व आदर के भाव की दृष्टि से देखना चाहिए।

इस आचार संहिता से छात्रों के मन में शिक्षकों के प्रति सम्मान का भाव बढ़ेगा।

प्राइवेट ट्यूशन

- प्राइवेट ट्यूशन के लिए किसी भी छात्र को मजबूर नहीं करना चाहिए अर्थात् अगर कोई छात्र ट्यूशन नहीं कर रहा है तो उसे किसी भी प्रकार का नुकसान नहीं पहुंचाना चाहिए।

इससे छात्रों में विद्यालय में शिक्षण कार्य को सही ढंग से समझने की भावना उत्पन्न होगी।

व्यावसायिक अभिवृद्धि

- व्यावसायिक अभिवृद्धि के लिए शिक्षकों को शैक्षिक गोष्ठियों व कार्यशालाओं में भाग लेना चाहिए। इससे छात्रों में शैक्षिक गोष्ठियों व कार्यशालाओं में भाग लेने में रुचि जागृत हो सकेगी।

सामान्य आचार संहिता

- शिक्षक को छात्रों के समक्ष किसी भी बीड़ी, सिगरेट, तम्बाकू आदि का सेवन नहीं करना चाहिए।
- शिक्षक को छात्रों से अपना स्वयं का कोई भी निजी कार्य नहीं कराना चाहिए। इससे छात्रों में भी यह भावना उत्पन्न होगी कि बीड़ी, सिगरेट व तम्बाकू ये चीजे बुरी हैं इनका इस्तेमाल हमें नहीं करना चाहिए।

निष्कर्ष

शिक्षक की आचार संहिता का असर सामान्य रूप से अगर हम देखते हैं व अध्यापक अपनी आचार संहिता का पालन करता है तो इसका असर सीधे तौर पर छात्रों पर पड़ेगा। क्योंकि हमने देखा व सुना है कि छात्र अनुकरण द्वारा सीखते हैं। शिक्षक शिक्षण प्रक्रिया का सूत्रधार है। उसका प्रत्यक्ष सम्बन्ध छात्रों से होता है और छात्रों पर सर्वाधिक प्रभाव शिक्षक ही डाल सकता है। अतः शिक्षक का व्यक्तित्व आकर्षक तथा प्रभावशाली होना चाहिए। उसे हंसमुख प्रसन्नचित्त होना चाहिए। उसे अपने विषय का गहरा ज्ञान चाहिए ताकि वह प्रभावशाली ढंग से शिक्षण कार्य प्रभावशाली भाषा में प्रस्तुत कर सकें।

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महिला सशक्तिकरण

डॉ. संगीता कुमारी*

सार

महिला सशक्तिकरण का देश में योगदान यह आर्टिकल महिला सशक्तिकरण व उसके देश के विकास में योगदान पर आधारित है। महिला सशक्तिकरण से अभिप्राय है कि महिलाएं परिवार और समाज के सभी बंधनों से मुक्त होकर अपने निर्णयों की खुद निर्माता हों। आसान शब्दों में कहें तो वह अपने जीवन से जुड़े हर फैसले स्वयं ले सकती हैं। महिलाओं को सशक्त बना कर ही समाज और देश का विकास किया जा सकता है। क्योंकि किसी घर में पुरुष शिक्षित होता है तो वह केवल स्वयं का ही विकास कर सकता है। परंतु जिस घर में महिलाएं शिक्षित और सशक्त होती हैं वह न केवल स्वयं का बल्कि पूरे परिवार गांव समाज का भी संपूर्ण विकास करती हैं। भारत के कई सारे क्षेत्रों में महिलाओं को घर छोड़ने पर पाबंदी होती है। इस तरह के वातावरण के कारण महिलाओं का आर्थिक व सामाजिक विकास रुक जाता है। महिलाओं के साथ कार्य स्थल पर समानता पूर्ण व सम्मानजनक व्यवहार न होने के कारण कई बार महिलाएं आर्थिक व मानसिक स्तर पर पिछड़ जाती हैं। जो देश के विकास के लिए हानिकारक है। एक शब्द व आर्थिक दृष्टि से संपन्न समाज का विकास महिलाओं के सशक्तिकरण के बिना मुमकिन नहीं है जिन देशों में महिलाओं को पुरुषों के बराबर कार्यस्थल पर समान अधिकार दिए गए हैं उन देशों की तरक्की दिन प्रतिदिन बढ़ रहे हैं वह जिन देशों में महिलाओं की स्थिति दयनीय है उनमें आर्थिक व सामाजिक स्तर भी दयनीय हैं। पुरुष प्रधान समाज में महिला सशक्तिकरण ही एक उपाय है जिससे देश व समाज का हित है। देश में महिला सशक्तिकरण के लिए कई प्रयास सरकार द्वारा किए जा रहे हैं। परंतु महिलाओं के प्रति होने वाले अपराध पर भेदभाव के कारण महिलाओं को समाज में पुरुष समान अधिकार मिल पाना वह महिलाओं को सशक्त बनाना आप आज एक चुनौती है। आज के समय में महिलाएं स्वयं भी अपने अधिकारों के बारे में सचेत हैं परंतु सामाजिक परिस्थितियां उन्हें आगे बढ़ने में अपना संपूर्ण विकास करने में बाधा उत्पन्न करती हैं। संपूर्ण सशक्तिकरण के लिए महिलाओं को न केवल घरेलू और पारिवारिक जिम्मेदारियां बल्कि हर क्षेत्र में अपनी सकारात्मक भूमिका निभानी चाहिए जिससे पूरे समाज की तरक्की हो वह संपूर्ण विकास हो।

मुख्य शब्द: सशक्तिकरण, उत्थान, पितृसत्तात्मक, लैंगिक भेदभाव, जागरूक, मूलभूत, मनु ग्रंथि।

प्रस्तावना

महिला सशक्तिकरण के बारे में बात करने से पहले हमें "सशक्तिकरण" को समझना होगा। "सशक्तिकरण" का अर्थ किसी व्यक्ति की क्षमता से है जिससे वह अपने जीवन के सभी फैसले खुद ले सके। वह क्षमता शारीरिक, मानसिक व आर्थिक तौर पर है। पंडित जवाहरलाल नेहरू ने कहा था "लोगों को जगाने के लिए महिलाओं का जागरूक होना अहम है।" महिलाएं जब संपूर्ण रूप से जागृत होती हैं वह परिवार का विकास करती हैं। परिवारों से गांव का विकास होता है। और गांव से देश का विकास होता है। महिला सशक्तिकरण से

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अभिप्राय महिलाओं के आर्थिक मानसिक व सामाजिक विकास से है जिससे वह अपने निर्णय बंधन मुक्त होकर स्वयं ले। महिलाओं को वास्तविक रूप से सशक्त बनाने के लिए शुरुआत पिछले ग्रामीण क्षेत्रों से करनी होगी जहां महिलाओं के लिए मूलभूत सुविधाओं का अभाव है शहरी व ग्रामीण दोनों ही क्षेत्रों में महिलाओं के प्रति होने वाली भेदभाव अभाव महिलाओं को मजबूती से खड़े होने में बाधा उत्पन्न करते हैं प्राचीन समय से ही समाज पितृसत्तात्मक सोच व पुरुष श्रेष्ठता महिलाओं के उत्थान में बाधक हैं। समाज में महिलाओं के प्रति होने वाले कुरीतियों जैसे दहेज प्रथा भ्रुण हत्या, अशिक्षा, लैंगिक भेदभाव महिलाओं को पीछे की ओर ढकेलता है कार्य क्षेत्र में होने वाला शोषण भी महिला सशक्तिकरण में अवरोध उत्पन्न करता है। पिछले कुछ वर्षों में कार्य क्षेत्र में महिलाओं के साथ होने वाले उत्पीड़न में काफी तेजी से वृद्धि हुई है पिछले कुछ दशकों में लगभग 170 प्रतिशत वृद्धि देखने को मिली है। कार्य को समान समय तक करने के बावजूद पुरुषों की अपेक्षा काफी कम भुगतान किया जाता है महिलाओं में अशिक्षा और समय से पूर्व ही पढ़ाई को छोड़ना महिला उत्थान में बाधक है। बाल विवाह भी महिला सशक्तिकरण के मार्ग बहुत बड़ा पत्थर है। समय से पूर्व ही शादी हो जाने के कारण महिलाओं में मानसिक व शारीरिक विकास संपूर्ण रूप से नहीं हो पाता है। भारत सरकार द्वारा महिला सशक्तिकरण के लिए अनेक उपाय किए जा रहे हैं और कई सारी योजनाएं अधिनियम जैसे

बेटी बचाओ बेटी पढ़ाओ योजना, महिला शक्ति केंद्र, उज्ज्वला योजना दहेज अधिनियम लाए गए हैं जिससे महिलाओं के प्रति होने वाले अपराध में हो गए उनका विकास हो सके। महिलाओं के विकास से ही समाज व देश का उत्थान संभव है

महिला सशक्तिकरण के घटक व आयाम

महिला सशक्तिकरण के घटक सशक्तिकरण एक बहुआयामी प्रक्रिया है जिसमें संसाधनों पर नियंत्रण करके व उनका निर्माण करके ही संभव है। महिला सशक्तिकरण के घटकों की बात करें तो इनमें समाज में महिलाओं को जागरूक करके महिलाओं की क्षमताओं का निर्माण करके वह संसाधनों पर नियंत्रण शामिल हैं। जागरूकता की बात करें तो मीडिया सामूहिक चर्चा प्रचार-प्रसार के माध्यम से पहले जा सकती हैं। जागरूकता के फैलने से समाज में महिलाओं के प्रति सकारात्मक ज्ञान की वृद्धि होगी। व महिलाओं की क्षमताओं का निर्माण प्रशिक्षण प्रेरणा रोजगार के अवसर देकर किया जा सकता है। जिससे उनके आत्मविश्वास में वृद्धि हो। व संसाधनों पर संवैधानिक प्रावधान करके नियंत्रण किया जा सकता है। जिससे उनमें आत्मनिर्भरता की वृद्धि हो। गोरीटेरेजे (1999) का मानना है की सशक्तिकरण प्रक्रिया में व्यक्ति तथा व्यक्तिगत अंतर व्यक्तिगत स्तर पर विकास होकर आत्मविश्वास व ऊर्जा प्राप्त होती हैं। महिला सशक्तिकरण की प्रक्रिया का बुनियादी लक्ष्य महिलाओं को समाज में समानता न्याय व सम्मान दिलाना है। सशक्तिकरण प्रक्रिया संघर्ष की तुलना में सहमति व समाज पर जोर देती है जिससे देश व समाज का उत्थान हो सके। महिला सशक्तिकरण प्रक्रिया उन्हें न केवल वैधानिक शक्ति प्रदान करती है बल्कि शासन की नीति निर्माण की प्रक्रिया में उनका अहम रोल होता है महिला सशक्तिकरण की प्रकृति गतिशील है। अर्थात् यह वह परिवर्तन है जिससे नारी के विभिन्न क्षेत्रों में परंपरागत सुधार होता है। यह एक निरंतर प्रक्रिया है कभी यह तीव्र हो तो कभी यह धीमी।

महिला सशक्तिकरण के आयाम

महिला सशक्तिकरण महिलाओं को अधिक सुविधा पूर्वक कार्य करने के लिए उनमें चेतना व क्षमताओं का विकास करना है जिससे वह हर क्षेत्र में स्वयं निर्णय ले सके। महिला सशक्तिकरण के 2 आयाम हैं जिनमें पहला पितृसत्तात्मक सोच व्यवस्था द्वारा उनके सशक्तिकरण का स्वीकृत कर ना पूर्णविराम वह दूसरा महिलाओं का स्वयं की स्वीकृति। पितृसत्तात्मक व्यवस्था के शिकार करने से अभिप्राय है कि परिवार शिक्षा परिवेश समाज कानून संविधान आदि को सशक्तिकरण के विकास पर कार्य करें वह संविधान एवं कानून महिलाओं के प्रति उत्तरदायित्व को समझ कर अपनी जिम्मेदारी से कार्य करें। स्वयं की स्वीकृति से अभिप्राय है कि महिलाएं आत्मनिर्भर होकर आत्मविश्वास से निर्णय ले। व अपनी परिस्थितियों को समझ कर अपने जीवन के हर क्षेत्र में

विवेक से बिना किसी बंदिश के निर्णय ले। पुरानी रूढ़िवादी सोच व्यवस्था के कारण महिलाओं को केवल घर के घरेलू कार्य योग्य समझा जाता है उन्हें अन्य क्षेत्र जैसे तकनीकी विज्ञान प्रौद्योगिकी के स्तर पर कार्य करने योग्य समझा जाता है। हालांकी जैसे-जैसे समय बदला है महिलाएं भी घर के अलावा अन्य क्षेत्रों में भी आगे बढ़ी है किसी भी देश का विकास उसकी महिलाओं के विकास वह सशक्तिकरण से जुड़ा हुआ है। महिलाओं को सशक्त बनाए बिना न तो देश और न ही सामाजिक का संकल्प पूरा हो सकता है। पितृसत्तात्मक व्यवस्था को बदल कर ही महिलाएं बिना किसी बंदिश के आगे बढ़ सकेंगे। महिलाएं जब आत्मनिर्भर होंगी तो उनमें आत्मविश्वास की वृद्धि होगी जिससे वे समाज के अन्य क्षेत्रों में भी बेहतर प्रदर्शन कर सकेंगी। सशक्तिकरण के आयाम में महिलाओं में शिक्षा आर्थिक स्वावलंबन राजनीतिक सहभागिता आदि पर विशेष बल दिया जाता है जिससे लिए समाज में कई संस्था लोगों व सरकार द्वारा निरंतर प्रयास हो रहे हैं प्राचीन समय में महिलाओं को केवल गृह कार्य एवं बच्चों के पालन-पोषण को करने की ही आज्ञा होती थी महिलाएं घर के बाहर जाकर कार्य नहीं करती थी जिससे परिवार में आर्थिक व मानसिक क्लेश बना रहता था इससे महिलाओं की मनोदशा और भी दयनीय हो जाती थी परंतु कुछ वर्षों में इस व्यवस्था में कमी आई है अब महिलाएं अपनी अस्मिता और अस्तित्व के लिए संघर्ष करती हैं। सरकार के स्तर पर भी अनेक प्रयास किए जा रहे हैं। महिला सशक्तिकरण की कुछ धाराएं हैं जिनमें ग्रामीण विकास कार्यक्रमों के जरिए महिला सशक्त व आर्थिक हस्तक्षेप संसाधनों द्वारा संस्थाओं का विकास शामिल है यह धाराएं अलग नहीं है आपस आपस में संबंधित है समानता स्वतंत्रता तर्क आत्मनिर्भरता न्याय महिला सशक्तिकरण के प्रमुख उद्देश्य हैं जिन्हें प्राप्त करके ही संपूर्ण सशक्तिकरण प्राप्त हो सकता है। सी.आर.टी. रिपोर्ट में पाया गया कि गांव में 45 प्रतिशत महिलाएं खेती के कार्य के साथ बच्चों की देखभाल व गृह कार्य संभालती हैं पुरुष केवल खेती व मजदूरी का कार्य करते हैं उनका घर में किसी कार्य या बच्चों की देखभाल में कोई जिम्मेदारी नहीं होती है। कई बार महिलाएं घर की जिम्मेदारियों के आगे शिक्षा छोड़ देती है कई बार महिलाओं को केवल शादी के योग्य बनाना ही उद्देश्य समझकर पढ़ाया जाता है। आज समाज को समझना होगा शिक्षा का उद्देश्य आत्मनिर्भरता पर विवेकपूर्ण बनाने से है ना की शादी के योग्य। इस दिशा में लगातार प्रयास हो रहे हैं जिससे महिलाओं की स्थिति में कुछ सुधार हुआ है उन्हें अब सभी क्षेत्रों में समान समझने जाने लगा है।

महिला सशक्तिकरण के मार्ग में बाधाएं

महिलाओं के सशक्त ना होने का कारण न्याय व्यवस्था समाज पुरानी सोच सभी शामिल हैं उनमें प्रमुख है

- **लैंगिक भेदभाव**

देश में अभी भी कार्यस्थल पर लैंगिक स्तर पर भेदभाव किया जाता है उन्हें पुरुषों के मुकाबले समान कार्य की समान समय के लिए पैसे बराबर नहीं मिलते हैं। कई बार कार्यस्थल पर यौन हिंसा जैसे अपराध भी देखने को मिलते हैं जिससे महिलाएं निर्भय होकर अपना कार्य न कर सके।

- **सामाजिक मापदंड**

पुराने समय में महिलाओं को घर के बाहर कार्य करने की इजाजत नहीं दी होती थी जिससे महिलाएं खुद को पुरुषों से कम क्षमता वाला समझने लगती थी और उन्हें मानसिक व आर्थिक विकास कमजोर होने लगता था महाराज संपूर्ण रूप से पुरुषों पर ही निर्भर रहती थी।

- **अशिक्षा**

महिलाओं में अशिक्षा और बीच में ही शिक्षा को छोड़ देना जैसी समस्याएं सामान्य है। भारत में महिला शिक्षा दर 64.6 प्रतिशत वह पुरुष शिक्षा दर 80.9 प्रतिशत है। ग्रामीण इलाकों में लड़कियां स्कूल भी जाती है तो उन्हें शादी या अन्य किसी कारण की वजह से पढ़ाई बीच में छोड़नी पड़ती है। जो कि सशक्तिकरण के मार्ग में बहुत बड़ा संकट है।

• **बाल विवाह**

बाल विवाह सशक्तिकरण के मार्ग में बहुत बड़ा रोड़ा है। लड़कियों की शादी 18 वर्ष पूर्व ही कर दी जाती है जिससे मातृ मृत्यु दर, शिशु मृत्यु दर में बढ़ोतरी होती है। जिससे महिलाओं में मृत्यु दर व आत्मविश्वास की कमी देखी गई है।

महिलाओं के विरुद्ध होने वाले अपराध महिलाओं के प्रति बलात्कार, घरेलू हिंसा, दहेज प्रथा, ऑनर किलिंग जैसे अब रात देखने को मिलते हैं जिससे महिलाएं अपने आप को सुरक्षित महसूस नहीं करती हैं। और उनमें आत्मविश्वास की कमी रहती है कई बार तो कामकाजी महिलाएं देर रात अपनी सुरक्षा को ध्यान में रखते हुए सार्वजनिक परिवहन का इस्तेमाल नहीं करती। महिला सशक्तिकरण की प्राप्ति तभी की जा सकती है जब महिलाओं की सुरक्षा को सुनिश्चित किया जा सके वह पुरुष एवं महिलाओं के प्रति सोच व व्यवहार को बदलें जिससे वह सुरक्षित महसूस करें वह सभी क्षेत्रों में कार्य कर सकें।

• **कन्या भ्रुण हत्या**

कन्या भ्रुण हत्या शक्ति करण के मार्ग में बहुत बड़ी बाधा है कन्या को जन्म लेने से पूर्व ही उसकी मृत्यु कर देना एक बहुत बड़ा मानवीय कृत्य है। वंशवादी सोच होने के कारण समाज में कन्या भ्रुण हत्या जैसे कृत्य देखने को मिलते हैं जो किसी भी समाज के लिए दुर्भाग्यपूर्ण है कन्या भ्रुण हत्या के कारण ही हरियाणा और जम्मू कश्मीर जैसे प्रदेशों में स्त्री और पुरुष लिंग अनुपात में काफी ज्यादा अंतर देखा जाता है जो और भी कई महिलाओं के प्रति होने वाले अपराध को बढ़ावा देते हैं। हमारे महिला सशक्तिकरण के यह दावे तब तक पूरे नहीं होंगे जब तक कन्या भ्रुण हत्या की समस्या को मिटा नहीं पाएंगे।

महिला सशक्तिकरण आर्थिक व भौगोलिक परिस्थितियां

ग्रामीण क्षेत्रों में स्कूलों की व्यवस्था कमजोर है जिससे देखा गया है कि पहाड़ी वाले इलाकों में भौगोलिक परिस्थितियों के कारण लड़कियां शिक्षा नहीं कर पाती है जिससे उनकी शादी भी कम उम्र में हो जाती है। कभी-कभी ऐसे ही लाखों में बुनियादी सुविधा वाला अस्पताल भी नहीं होता है उसे मातृ मृत्यु दर व नवजात मृत्यु दर भी पाई जाती हैं हालांकि कुछ वर्षों में से भौगोलिक स्थिति के आधार पर शिक्षा की दर में कमी हुई है फिर भी दूरदराज के पहाड़ी एवं रेगिस्तानी इलाकों में यह समस्या देखने को मिलती है

महिला सशक्तिकरण के प्रयास

महिला सशक्तिकरण की दिशा में जितने प्रयास किए गए हैं उन्हें पुरुषों की भूमिका अधिक महत्वपूर्ण रही है सर्वप्रथम भारतीय राजा राममोहन राय ने 1828 में ब्रह्म समाज की स्थापना की तथा सती प्रथा पर रोक लगाने की पहल की। स्वामी दयानंद सरस्वती ने 1875 में आर्य समाज की स्थापना की व विधवा पुनर्विवाह प्रतिबंध के विरुद्ध आंदोलन चलाया। महात्मा गांधी प्रथम भारतीय थे जिन्होंने महिलाओं को राष्ट्रीय आंदोलन में भाग लेने के लिए क्रियाशील बनाया स्वामी विवेकानंद ने स्त्री पुरुष समानता की पहल की। महात्मा ज्योतिबा फुले में महिलाओं की शिक्षा व उन्हें आत्मनिर्भर बनाने की दिशा में कार्य किए। डॉक्टर भीमराव अंबेडकर भारत के प्रथम कानून मंत्री थे जिन्होंने महिलाओं को सशक्त बनाने के मार्ग प्रशस्त किए। ईश्वर चंद्र विद्यासागर के द्वारा विधवा पुनर्विवाह पर जोर दिया गया। का ही समाज सुधारकों ने बाल विवाह पर पूर्ण रूप से रोक लगाने के लिए आंदोलन किए। सरकार द्वारा भी महिला सशक्तिकरण के लिए कई योजनाएं लागू की गई हैं जिनमें

- बेटी बचाओ बेटी पढ़ाओ योजना।
- महिला हेल्पलाइन योजना।
- सुकन्या समृद्धि योजना।
- उज्ज्वला योजना।
- पंचायती राज योजनाओं में महिलाओं के आरक्षण।

सरकार द्वारा महिला आरक्षण अधिनियम भी लाया गया है जिससे संसद में भी महिलाओं की भागीदारी हो। जिस तरह महिलाएं अपने पूरे परिवार को संभालती हैं उसी तरह देश को भी संभाल सके वह सभी क्षेत्रों में विकास करें। महिलाओं को सशक्त बनाने के लिए सरकार द्वारा कुछ अधिनियम लाए गए हैं जैसे दहेज रोक अधिनियम 1961 बाल विवाह रोकथाम एक्ट 2006 कार्यस्थल पर महिलाओं का यौन शोषण एक्ट 2013 आदि। जिससे महिलाओं के प्रति होने वाले अपराधों में कमी आए हुए महिलाएं सुरक्षित होकर आत्मविश्वास से बढ़कर स्वयं का व देश का विकास कर सके वह संपूर्ण देश की तरक्की करें। सरकार द्वारा लाई गई योजनाएं एवं अधिनियम महिला सशक्तिकरण के मार्ग में एक उत्तम प्रयास है जिससे महिलाओं की स्थिति मजबूत होगी वह देश का विकास होगा। पुरुष और स्त्री दोनों को स्वयं भी इस दिशा में अग्रिम सोच रखनी होगी क्योंकि किसी देश का विकास बिना महिलाओं के विकास के बिना संभव नहीं है।

निष्कर्ष

समाज में सच में महिला सशक्तिकरण लाने के लिए पिक्सर्ट आत्मक सोच पुरुष प्रधान मनोवृत्ति का समाज से बहिष्कार करना होगा तभी नारी उत्थान संभव है पूर्व या हमें हमें महिलाओं के खिलाफ पुरानी सोच को बदलना होगा और संवैधानिक व कानूनी प्रावधानों में और बदलाव करना होगा जिससे उनके प्रति होने वाले अपराधों में कमी हो सके। प्रधानमंत्री नरेंद्र मोदी जी ने कहा है कि नारी सशक्तिकरण के बिना मानवता का विकास अधूरा है। महिला वह शक्ति है जो रक्त है नारी है ना ज्यादा मेहनत कम में वह सब में बराबर की अधिकारी है। मानवता की प्रगति महिलाओं के सशक्तिकरण के बिना अधूरी है आज मुद्दा महिलाओं के विकास का नहीं बल्कि महिलाओं के नेतृत्व वाले विकास कार्य। महिला सशक्तिकरण में वह ताकत है जो समाज वह देश में सकारात्मक बदलाव ला सके। समाज व देश को विकास के उत्कर्ष पर ले जाए वह एक शब्द व आर्थिक व मानसिक दृष्टि से संपन्न समाज की नींव स्थापित कर सके। जिस तरह एक महिला पूरे परिवार की जिम्मेदारी वहन करती है की तरह परिवार के सभी मुद्दों पर तालमेल बनाए रखती हैं ऐसे ही समाज के किसी भी मुद्दे व समस्या का समाधान कर समन्वय ला सकती हैं। जिस तरह महिलाएं परिवार के सदस्यों की स्वास्थ्य शिक्षा नौकरी के प्रति सचेत रहती हैं उसी तरह वह किसी भी क्षेत्र चाहे वह राजनीतिक हो सामाजिक हो या आर्थिक हो के प्रति उत्तरदायित्व के लिए सचेत रहती है। महिलाएं खेलकूद अंतरिक्ष विज्ञान राजनीति चिकित्सा सेना सभी में अपना वर्चस्व दिखा रही हैं महिलाएं स्वयं तो बढ़ रही हैं साथ में समाज का गौरव भी बढ़ा रही हैं। महिलाओं को खुद से जुड़े फैसले लेने की स्वतंत्रता ही सही मायने में महिला सशक्तिकरण है। नारी को शिक्षित व सशक्त करने से न केवल स्वयं सशक्त होती है बल्कि 2 पीढ़ियां भी सशक्त हो जाती है। अंतर्राष्ट्रीय मुद्रा कोष आई.एम. एफ. के अनुसार क्रिसटीन लगार्ड का कहना है कि ज्यादा से ज्यादा महिलाएं अगर श्रम में भागीदारी करें तो भारत की जीडीपी 27 प्रतिशत तक बढ़ सकती है अर्थात् महिलाओं की भागीदारी से ही देश का विकास होगा। नारी के विकास से ही समाज व देश का आर्थिक व मानसिक विकास होगा जो एक सभ्य व आर्थिक दृष्टि से आत्मनिर्भर समाज के लिए बहुत अहम है बिना महिला सशक्तिकरण के विकास की सोच रखना एक भ्रम है। जो देश की प्रगति के लिए घातक है। एक समाज में स्त्री व पुरुष दोनों की समान भागीदारी होती है अतः बिना स्त्री के विकास और आत्मनिर्भरता के बिना समाज का विकास संभव नहीं है।

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REFUGEE INFLOWS IN SOUTH ASIAN REGION & EMERGING CHALLENGES: A CASE STUDY OF SRILANKAN REFUGEES IN INDIA

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ABSTRACT

Most of the South Asian countries had been receiving, as well as generating refugees. The dimensions of the refugee flow and its effect on international relation encourages the absorbing of refugee issues as a theme for research. The refugees also constitute a threat to the host state. This assessment of threat is predicated on three considerations, first is social insurance because refugees often get involved in drug traffic, proliferation of small arms, and participates in anti-social activities. Secondly, economic security can come under threat because refugees constitute an economic responsibility for the host state. It's directly linked with three factors: size of the refugee population, the flexibility of the host state to supply food and shelter, and the level of international economic aid. Thirdly, refugees present as a political security, supported three factors: the extent of involvement of the host state in the conflict; the combination of the refugees in the local population; and therefore the political utilisation of the refugee population by the local political parties and their interest groups. The presence of refugees during a host country nearly always creates conflict, tension and insecurity in the state. But most refugee studies have focused on humanitarian concerns and also the problems faced by particular groups or individuals in the host state. Various writers have placed a primary emphasis on the role of the UNHCR and therefore the international community. What's lacking in these studies is the lack of emphasis on the social, political and economic challenges created by refugees in the host state. The scope of the proposed study would contain understanding the social, political, cultural and economic circumstances that underlie the refugee problem in South Asia. The study will attempt to explore the linkages between Sri Lankan refugees and also the challenges being faced by the host state, Tamil Nadu.

KEYWORDS: *Challenges, Movement, Refugees, Economical, Conflict, Population, Responsibility.*

Introduction

A migrant is one who leaves his residence (usually for economic reasons) so as to settle elsewhere, either in his own or in another country. A refugee exodus results when the tensions resulting in migration are so acute that what initially appeared to be a voluntary movement becomes virtually compulsive. Every refugee is of course a migrant but not every migrant could be a refugee. The uprooted become either internal refugee (person who are displaced in their own country), or "international refugees" (person outside their country of origin). The refugee problem today is major issue in world affairs. It's intimately linked to the intricacies of world peace and security too. Refugees now make a considerable impact on world politics and domestic affairs in many countries. The plight of refugees in the majority parts of the globe, and particularly in South Asia is an increasingly frequent subject of discussion in the national and international arena. The difficulty of human rights is inextricably linked to the question of human displacement, in order that it's impossible to look at one without touching on the opposite, when refugees abandon their house, community and country, because they're fearful of being murdered, tortured, imprisoned, enslaved, robbed or starved. South Asia may be a major aggregation region of concern in the context of refugee movements. What's most troubling to governments in South Asia is the unwanted ethnic mix that migration brings into communities anxiously seeking to claim their own identity. We in this article trying to search out that what are the challenges ahead due inflow of SriLankan refugees in south Asia.

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Refugee Movements in South Asia

South Asia is mostly recognized as comprising the seven SAARC nations which are in the process of attempting to ascertain economic cooperation. It's hoped that this regional cooperation would, in time, ameliorate the assorted political and security concerns of all the member nations. In the period after the top of the conflict, the impact of transnational threats to the national security of most of the South Asian nations has greatly increased. These now constitute the more important and significant dangers to the national security of South Asian SAARC nations. It might be difficult, and unfair, to exclude either Afghanistan or Myanmar from consideration in this perspective. Instability in these countries spills over into the larger South Asian Region and ends up in the exacerbation of threats posed by drugs, the smuggling of firearms, and terrorism. It's likewise difficult to exclude the effect of the spillover of the issues of Afghanistan and Myanmar into Pakistan, India and Bangladesh, which adds a major dimension to the national security concerns of those countries. Since 1997, most of the population movements across boundaries in South Asia have consisted largely of rejected peoples or unwanted migrants. By rejected peoples, this document means the citizens or legal residents of a national who are forced to go away as a results of persecution, violence or threats to their lives or property. These are the people, moreover, whose departure is actively sought and welcomed by their governments or by those among whom they live. By unwanted migrants this document means the people crossing a world boundary, legally or illegally, who are unwelcome in their new homes and are often forced to depart. Migration in South Asia has generally been either provoked or initiated by a way of persecution or by the dearth of economic opportunities in the countries of origin. Often the host country has exacerbated its own problems by creating situations conducive to emigration from outside its borders. Two such instances that come readily to mind are Pakistan's support to the Afghan mujahidin during their struggle against the Soviet occupation of Afghanistan, and India's covert assistance to the Tamil militants in Sri Lanka in the 1980's. These situations, in turn, produced a climate enabling the Afghans and therefore the Joynna Tamils to migrate into Pakistan and India respectively in search of sanctuary, local support, hospitality and further funding for his or her activities. Another phenomenon which merits attention is the close association of migration with violence in South Asia, both in the originating country and in the host country. In the theoretical studies of the refugee phenomenon, six broad causal factors are identified as being chargeable for creating refugees. They are: (i) anti-colonial wars and self-determination movements (ii) international conflicts (iii) revolutions, coups and regime changes (iv) ethnic, communal and spiritual conflicts (v) creation and restructuring of state boundaries (vi) population transfers.

Sri Lankan Refugee Status in India

Nor has it passed any quite domestic legislation on the topic of refugees. Instead, India has chosen to cope with refugees at a political and administrative level. It's therefore only a ad hoc mechanism in situation to handle their status and problems. The absence of a special legal regime on the status of refugee doesn't however mean that no protection or assistance is obtainable to refugees. But its absence has certainly meant that executive action and/or acts of discrimination don't seem to be easily remedied (albeit the courts are sympathetic to the existential concern of refugees). For instance, the Chennai court gone through the Sri Lankan situation with empathy even while recognizing the bottom realities in Tamil Nadu, especially after the assassination of Rajiv Gandhi. In the Sri Lankan context, the Chennai tribunal has allowed for status determination and also the right to not be repatriated without consent. Questions arose in 1992 in the Chennai court about the voluntary nature of the deportation of refugees for land. In *P. Nedumaran v. Union of India* WP 12298 and 12343 of 1992 and *Gurmathan v. Union of India*, WP 6708 and 7916 of 1992, the court emphasized the necessity for voluntary repatriation and allowed for such repatriation only if it had been found to be voluntary by the U.N.H.C.R. Through the intervention of the Chennai supreme court on 21 November 2003 in an exceedingly public interest petition filed by Dr. Subramanian Swamy v. Union of India, the Central Government was allowed to order seats in educational institutions for refugees. In India the excellence between the terms 'refugees' and migrants often tends to induce blurred. This has something to try and do with the breakup of the whole region along religious, ethnic and linguistic lines. As a result, there's always an opening that there can be a component of persecution in otherwise normal migration cases, where the migrating persons and groups happen to be distinct and possibly persecuted minorities in their home country.

Challenges Arising due to Refugees Inflow in India

The arrival and assimilation of an enormous influx of refugees, on the host country, are likely to be far reaching further as multi dimensional. The implications touch on all aspects of national security, both internal and external. The state of origin opens itself to censure and embarrassment in driving the refugees out, and exposes itself to international criticism, pressures and sanctions, and even intervention, for what the globe sees as atrocities being committed on its own people. The host state, on the opposite hand, should cater to security implications raised by the sudden and large influx of external populations in its territory. The implications are applicable in respect to both the inner and external national security fronts. With reference to internal security, as an example, the sudden arrival and presence of thousands, many thousands, even several refugees in its sovereign territory can bring about to conditions of destabilisation and may disrupt the Political, Economic and Social Systems that are in situation in the host country. The extent and magnitude of this internal security threat depends, naturally, on two related factors. The number of refugees and what their demands and expectations are, from the host state, on one hand; and also the size, the nature, and also the capabilities of the host state, on the other hand. The host nation, obviously, finally ends up bearing much of the financial and other burden, irrespective of the extent of international support available. The social, political and economic challenges that the influx of Sri Lankan Refugees has created in Tamil Nadu tend to range from:

- **Social Challenges:** There are conflicts among various refugees stemming from their various respective socio-economic strata, similarly as factors like regional and clan loyalties, and political and ideological predilections. Not only do the assorted groups of Sri Lankan Tamil refugees not only have myriad undercurrents of tension, but often actually engage in open fights and street wars. The varied armed militant groups that exist among these refugees are in an exceedingly state of constant tussle with one another to ascertain a dominant status. Additionally, some of the refugees tend to become part of the local underworld, and become absorbed into the local crime scene. Beginning with petty crimes, it's common for a few to bask in the trafficking of drugs, arms and women. There's also a serious destabilising impact in state caused by the assorted tensions and conflicts that develop over time between refugees and local people.
- **Economic Challenges:** Sri Lankan Refugees also pose an economic challenge to the host state. Refugees constitute an enormous economic responsibility for province, and have done so for several years now. The depth and scope of the responsibility is directly related to:
 - The size of the refugee population
 - The ability of the host state to supply food and shelter to those refugees
 - The level and volume of international aid

Most of the economic problems caused by refugee influx emerge as a right away results of the resulting competition for common resources that now must be shared between local citizens and refugees. Resources in areas like essential supplies and services, health, water, sanitation, facilities, power, transport, infrastructure so on. Given an outsized enough body of arriving refugees, none of those facilities is adequately enlarged to satisfy the requirements and demands of the lots of arriving refugees. Additionally, refugees necessarily compete with the local people in the job market. Because they're often willing to sell their labour at less expensive rates, out of desperation, they often reach alienating many roles far away from the local populace.

- **Political Challenges:** Often, resourceful refugee groups get entangled in local politics so as to advance their political and economic objectives. On the bottom, the usually changing alliance – between the Refugee Tamil groups and also the Tamil Nadu Politicians – has intensified D.M.K. / A.I.A.D.M.K. political rivalry. Refugee movements often generate political tensions and conflicts between the house state and also the host state. Since the Sri Lankan Tamil refugees are actively engaged in pursuing their political struggle in their home state, based in the Host state, they fit this category alright. Often, these Sri Lankan Refugees, and also their issues also influence the connection between the centre and the state. One in every of the persistent issues remains the attempts repeatedly made by the central government to repatriate Sri Lankan refugees to their homeland. The regime, on the opposite hand, insists that they have to remain until the case Democratic Socialist Republic of Sri Lanka improves or until the Eelam is formed. Local political parties, too, are taking advantage of those issues, and using the refugees as a

vote bank from time to time in recent elections. This political tussle is well exemplified by the actual fact, that even at a time when a Sri Lankan offensive operation against the LTTE was ongoing, in July 2009, Congress spokesperson Abhishek Singhvi claimed that the congress was standing up to undue pressure, from the political parties of Tamil Nadu geared toward forcing the Indian government to interfere in state.

Conclusion

A look at the problems caused by the huge movements of refugee populations clearly shows that several of the intra and international problems in the South Asian region may be traced to the presence of enormous groups of refugees in most of the countries here. The excessive social, economic and political burdens generated for the host state by the presence of enormous refugee populations could be a matter of concern for the complete region, not less for the remainder of the globe. Not only does the interior balance of the host state become threatened, its local populace is additionally bereft of much of the essential but limited resources and inconvenienced on mode of life. Additionally the various instances of cross border mass migration of refugee populations also tends to form tensions between nations, especially when the country of origin seems to be reluctant, for whatever reason, to simply accept repatriation of the refugees it's driven out. There are serious security concerns and law and order threats that are posed by the presence of refugees because the rootless nature of those populations, and their desperate hankering after security and a more robust life, often draws them into illegal and criminal activities starting from petty theft to social group, and trafficking in drugs, arms, and women. Often, there are problems and differences among various factions of the arrival refugees, and these can sometimes cause additional stress, or explode into street wars, causing more problems for law and order. Militant refugee groups can make the case worse once they use the host countries, their resources, or the higher access it gives them to money and power, as a springboard for launching and waging wars back in their homelands. Hence the government needs to look from a heavy knot that the refugee from needs to be tackled out as soon as possible but considering the international aspects. The political parties should leave their personal interest and think from Country prospective.

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USERS' DEMOGRAPHICS AND ADOPTION OF ELECTRONIC PAYMENT SYSTEMS WITH SPECIAL REFERENCE TO NORTH INDIA

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ABSTRACT

Electronic Payment Systems(EPS) have brought revolutionary changes in the payment Industry at Global Level. Indian Banking and Payment industry has also seen huge structural changes due to the emergence of EPS. With easy availability of Internet access in far flung areas of the country at very low cost and deep penetration and use of smartphones, EPS use has increased rapidly in India in the recent past. It is further noted that though EPS adoption as means of payment settlement is increasing but it is not stable. A large chunk of population has not used EPS even once till now, majority of those who are using EPS they are not consistent and have number of doubts with respect to the reliability etc. of the EPS system. Therefore, in this study(conducted as a part of ICSSR, New Delhi sponsored project) an effort is made to examine the status of use of EPS in India. An effort is made to also analyse the association between demographic characteristics of users with the adoption of EPS. The status of adoption of EPS is analysed on the basis of secondary data taken from CLSA 2020 Report. To examine the association between demographic variables and adoption of EPS primary data is used. The primary data represents the views of 759 respondents from three important states i.e. Punjab, Haryana and Himachal representing different segments of society in terms of age, occupation, qualification, rural and urban area and income. It is found that India is the leading user of EPS in the world with transactions worth US\$ 25.5 billion settled through this system in India in 2020, people most use digital wallets and UPI here and Phonepe and Google Pay are among the most popular digital wallets in the country. With the help of Chi-Square applied on primary data it is found that demographic characteristics such as age, income, qualification, occupation and area of residence are associated with the adoption of EPS. This paper is a part of the ICSSR, New Delhi sponsored project on Electronic Payment System.

KEYWORDS: *Electronic Payment System, Digital Wallets, UPI.*

Introduction

Emergence of Electronic Payments System(EPS) have changed the entire face of National and International Payments Systems. Though EPS were available as a means of payment settlement since quite a long time but their use increased rapidly after COVID 19 at the global level and after demonetisation of currency in 2014 in India. EPS with a variety of options like online banking, debit cards, credit cards, ATMs, and digital wallets are spreading very fast across the world. Global Digital Payments Market is expected to increase at CAGR of 11.21 percent from USD 5.44 trillion in 2020 to USD 11.29 trillion by 2026(Businesswire, 4 June, 2021). Global Payment Report (2021) states that global non-cash transactions will grow at 18.6% CAGR during 2020-2025 with volumes of e-payments expected to reach near to 1.8 trillion. Use of EPS such as biometric, buy now, pay later (BNPL), invisible, and cryptocurrency are expected to occupy centre stagesoon.

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EPS defined as the means of receiving and paying money through an electronic medium without the use of cash and cheque have not only changed the system of payment settlement, but has brought much bigger revolutions like e-commerce business, better integration of world economies, formalisation of business, making financial services reach to people who hitherto were unbanked. Though EPS have covered a great mileage, it is pertinent to mention here that still a large segment of society shy away from using them.

Indian E Payment Scenario

Contours of Payment Industry are changing rapidly in India. Central bank of the country (RBI) is working rigorously to realise its vision of vesting every Indian with access to a bouquet of affordable, convenient, quick and safe e-payment options. In India, the volume of digital payments has shown tremendous growth from 1004 crore transactions in 2016-17, the number has gone up to 5554 crores in 2020-21 (Economic Times, 1-12-2021). With 624 billion internet users in 2021 which has shown growth of 8.2 percent over previous year and the internet penetration at 45 percent (digital report 2021), future of EPS is highly bright in India. The value of e-commerce transactions in India grew at 34.3 percent in one year and were \$74.04 billion in 2020-21. The modes of e-payment systems used in the country include online banking, credit cards, debit cards, IMPS, NEFT and RTGS. As per ACI Worldwide (Indian Express, 27 October, 2021) 60 percent people used digital payments numerous times in a week during festive season. Share of digital wallet users is at highest (41 percent) and share of debit and credit card payments was reported at 23 percent. A large chunk of the population is still not using the EPS due to lack of confidence in the safety, confidentiality and efficiency. Models such as Technology Acceptance Model, Diffusion of Innovation Theory, Unified Theory of Acceptance and Use of Technology (UTAUT 1 and UTAUT 2) etc have identified factors affecting use of EPS. In this study we have examined how the demographic characteristics of the users affect the adoption and use of EPS, objectives of the study are:

- To examine the status of use of EPS in India
- To examine the association between demographic characteristics of the users and the use of EPS.

Review of Literature

Lohana and Roy (2021) in their study reported that gender and marital status of the respondents don't have significant impact on consumers' usage of EPS. **Vinitha and Vasantha (2017)** reported that variables Perceived Benefits, Perceived Speed and Facilitating conditions which affect the adoption of EPS are significantly influenced by demographic variables such as age, and occupation.

Connolly and Stavins (2015) reported that payment behaviour of the users is significantly associated with the users' demographics and income. **Stavins (2016)** reported that after controlling for education and age, income, education and minority status has direct association with the payment behaviour of users.

Methodology

Both secondary and primary data has been considered. Secondary data is used to achieve the first objective of the study regarding status of use of e-payment systems in India. The secondary data is taken from CLSA report on digital payments. To achieve the second objective of the study, primary data regarding the perceptions of the users of e-payment systems is obtained using a structured questionnaire. Questionnaire is designed on the basis of review of literature and through interaction with bankers and other experts from the concerned field. 759 Respondents from Punjab, Haryana and Himachal Pradesh are interviewed. In order to examine the association between demographic variables of the user and use of EPS following null hypotheses were set:

- H₁:** There is no significant association between the age of the respondent and percentage of payments made through EPS
- H₂:** There is no significant association between the age of the respondent and his level of satisfaction with EPS
- H₃:** There is no significant association between the age of the respondent and the convenience associated with the use of EPS
- H₄:** There is no significant association between the respondent's area and percentage of payments made through EPS
- H₅:** There is no significant association between the respondent's area and his level of satisfaction

- with EPS
- H₆:** There is no significant association between the respondent's area and the convenience associated with the use of EPS
 - H₇:** There is no significant association between respondent's occupation and percentage of payments made through EPS
 - H₈:** There is no significant association between the respondent's occupation and his level of satisfaction with EPS
 - H₉:** There is no significant association between the respondent's occupation and the convenience associated with the use of EPS
 - H₁₀:** There is no significant association between the respondent's qualification and percentage of payments made through EPS
 - H₁₁:** There is no significant association between the respondent's qualification and his level of satisfaction with EPS
 - H₁₂:** There is no significant association between the respondent's qualification and the convenience associated with the use of EPS
 - H₁₃:** There is no significant association between the respondent's income and percentage of payments made through EPS
 - H₁₄:** There is no significant association between the respondent's income and level of satisfaction with EPS
 - H₁₅:** There is no significant association between the respondent's income and the convenience associated with the use of EPS

Pearson's Chi-square(**2**) test is used to examine the hypotheses. **2** is a widely used non-parametric test to test the association between two categorical variables (i.e., whether the variables are independent or related). Contingency table is used in this test to analyze the data.

$$\chi^2 = \sum_{i=1}^R \sum_{j=1}^C \frac{(o_{ij} - e_{ij})^2}{e_{ij}}$$

where,

χ^2 = Chi-square value

o_{ij} is the observed cell count in the i^{th} row and j^{th} column of the table

e_{ij} is the expected cell count in the i^{th} row and j^{th} column of the table, computed as

$$e_{ij} = \frac{\text{row } i \text{ total} * \text{col } j \text{ total}}{\text{grand total}}$$

Data Analysis and Results

Status of Use of Electronic Payment Systems

As electronic payment systems deal with money therefore people are highly concerned about the safety and confidentiality these systems offer, pros and cons of using EPS. The aspects considered to analyse the status of adoption of electronic payment systems in the country include use of EPS in India as compared to the global level, the popularity of various modes of EPS and the main users the UPI platforms.

- **Country wise Status of Adoption of Electronic Payment Systems**

In order to assess the extent of use of EPS in India, data regarding the value of real time payments(2020) made in top ten users of the world are presented in table 1.

Table 1: Country wise use of Real Time Payment Systems (RTGS)

Sr. No.	Country	Value (Fig. in Billion US\$)
1	India	25.5
2	China	15.7
3	South Korea	6
4	Thailand	5.2
5	UK	2.8
6	Nigeria	1.9

7	Japan	1.7
8	Brazil	1.3
9	US	1.2
10	Mexico	0.9

Source: CLSA, Digital Payment Report 2020, as quoted in TOI, 30th Dec., 2021

India was leading the world in the use of real time payment systems (US\$ 25.5 billion) in the year 2020 followed by China (US\$ 15.7). The value of real time transactions performed in India was highest, 162 percent of the value of transactions completed in country coming at number 2. The value of real time transactions conducted in US in 2020 was much less at US\$ 1.2 billion only.

- **Types of Electronic Payment Modes Used in India**

Data regarding use of different modes of EPS like cards, online banking, mobile banking, digital wallets for the year 2020 is presented in table 2.

Table 2: EPS Modes Used in India

Sr. No	Mode of E-Payment	Percentage of Transactions
1	UPI and Digital Wallets	40
2	Debit Card	15
3	Credit Card	15
4	Bank Transfers	13
5	Others(Including Online Banking)	17

Source: CLSA, Digital Payment Report 2020, as quoted in TOI, 30th Dec., 2021

In 2020, most favourite method of EPS in India was the UPI and digital wallets with 40 percent share in electronic payments followed by debit and credit cards each with 15 percent share. Out of the payments made through EPS, 13 percent were done through bank transfers. The main reason behind the use of digital wallets is that they are highly quick and convenient method as they allow to release the payment 24 hours in a day and 7 days in a week.

- **UPI Bank Beneficiaries**

Unified Payments Interface (UPI) designed and launched in April 2016 provides the facility of combining multiple bank accounts into a single mobile application and caters to the "Peer to Peer" collect request. Data of UPI Bank beneficiaries is presented in table 3:

Table 3: UPI Beneficiary Market Share

Sr. No	Player	Share in Percentage
1	SBI	16
2	Yes Bank	12
3	ICICI Bank	11
4	Axis Bank	8
5	HDFC Bank	6
6	Bank of Baroda	3

Source: CLSA, Digital Payment Report 2020, as quoted in TOI, 30th Dec., 2021

Main beneficiary among the banks of UPI app is State Bank of India with a market share of 16 percent (table 3), followed by Yes Bank (12 percent). ICICI Bank has market share of 11 percent, Axis Bank (8 percent) and HDFC Bank 6 percent market share on this app.

- **Share of Digital Wallets on UPI App**

Data of the market share of various digital wallets such as Phonepe, Google Pay, Paytm, Amazon Pay, CRED and BHIM on UPI App is presented in table 4:

Table 4: Share of Digital Wallets in UPI app Market

Sr. No	Player	Share in Percentage
1	Phonepe	43
2	Google Pay	43
3	Paytm	8
4	Amazon Pay	1
5	CRED	1
6	BHIM	2
7	Others	2

Source: CLSA, Digital Payment Report 2020, as quoted in TOI, 30th Dec., 2021

Two digital wallets Phonepe and Google Pay has maximum market share of 43 percent each(table 4) on UPI app. Paytm has a very low share of 8 percent.

Respondent's Demographics and Adoption of Electronic Payment System

The adoption of new and innovative EPS is dependent upon number of factors. One category of such factors are the demographics of the users. An analysis of the association between demographic characteristics such as age, income, area (rural, semi-urban or urban), qualification and occupation of the respondent with the adoption of EPS is made. Association of the demographic variables is examined using three perspectives i.e. how frequently user is using the e-payments system, users level of satisfaction with e-payment system and respondents satisfaction with the efficiency of the EPS.

Respondent's Age and Use of EPS

Normally, people are of the view that young people show more risk in trying new and innovative products and services as compared to old people. Results of the association between respondents' age and extent of use of EPS are presented in table 5:

Table 5: Respondent's Age and Use of EPS

Age	Payments Made through EPS on Monthly Basis						Total
	0-5%	6-15%	16-25%	26-35%	36-45%	Above 45%	
15-25	57	51	43	41	37	96	325
26-35	6	17	18	29	35	123	228
36-45	9	6	8	16	16	55	110
46-55	15	3	8	10	12	21	69
Above 55	10	2	3	7	3	2	27
Total	97	79	80	103	103	297	759

$\chi^2=1.017$, p Value =0.000, N =759

Source: Survey Method

Highest number of respondents 297(table 5) out of 759 are already settling more than 45 percent of their payments through EPS. Among the 297 respondents, highest number 123 respondents from the age group of 26 to 35 are settling more than 45 percent of their payments through EPS. Null hypothesis H1 stands rejected as indicated by the test statistic value of 1.017 with corresponding p Value of 0.000.

Respondent's Age and Satisfaction with EPS

Association between the age of the respondent and his level of satisfaction, is examined with the help of χ^2 . The results of the test are presented in table 6.

Table 6: Respondent's Age and Satisfaction with EPS

Age	Satisfaction with EPS					Total
	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
15-25	1	3	47	163	111	325
26-35	1	0	10	175	42	228
36-45	2	0	18	58	32	110
46-55	0	4	14	35	16	69
Above 55	0	1	11	14	1	27
Total	4	8	100	445	202	759

$\chi^2= 94.239$, p Value = 0.000, N= 759

Source: Survey Method

Table 6 shows that young people (age group 15-25 years) are comparatively more satisfied with the use of EPS as out of 325 total respondents, 274(163+111) i.e. 84.31 percent are in the satisfied and highly satisfied category. Similarly, from the age group 26 to 35 years, 217(95.17 percent) out of total 228 are either satisfied or highly satisfied, whereas in the upper age groups the percentage of respondents falling in satisfied and highly satisfied category are much less. χ^2 results with test statistic value of 94.239 and corresponding p Value of 0.000 shows that the null hypothesis H2 stand rejected verifying that young people derive comparatively more satisfaction from EPS.

- **Respondent's Age and Efficiency of Electronic Payment Systems**

One of the major advantages for which people prefer to use EPS is that these modes help in quick transfer of money and are also comparatively less costly. The views of people from different age groups about the efficiency of EPS are examined:

Table 7: Respondent's Age and Efficiency of EPS

Age	EPS is Quick and Saves Time					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
15-25	0	2	8	116	199	325
26-35	0	0	3	138	87	228
36-45	2	2	3	56	47	110
46-55	0	3	10	31	25	69
Above 55	0	1	8	16	2	27
Total	2	8	32	357	360	759
$\chi^2 = 1.381, p \text{ Value} = 0.000, N = 759$						

Source: Survey Method

A large majority of 717 respondents (table 7) out of total 759 respondents have agreed and strongly agreed that EPS takes comparatively less time and saves resources. χ^2 results with χ^2 value of 1.381 and p Value of 0.000 shows that the null hypothesis H3 stands rejected verifying that there is significant association between the age of the respondent and his views about the efficiency of EPS. Table shows that the proportionate number of young people who feel that EPS are efficient both in term of usage of time and other resources is higher as compared to aged respondents.

- **Respondent's Area of Residence and His Perceptions about EPS**

There is a huge gap between the infrastructural facility with respect to internet connectivity and speed available in rural and urban areas. The results of association between the area of residence of the respondent and his satisfaction from EPS and the efficiency of EPS are discussed in this section:

- **Respondent's Area of Residence and Use of EPS**

In this part, we have analysed the association between the area of residence of the respondent and extent of use of EPS.

Table 8: Respondent's Area and Use of EPS

Area	Payments Made through EPS on Monthly Basis						Total
	0-5%	6-15%	16-25%	26-35%	36-45%	Above 45%	
Urban	52	51	54	69	84	214	524
Semi Urban	14	9	6	16	12	50	107
Rural	31	19	20	18	7	33	128
Total	97	79	80	103	103	297	759
$\chi^2 = 42.155, p = 0.000, N = 759$							

Source: Survey Method

Out of 524 respondents (table 8) from urban areas, 298 (56.87 percent) respondents are making more than 36 percent of their payments through EPS and in case of rural areas 48 (37.5 percent) respondents out of total 128 respondents made more than 36 percent payments through EPS. χ^2 with test value of 42.155 and p Value of 0.000 shows that the null hypothesis H4 stands rejected verifying that area of residence and use of EPS are related with each other and people from urban area make more use of EPS.

- **Respondent's Area of Residence and Satisfaction with EPS**

In this section, as analysis of the association between the area of residence of the user with the level of satisfaction obtained from the use of EPS is examined.

Table 9: Respondent's Area and Satisfaction with EPS

Area	Satisfaction with EPS					Total
	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Urban	3	4	61	308	148	524
Semi Urban	1	1	11	67	27	107
Rural	0	3	28	70	27	128
Total	4	8	100	445	202	759
$\chi^2 = 15.153, p \text{ Value} = 0.056, N = 759$						

Source: Survey Method

Results of χ^2 with test statistic value of 15.153 and p Value of 0.056 (table 9) states that the null hypothesis H5 stands accepted verifying that the level of satisfaction derived by the users coming from different categories of areas are not associated.

- **Respondent's Area of Residence and Efficiency of EPS**

People prefer to use EPS as these systems are considered more efficient. Therefore, in this section of the study whether the views of the respondents from urban and rural areas are same or different are examined. Data and the results of χ^2 are presented in table 10:

Table 10: Respondent's Area and Efficiency of EPS

Area	EPS is Quick and Saves Time					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Urban	0	6	19	270	229	524
Semi Urban	2	1	0	48	56	107
Rural	0	1	13	39	75	128
Total	2	8	32	357	360	759

$\chi^2 = 43.255$, p Value = 0.000, N = 759

Most of the respondents irrespective of the area they come from have stated either that they agree or strongly agree with the statement that EPS are quick, save resources and are more efficient (table 10). Null hypothesis H6 stands rejected as indicated by the test statistic value of (χ^2) of 43,255 and p Value of 0.000 verifying that the views of the users about the efficiency of EPS are associated with the area they belong.

- **Respondent's Occupation and Adoption of EPS**

The thought process of the people in respect to adoption of EPS may vary according to their occupation. Therefore, an effort is made to check the association of respondent's occupation with extent of use of EPS, satisfaction derived from the use of EPS and views about the efficiency of EPS.

- **Respondents Occupation and Extent of use of EPS**

Data and the results of χ^2 regarding the association between the occupation of the respondents and the extent to which they are making use of EPS are presented in table 11.

Table 11: Respondent's Occupation and Use of EPS

Occupation	Payments Made through EPS on Monthly Basis						Total
	0-5%	6-15%	16-25%	26-35%	36-45%	Above 45%	
Student	57	53	46	48	43	122	369
Serviceman	10	11	16	24	36	131	228
Businessman	5	4	8	16	15	20	68
Housewife	6	2	1	3	0	1	13
Others	19	9	9	12	9	23	81
Total	97	79	80	103	103	297	759

$\chi^2 = 98.496$, p Value = 0.000, N = 759

Source: Survey Method

From the category of students, 122(33 percent) are making more than 45 percent of their payments through EPS, 43(11.65 percent) are making 36 to 45% of their payments through EPS (table 11). In the serviceman category, 131 have used EPS for making more than 45 percent payments, in the category of businessmen, 20 (29.41 percent) respondents made more than 45 percent of their payments through EPS. Null hypothesis H7, as indicated by the χ^2 value of 98.496 and p Value of 0.000 stands rejected verifying that there is significant association between the occupation of the respondent and the extent of EPS used.

- **Respondent's Occupation and Satisfaction with EPS**

Results regarding association of respondent's occupation and their level of satisfaction with EPS are given in the table 12:

Table 12: Respondent's Occupation and Satisfaction with EPS

Occupation	Satisfaction with EPS					Total
	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Student	1	3	49	202	114	369
Serviceman	2	1	15	147	63	228
Businessman	1	3	9	47	8	68
Housewife	0	0	9	4	0	13
Others	0	1	18	45	17	81
Total	4	8	100	445	202	759

$\chi^2 = 72.754$, p Value = 0.000, N = 759

Source: Survey Method

445 respondents out of 759 are satisfied and 202 are highly satisfied with the use of EPS. Number of respondents (table 12) found satisfied and highly satisfied with EPS are more in the category of students and servicemen as compared to other occupations. χ^2 value of 72.754 with corresponding p Value of 0.000 shows that the null hypothesis H8 is rejected, proving that occupation of the user and the level of satisfaction derived from the use of EPS are associated.

- **Respondent's Occupation and Efficiency of EPS**

Data and the results of χ^2 regarding association between the occupation of the users and their views regarding the efficiency of EPS are presented in table 13.

Table 13: Respondent's Occupation and Efficiency of EPS

Occupation	EPS is Quick and Saves Time					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Student	0	2	8	150	209	369
Serviceman	0	1	4	116	107	228
Businessman	0	4	2	54	8	68
Housewife	0	0	5	8	0	13
Others	2	1	13	29	36	81
Total	2	8	32	357	360	759

$\chi^2 = 1.569$, p Value = 0.000, N = 759

Source: Survey Method

Table 13 shows that number of students and servicemen who agree and strongly agree with the statement that EPS are comparatively more efficient are higher. χ^2 value of 1.569 with corresponding p Value of 0.000 shows that the null hypothesis H9 stands rejected.

Respondent's Qualification and Use of EPS

Since the use of EPS require some knowledge about internet and methods of EPS, therefore less educated people may not be interested in using the EPS.

- **Respondent's Qualification and Extent of Use of EPS**

Data and results of χ^2 regarding association between the qualification of the users and use of EPS is presented in table 14.

Table 14: Respondent's Qualification and Use of EPS

Education	Payments Made through EPS on Monthly Basis						Total
	0-5%	6-15%	16-25%	26-35%	36-45%	Above 45%	
Matric	30	10	4	12	9	12	77
Graduation	62	65	76	84	91	271	649
Post- Graduation and above	5	4	0	7	3	14	33
Total	97	79	80	103	103	297	759

$\chi^2 = 68.591$, p Value = 0.000, N = 759

Source: Survey Method

271(41.76 percent) graduates are making more than 45 percent payments through EPS and 14(42.42 percent) post graduate and above qualified respondents are making more than 45 percent payments through EPS, whereas only 12(15.58 percent) respondents who are matriculate are making more than 45 percent payments through EPS (table 14). χ^2 results with value of 68.591 and p Value of 0.000 shows that the null hypothesis H10 stands rejected verifying that users with higher qualification make more use of EPS.

- **Qualification of the Respondent and Satisfaction with EPS**

The data and the results of χ^2 test regarding association between the respondent's qualification and the level of satisfaction derived from EPS are presented in table 15.

Table 15: Respondent's Education and Satisfaction with EPS

Education	Satisfaction with EPS					Total
	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
Matric	0	2	34	31	10	77
Graduation	4	5	60	395	185	649
Post-Graduation and Above	0	1	6	19	7	33
Total	4	8	100	445	202	759

$\chi^2 = 80.063$, p Value = 0.000, N = 759

Source: Survey Method

Table 15 shows that 395 and 185 graduate respondents out of 649 are respectively satisfied and highly satisfied with the use of EPS. 31 and 10 matric pass out of a total of 77 are respectively satisfied and highly satisfied with EPS. χ^2 results with test statistic value of 80.063 and p Value of 0.000 shows that the null hypothesis H11 is rejected.

- **Qualification of Respondent and Efficiency of EPS**

Table 16 presents the data about the qualification of the respondents and their views about the efficiency of EPS.

Table 16: Respondent's Education and Efficiency of EPS

Education	EPS is Quick and Saves Time					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Matric	2	2	18	31	24	77
Graduation	0	5	13	315	316	649
Post-Graduation and Above	0	1	1	11	20	33
Total	2	8	32	357	360	759

$\chi^2 = 1.040$, p Value = 0.000, N = 759

Source: Survey Method

χ^2 value of 1.040 with corresponding p Value of 0.000 (table 16) leads to rejection of null hypothesis H12, verifying that respondent's education and views about efficiency of EPS are associated.

Respondents Income and EPS

People from low-income category generally hesitate to use EPS as these methods deal with money directly. Therefore, association of income level of the respondents and their views regarding extent of use of EPS, Level of satisfaction derived from EPS and views about efficiency of EPS are examined.

- **Respondent's Income and Use of EPS**

The views of the respondents categorised as per their income regarding the extent to which they use EPS to settle their transactions on monthly basis are presented in table 17.

Table 17: Respondent's Income and Use of EPS

Income	Payments Made through EPS on Monthly Basis						Total
	0-5%	6-15%	16-25%	26-35%	36-45%	Above 45%	
0	16	6	5	8	2	14	51
Less than Rs. 70000	43	50	36	46	40	101	316
Rs. 70001 to Rs. 273000	17	12	11	11	15	64	130
Rs. 273001 to Rs. 846000	16	4	19	19	24	83	165
Rs. 846001 and above	5	7	8	19	22	36	97
Total	97	79	79	103	103	298	759

$\chi^2 = 72.383$, p Value = 0.000, N = 759

Source: Survey Method

It can be seen that 36(37.11 percent) from the highest income bracket of above Rs. 846001 are making more than 45 percent of their payments through EPS, whereas the number of such respondents from the no income category is 14(27.45 percent). In the income category group of less than Rs, 70000, 101(31.96 percent) respondents made more than 45 percent of their monthly payments through EPS. χ^2 value of 72.383 with corresponding p Value of 0.000 indicates that the null hypothesis H13 is rejected.

- **Respondent's Income and Satisfaction with EPS**

Data regarding income level of the respondents and the level of satisfaction derived from the use of EPS is presented in table 18.

Table 18: Respondent's Income and Satisfaction with EPS

Income	Satisfaction with EPS					Total
	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	
0	0	0	10	27	14	51
Less than Rs. 70000	1	5	44	163	103	316
Rs. 70001 to Rs. 273000	0	0	20	77	33	130
Rs. 273001 to Rs. 846000	2	3	13	113	34	165
Rs. 8460001 and above	1	0	12	65	19	97
Total	4	8	99	445	203	759

$\chi^2 = 28.446$, p Value = 0.028, N = 759

Source: Survey Method

χ^2 test statistic value of 28.446 with corresponding p value of 0.028 (table 18) shows that the null hypothesis H14 stands rejected at 5% significance level concluding that the level of income of the respondent and his satisfaction with the EPS are associated.

- **Respondent's Income and Efficiency of EPS**

Data regarding income level of the respondents and their views about the efficiency of EPS measured in terms of time taken to settle the payments and resources utilised are presented in table 19.

Table 19: Respondent's Income and Efficiency of EPS

Income	EPS is Quick and Saves Time					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
0	0	0	2	17	32	51
Less than Rs. 70000	2	4	12	115	183	316
Rs. 70001 to Rs. 273000	0	1	9	60	60	130
Rs. 273001 to Rs. 846000	0	2	7	96	60	165
Rs. 8460001 and above	0	1	2	68	26	97
Total	2	8	32	356	361	759

$\chi^2 = 54.54$, p Value = 0.000, N = 759

Source: Survey Method

χ^2 value 54.54 with corresponding p Value shows that the null hypothesis H15 stands rejected, verifying that the income level of the respondent and his views about the efficiency of EPS are related.

Concluding Remarks

EPS have shown rapid increase in their use across the world, but trend of use of EPS is not consistent and a large chunk of population from all categories urban and rural, educated and less educated, rich and poor, are still not making use of these systems. Therefore, in this study an attempt was made to examine the trend of use of EPS in India and also to examine whether there is any association between user demographics and their adoption of EPS.

So far as, India's standing in the international community regarding adoption of EPS is concerned, India is the highest user of RTGS, with highest value of transactions of worth US\$25.5 billion conducted in 2020. Good internet services at low price available in wider area covering large population, larger penetration of smartphones may be the reasons. Most preferred mode in India is digital wallets with almost 40 percent market share. People in India mostly use Phonepe and Google pay with each having market share of 43 percent. Young and urban area people make comparatively more use of EPS, are comparatively more satisfied and consider EPS highly efficient. Students and servicemen use more of EPS as compared to users from business category. Educated and rich people make more use of EPS.

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